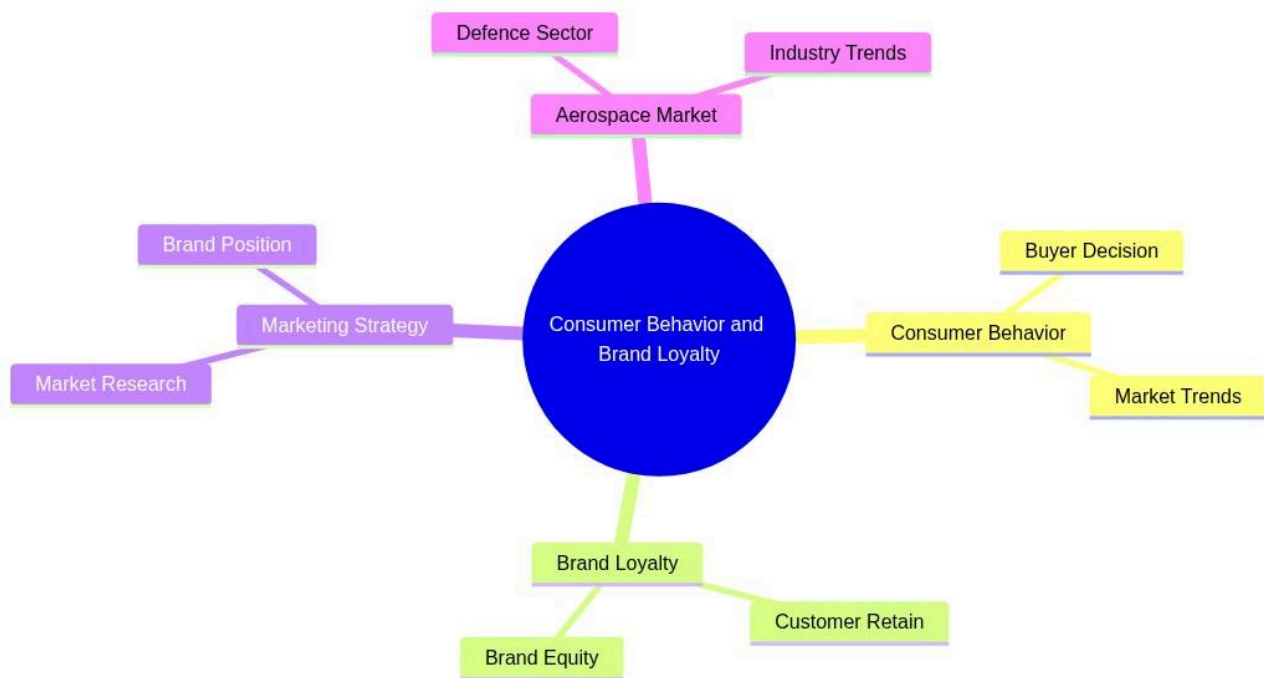


Professional Certificate in Aerospace and Defence Branding and Marketing

# Consumer Behavior and Brand Loyalty



mindmap

```

root((Consumer Behavior and Brand Loyalty))
  Consumer Behavior
    Buyer Decision
    Market Trends
  Brand Loyalty
    Customer Retain
    Brand Equity
  Marketing Strategy
    Market Research
    Brand Position
  Aerospace Market
    Defence Sector
    Industry Trends
  
```