

**THE RELATIONSHIP BETWEEN MARKETING MIX
STRATEGIES AND CUSTOMER LOYALTY:
A STUDY IN FOOD AND BEVERAGE SECTOR**

By

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in Fulfillment of the Requirement for the Master of Science (Management)**



KOLEJ PERNIAGAAN
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ABSTRACT

This study is carried out to investigate the relationship between marketing mix strategies and customer loyalty. The study is focusing on food and beverages products. The outcomes of this research are essential to readers in order to understand the dimension that influences customer to buy the products. Furthermore, the dimension is important to recognize the relationship of the marketing mix strategy which consists of 4p's such as products, pricing, promotion and distribution towards customer loyalty. Quantitative method is used in this study. The respondents come from 170 students at Kolej Universiti Insaniah (KUIN), Alor Setar. The result shows there are significant relationship between product, pricing, promotion and distribution towards customer loyalty. Future research reveals there is significant relationship between marketing mix strategy and customer loyalty. Marketing mix strategies represent certain variance of customer loyalty. The loyalty influenced by dimension of products, price, promotion and distribution.

APPRECIATION

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CHAPTER 1

PREFACE

1.0 Introduction

Marketing is one of the most important aspects of growing business. An investment also will pay for itself over and over again. Yet it is often misunderstood or neglected due to a lack of time, resources or knowledge of its potential. It is often confused with selling or advertising but it encompasses much more everything from company culture and employer branding, reputation, communication and ethics.

This is through positioning, market research, pricing points, distribution, new business and product development to advertising and promotion. The strategy behind a brand must inspire interest, engage curiosity and build on a business reputation and image. It must make the most of the right communication mediums and be planned, reviewed and measurable.

It may incorporate anything from market research, direct marketing and online exposure, business to business or business to customer communication. Today marketing strategies can be quite diverse and no longer restricted to print; radio and television also engage the customer via creative online and digital campaigns.

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