

**ASSESSMENT OF BRAND LOYALTY AMONG EMERGING
HIGH NETWORTH INDIVIDUALS ON LUXURY
SEGMENT OF CARS**

By

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80_RECOMMENDATION

The study among Emerging High Networth Individuals who purchased luxury cars revealed that, among the marketing mix elements of luxury cars, they give more importance to product elements.

As per the findings of the study, there is a notable influence of brand attributes on customer satisfaction. All brand attributes namely brand image, brand experience, perceived value, product differentiation, and brand positioning increase customer satisfaction, which in turn increases brand loyalty. Customer satisfaction serves as a bridge between all brand traits and brand loyalty.

- Impact of brand attributes on Cognitive, Affective and Behavioural Loyalty of EHNIs towards luxury cars
- Comparative analysis of brand loyalty among Compact and Premium Segment of Cars
- Assessment of brand equity of luxury cars among Emerging High Networth Individuals