

**FACTORS INFLUENCING  
BRAND LOYALTY  
AMONG MOBILE PHONE USERS**

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**Universiti Utara Malaysia**

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**FACTORS INFLUENCING  
BRAND LOYALTY  
AMONG MOBILE PHONE USERS**



**A thesis submitted to the College of Business in partial  
fulfillment to the requirements for the degree**

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# Abstract

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The purpose of this paper is to examine the relationship between trust, customer satisfaction, promotion, brand name, attitude towards the brand and brand loyalty. Students of Universiti Utara Malaysia were chosen as samples of this study. A total of 250 questionnaires were distributed to the respondents and 162 of them were obtained and usable. Correlation and regression analysis were used to analyze all data. The findings indicated that all the independent variables, - trust, promotion, brand name, customers' satisfaction, attitude toward the brand, - had a certain degree of relationship with brand loyalty. Customers' satisfaction had the strongest relationship with brand loyalty. Only two variables which are customers' satisfaction and brand name influenced brand loyalty while other variables had no significant relationships with brand loyalty. The findings suggests that producers of mobile phones should put more effort on building corporate image and conduct research on customers preferences and needs in order to increase loyalty of their customers.

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# 1

## INTRODUCTION

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### 1.0 CHAPTER INTRODUCTION

This study explores brand loyalty factors among mobile phone users in Malaysia. In particular, it will discuss the significance and influence of factors such as trust, promotion, brand name, customers' satisfaction and attitude towards the brand on brand loyalty among mobile phone users in Malaysia. This chapter contains eight parts as follows: (1) Background of the study; (2) Problem statement; (3) Purpose of the study; (4) Research questions; (5) Theoretical framework; (6) Hypotheses; (7) Significance of the study; (8) Limitations of the study.

### 1.1 BACKGROUND OF THE STUDY

Mobile phones allow people to be more connected than ever. As Kushchu (2007) suggested that the mobile phone is not just a communication device, but also its

functionalities became more than the traditional way of connecting two people. Today there are over 3 billion people or more than 40 % of the world's population uses a mobile phone worldwide. This number is far more than number of people who use a computer or have access to the internet. In many developed countries, 90% of the population uses mobile phones and developing countries are catching up fast (Mobile Commerce, 2008).

Mobile customers are not just talking and texting, but also 57% of them playing games on their mobile phones. In addition, there is an expectation of growing in SMS volumes from 2.6 trillion in 2007 to 5.5 trillion in 2013 worldwide. Mobile activities are keeping on rising throughout all ages. It is important to note that the 65 years and above age group used text messaging (Research Brief, 2009).

In Malaysia, mobile phones are considered as an important communication tool and has become an essential part of the Malaysian society. Malaysia is the first country in Southeast Asia which has a cellular network and it was considered a luxurious item when the mobile phone was first introduced to Malaysia in 1998 and was mainly used by professionals. Today the mobile phones have crept into every aspect of our lives so much so that it is hard to ignore the social impact on peoples' lives. People use mobile phones to keep in touch with their family and friends, security and safety. Originally the mobile phones were equipped with features that allow users to call but today mobile phones have other features that can further be used to communicate and entertain, such as the Short

Mobile Phone use Amongst Students in a University in Malaysia: MP3 player, games, internet and videos. These additional features attract users, especially the younger generations and thus led to the increase in the number of mobile phone users in Malaysia.

In the quarter 2007 report by Malaysian Communication and Multimedia Commission (MCMC), it showed that the penetration rate of mobile phone is increased (from 9.6% to 85.1% in 1998. This implies that, today there are more than 21 million mobile phones in the country ([www.skmm.gov.my/facts.pdf](http://www.skmm.gov.my/facts.pdf)). Even during the financial crisis in 1997, the numbers of users keep on growing, although at a lower rate of 45% a year. In 2000 there was dramatically increase in growth rate to 75%, and it was the highest increase since 1995 (Yeow et. al, 2008).

