

Independent Study Title	The 3I of Brand (Brand Identity, Brand Integrity, and Brand Image) in Developing Brand Loyalty for Cosmetics Industry – An Exploratory Research by Looking at the View of the Students From a Case University
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ABSTRACT

Practically, the purpose of this research study is to provide brand managers with the “3i” brand insights that have been empirically shown to be capable to predict and explain the variability of brand loyalty, so as to guide them in effective brand management, i.e. the use of positive POW seeding campaigns through maximizing the usage of the brand integrity contents and the loyal customer bases. Theoretically, the research objective is to study the ability of the “3i” (brand identity, brand integrity, and brand image) and its antecedents i.e. customer needs, product characteristics and promotional means, in explaining the variance of brand loyalty, which in a way implies a knowledge structure of brand equity from which the brand managers can exploit for further brand extension and revenue improvements.

Keywords: Brand Loyalty/Brand Identity/Brand Integrity/Brand Image/Consumer Behavior/Cosmetic