Investigating Brand Loyalty Factors
Among Young Mobile Phone Users

Mohd Noor Azam Bin Ayob

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Investigating Brand Loyalty Factors
Among Young Mobile Phone Users

A thesis submitted to the College of Business, Universiti Utara Malaysia in partial fulfillment of the requirements for the degree of

Master of Science in Management

Universiti Utara Malaysia

By

Mohd Noor Azam Bin Ayob

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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

Acknowledgement

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 eara thine anger nor those who go astray.

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Mohd Noor Azam Bin Ayob
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CHAPTER 1

INTRODUCTION

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.
The contents of the thesis is for internal user only
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IEMR’s Mobile Operator Forecast


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