According to the Malaysian Communication and Multimedia Commission (MCMC) investigation conducted in the year 2008, showed that Malaysia was at the second place with the number of 26 thousands mobile phone users in ASEAN most of the users are males (54 %) while the remaining are females (43.6%) were females. The survey further revealed that young adults (with ranging in age from 20 to 49 years) are significant mobile phone users in Malaysia. While pre-teens and students below 19 years old make up 20.9% and the elderly consists of 12.3% (Abdullah, 2004). The reason to this is because younger generations used the mobile phone not just as a tool for communication but, also as a way to express themselves (Ito and Okabe, 2004) and also

to look *hip* and *cool* (Ling, 2001). As Bianchi & Phillips (2005) argued that older generations were born before the technological era and they used the mobile phone mostly for their social or business purposes.

Therefore, this study is interested in exploring the mobile phone usage of the younger generations in Malaysia. The accessible population for the present study is students of Universiti Utara of Malaysia (UUM).

The present study will reveal information on the satisfaction and levels of loyalty toward the phone brand amongst university students as well as their related factors. Findings of this study may be useful to various parties for example, university students, educators, researchers, and policy-makers. Government and policy makers may find that information from the present study is useful in their planning of procedures and programs for young technology users.

Thus, the objective of the study is to investigate factors pertaining customer loyalty towards the mobile phones which include trust, promotion, brand name, attitude toward the brand and customer satisfaction.

## 1.2 PROBLEM STATEMENT

Earlier studies suggest that customer loyalty is a crucial factor in companies' growth and performance proving with competitive advantages (Lee & Cunningham, 2001; Reichheld, 1996).

The mobile phone usage is very popular in developing countries such as Malaysia. However there are not many studies that have been conducted on the subject of the mobile phone usage and mere handful of research papers have been published (Yeow et al., 2008). This is partly due to the relatively short history of the industry, because research on factors affecting customer loyalty began only in the late 1990s. This study tries to fill this research gap by providing a comprehensive investigation of the factors influencing customer loyalty toward the brand of mobile phone.

According to the findings of Yeow et al., (2008) there are two related to brand loyalty. Firstly the positive factors will increase overall mobile phone satisfaction (OMPS) because mobile phones are used for peer chatting and family coordination. Negative factors will significantly decrease the OMPS because of an increase in the risk of using the mobile phone such as radio-frequency radiation, health concern, public disturbance, social interruption and road accidents.

### **1.3 OBJECTIVES OF THE STUDY**

#### **1.3.1 Main Objective**

The main objective of this study is to determine the factors that influence brand loyalty among mobile phone users in Malaysia.

#### **1.3.2 Specific Objectives**

The specific objectives of this study are as follows:

1. To examine the relationship of Trust with the Brand Loyalty toward the mobile phone brand;
2. To analyze the adjustment effect between promotion and brand loyalty toward the mobile phone brand;
3. To identify the relationship of Brand Name with the Brand Loyalty toward the mobile phone brand;
4. To analyze the adjustment effect between Customer Satisfaction and Brand Loyalty toward the mobile phone brand;
5. To investigate how customers' Attitude toward the brand influence loyalty of mobile phone brand.

## **1.4 RESEARCH QUESTIONS**

1. What relationship does the Trust have with the Brand Loyalty toward the mobile phone brand?
2. What adjustment effect is there between promotion and brand loyalty toward the mobile phone brand?
3. What relationship does the Brand Name with the Brand Loyalty toward the mobile phone brand?
4. What effect is there between Customer Satisfaction and Brand Loyalty toward the mobile phone brand?
5. How customers' Attitude toward the brand influence loyalty of mobile phone brand?

## **1.5 THEORETICAL FRAMEWORK**

Figure 1.1 shows the theoretical framework of the research. Theoretical framework is a basis for the research project. It helps to theorize the relationship among several factors that have been found as an important to investigate the research problem, through few

processes such as interviews, observations and a literature survey (Caruana, 2001). Also the relationship among variables that are believed to be integral to the dynamics of the situation is being investigated. It consists of dependent and independent variables.

### **1.5.1 Dependent Variables**

The dependent variable is the primary interested variable of the research. The purpose of every researcher is to identify and explain the independent variable. In other words this variable is the main variable factors of the investigation. The dependent variable of this research is "Brand Loyalty".

