

**Investigating Brand Loyalty Factors
Among Young Mobile Phone Users**

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Investigating Brand Loyalty Factors Among Young Mobile Phone Users

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By

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Abstract

One of the key elements in marketing mix is to successfully promote and build a brand name for business to progress. Hence, this study is to investigate Brand Loyalty factors among young mobile phone users in the Mobile Telecommunication Sector in Malaysia. In this research, five antecedents of customer satisfaction that leads to customer loyalty are identified. The variables measured are "Switching Cost", "Corporate Image", "Service Quality", "Trust" and "Promotion". A total of 400 questionnaires were distributed to three schools in Bukit Mertajam, Pulau Pinang. 337 questionnaires were returned and useable representing 84.3 percent response rate. The Pearson correlations test that was conducted showed that "Promotion" is the highest influential factor in influencing brand loyalty in mobile telecommunication sector. This is followed by "Trust", "Service Quality", "Corporate Image" and "Switching Cost". The findings although might be premature since it was conducted in a small scale. However, it could have prescribed potential implications for mobile telecommunication service providers to review their loyalty programs to retain existing customers and at the same time attract new ones.

Abstrak

Salah satu elemen penting dalam campuran pemasaran ialah penjenamaan produk. Ianya bagi memastikan kesinambungan dan kejayaan perniagaan yang berterusan. Penyelidikan ini bertujuan untuk memahami kesan Kesetiaan Jenama dikalangan pengguna muda telekomunikasi mudah alih dari sektor servis telekomunikasi mudah alih di Malaysia. Lima pembolehubah kepada kepuasan pelanggan telah digunakan dalam penyelidikan ini bagi mengkaji tahap Kesetiaan Jenama pelanggan terhadap pembekal servis telekomunikasi mudah alih. Pembolehubah yang digunakan adalah “Kos Penukaran”, “Imej Korporat”, “Kepercayaan”, “Kualiti Servis” dan “Promosi”. Sejumlah 400 soal selidik telah diagihkan ke tiga buah sekolah sekitar Bukit Mertajam, Pulau Pinang. Dari jumlah tersebut sebanyak 337 soal selidik telah berjaya dikutip semula untuk analisis data. Ini mewakili 84.3 peratus daripada jumlah keseluruhan soal selidik. Analisa korelasi Pearson yang dijalankan menunjukkan “Promosi” adalah merupakan faktor utama kepada Kesetiaan Jenama. Ini diikuti oleh “Kepercayaan”, “Kualiti Servis”, “Imej Korporat” dan “Kos Penukaran”. Hasil penyelidikan ini, walaupun dijalankan pada kawasan yang terbatas, berupaya untuk menyatakan keutamaan yang perlu diberi perhatian oleh pembekal servis telekomunikasi mudah alih dalam program kesetiaan jenamanya. Ini adalah penting dalam mengekalkan pelanggan sedia ada di samping pada masa yang sama menarik pelanggan baru.

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In the name of ALLAH S.W.T, The Beneficent, The Merciful, Praise to be to ALLAH S.W.T. Thee (alone) we worship; Thee (alone) we ask for help; Show us the straight path; The path of those Thou has favored; Not (the path) of those who earn thine anger nor those who go astray.

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CHAPTER 1

INTRODUCTON

1.0 Chapter Introduction

This study is to investigate the relationship between Switching Cost, Corporate Image, Service Quality, Trust and Promotion on Customer or Brand Loyalty in mobile telecommunication provider in Malaysia from the teenagers' perspective. This segment of consumer is important to telecommunication companies to focus as they are the main user of 3G technologies provided by them. The rapid and efficient deployment of new wireless data and Internet services has emerged as a critical priority for communications. Network component that enable wireless data services are fundamental to the next-generation network infrastructure. Standards tool such as Bluetooth that enable connection between a mobile terminal and other electronic devices such as phone, PDA, laptop/desktop and other peripherals, providing added convenience to the consumer and allowing for the synchronization and uploading of information at all times via broadband.

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