

**The impact of the competitive location of the  
brand of the product in improving customer  
loyalty to the brand  
Field study on the market of laptops in  
Damascus**

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**Abstract**

The competitive position of the brand of the product is becoming more and more important in the markets of intense competition and rapid changes. This concept includes several dimensions that have important implications for customer behavior in particular and in the customer's evaluation of the product and the organization together,

It also reduces the need for intensive promotion and is a barrier to other organizations that prevents them from entering the market. It can open up new markets when the growth of the organization depends on penetrating new markets and ensuring the survival and sustainability of the organization ultimately enhances customer loyalty to the organization.

The research aims to highlight the competitive location of the brand of the product and the need to pay attention to its role in influencing the improvement of customer loyalty.

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For the Paper in Arabic Language See the Pages (155 -179).

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