### **1.5.2 Independent Variables**

Independent variables are variables that influence dependent variable in either positive or negative way. In other words they are related with each other if the dependent variable is

present and the independent variable is also the present and if there is an increase or in the each unit of the independent variable there also will be increase or decrease in the dependent variable. The variance in the dependent variable is accounted by the independent variable.

In this research the independent variables are “Trust”, “Promotion”, “Brand Name”, “Customer Satisfaction” and “Attitude Towards the Brand”.

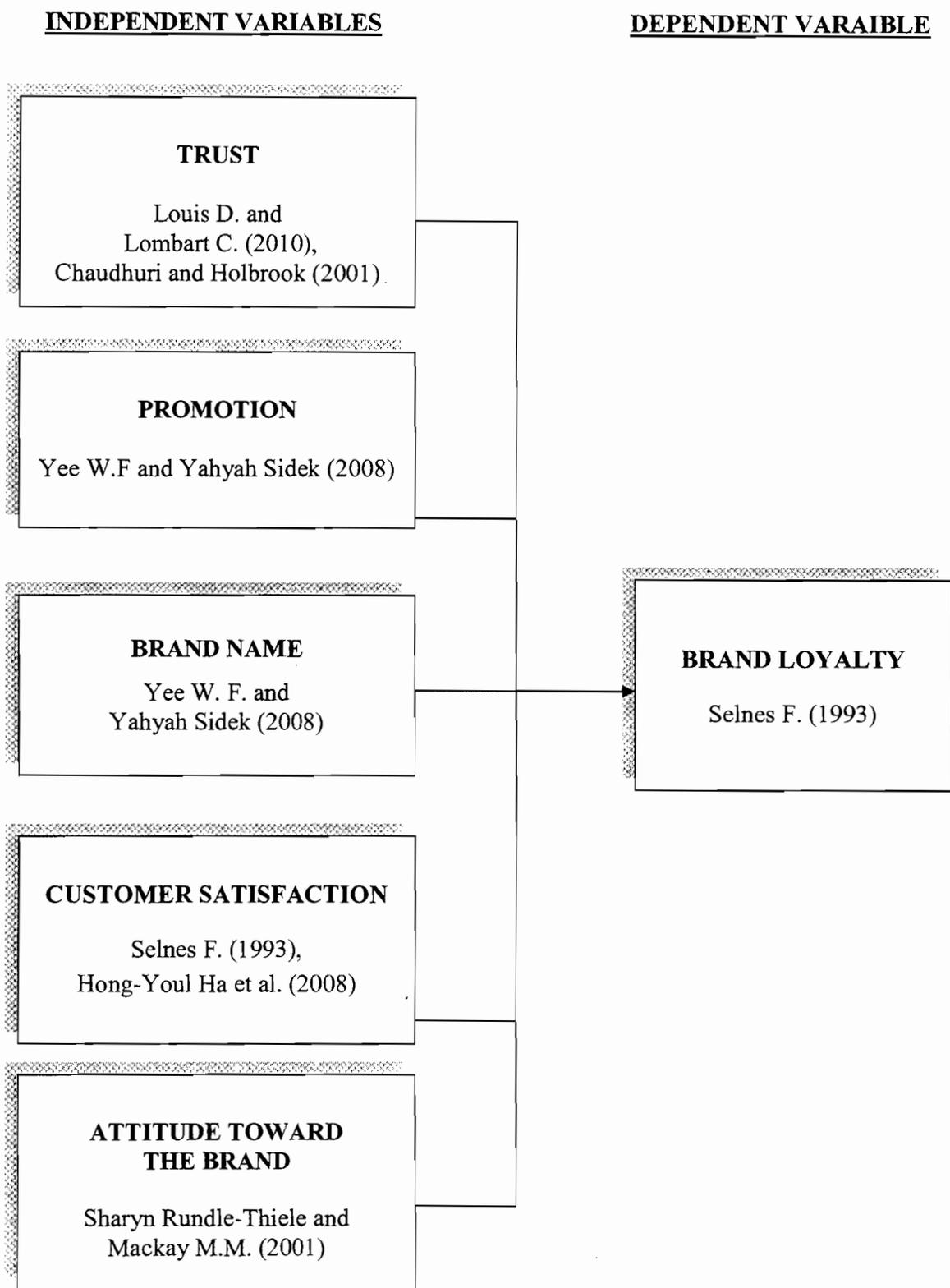


Figure 1.1: Theoretical Framework of the Research

## **1.6 SIGNIFICANCE OF THE STUDY**

This study will explore factors related to Brand Loyalty in the mobile phone usage among the younger generations in Malaysia. The samples for this present study are the students of Universiti Utara of Malaysia.

The present study is hoped to reveal information on the satisfaction and levels of loyalty toward the phone brand amongst university students as well as their related factors. Findings of this study may be useful to various parties for example, university students, educators, researchers, and policy-makers. Government and policy makers may find that information from the present study is useful in their planning of procedures and programs for young technology users.

# 2

## LITERATURE REVIEW

---

### 2.0 CHAPTER INTRODUCTION

This chapter reviews all the five independent variables, which are Trust, Promotion, Brand Name, Customers' Satisfaction and Attitude Towards the Brand and one dependent variable, Brand Loyalty.

### 2.1 TRUST

There have been numerous conceptualizations of trust in many areas and has a range of definitions. But the most popular concept of trust: "*trust exists when one party is confident in its partner's reliability and honesty*" was offered by Lewicki et al. (1998)

and Morgan and Hunt (1994). Similarly to this in another study that has been done by Moorman, Gerald and Rohit (1993). These writers defined trust as a willingness to trust on an exchange partner when there is a confidence in partner.

However, there has been little experimental study on brand trust in the marketing literature (Matzler, Grabner-Kräuter, Bidmon, 2006). Trust is considered as a very important aspect in customer-brand relationships (Harris & Story, 2005). As Harris and Story (2005) suggested that any personal relationship is built on trust, whether it is between a person and a person or between a person and a brand. This