

THE ROLE OF ADVERTISING IN BRAND IMAGE DEVELOPMENT OF SAMSUNG ELECTRONICS COMPANY

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ABSTRACT

The topic of the role of advertising and brand image development of Samsung Electronics Company was developed to analyze the brand image among the customer of Oman. In this study Positivism research Philosophy was adopted, inductive approach and survey as research strategy were followed. Descriptive analysis as research design and simple random sampling technique was adopted in probabilistic sampling method. With a sample size of 100 respondents were chosen for the study.

KEYWORDS: *Brand, Brand Image, Brand Image Development*

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