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DETERMINANTS OF CONSUMER'S BRAND SWITCHING BEHAVIOR OF AUTOMOTIVE PRODUCTS

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ABSTRACT

This study's topic is consumer's brand switching behavior of automotive products. The title of this study is the Determinants of brand switching by consumers in purchasing automotive products. The automotive product referred here is cars. Brand plays an important role in consumer purchasing decisions. In relation to the brand, there are two possible decisions that will be taken by consumers, first possibility is the determination to keep buying the same brand; or the second possibility is to choose a brand other than what is usually consumed. This second possibility is called brand switching behavior. There are several factors that cause consumers to switch brands and the purpose of this study is to confirm these factors, namely brand image, product quality, satisfaction, e-WOM and price changes. This research is a quantitative study using a questionnaire as the main tools of data collection. Data processing will be carried out using a linear regression analysis tool using SPSS as the data processing application. The number of samples is 121 respondents using convenience sampling as the sampling technique. The results obtained are satisfaction and e-WOM has proven to have an effect on brand switching behavior among consumers of automotive products. Meanwhile, brand image, product quality and price changes did not prove to have an effect on brand switching behavior.

FLOW OF FOREIGN INSTITUTIONAL INVESTORS AND MUTUAL FUNDS IN THE INDIAN STOCK MARKET: A COMPARATIVE STUDY

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ABSTRACT

Mutual funds (MFs) are professionally managed open-ended investment funds that pool money from a variety of participants to purchase securities. Institutional investors, including foreign institutional investors and retail investments, invest in MF. The purpose of the research is to look into the statistical relationship between the FII and the MF. Mutual Funds and FIIs are compared to indicate the entire flow of funds in the stock market.

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