

## The Impact of Brand Loyalty on Product Performance

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**Abstract :** This research investigates the impact of Brand Loyalty on the product performance and the factors those are considered more important in brand reputation. Variables selected for this research are Brand quality, Brand Equity, Brand Reputation to explore the impact of these variables on Product performance. For this purpose, primary research has been conducted. The questionnaire survey for this research study was administered among the population mainly at the shopping malls. For this research study, a sample size of 250 respondents has been taken into consideration. Customers from the shopping malls and university students constitute the sample for this research study using random sampling (non-probabilistic) used as a sampling technique for conducting the research survey. According to the results obtained from the collected data, it is interpreted that product performance shares a direct relationship with brand quality, brand quality, and brand reputation. Result also showed that brand quality and brand equity has a significant effect on product performance, whereas brand reputation has an insignificant effect on product performance.

**Keywords :** product performance, brand quality, brand equity, brand reputation

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