

ABSTRACT

The objective of the study was to establish the influence of branding on customer satisfaction among NMB banks in Arusha. This study adopted descriptive research design. The choice of descriptive design was supported with the fact that the design allows assessing in detail the subject matter. The population of this study comprised customers and marketing officers of commercial banks notably NMB in the study area. This study deployed convenience and purposive sampling techniques. Both secondary and primary data collection methods used in this study, this study collected secondary data from both published and unpublished literature related to the study theme. Qualitatively, data analyzed using content analysis whereas quantitative data analyzed using SPSS and data presented using graphs, tables and charts.

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