means that trust is the main factor in building relationship between customer and company. Every time when a company introduces its new product to its customers, customers would have willingness to buy this new product with the confidence that this new product will satisfy their needs. They believe that the company knows its customers' needs and they can rely on it. In previous studies, it was also showed that when there exists highly trust in brands there will be willingness to try new products of the brands, and brand trust compensates for the lack of knowledge about the new products (McWilliam, 1993).

Matzler, Grabner-Kräuter, Bidmon (2006) suggested that trust is one of the most important and desirable qualities in the relationship both between company and its customers and in the relationship between a brand and its consumers. Meanwhile Anderson and Narus (1990) suggested that trust has been considered as a key factor that

helps to build successful long-term oriented relationships. Similar to these findings Singh and Sirdeshmukh (2000) pointed out that in business studies trust is important factor for building and maintaining long-term relationships.

Weigert (1985) argued that trust can build confidence among the consumers thus avoiding the uncertainty involved in buying certain service or product.

### **2.1.1 Relationship between Trust and Brand Loyalty**

Previous studies indicate that we can see that there exists a strong positive relationship between trust and brand loyalty. Hart and Johnson (1999) pointed out that trust has been accepted as a significant factor that has strongly effect on customer loyalty. Furthermore, the findings of study of Casalo', Flavia'n and Guinali'u (2007) showed a positive and significant relationship between consumer trust and loyalty. Chaudhuri and Holbrook (2001) suggested that the reason of focusing on brand trust is based on the results of findings that there is exists a positive and a significant effect of brand trust on brand loyalty.

Chaudhuri and Holbrook (2001) pointed out that brand trust and brand loyalty are main aspect in brand management. Therefore, trust is one of the variables that can ensure a long-term customer loyalty (Hart and Johnson, 1999).

## **2.2 PROMOTION**

Promotions have become very popular during the past few decades (Raghubir and Corfman, 1999) and have a dominant role in the most of customer goods companies (Dotson and Hyatt, 2002). The result to this is the desire among consumer groups for improved value in the products they pay money for (Dotson and Hyatt, 2002). Zeithaml (1988) explained value as the ratio of perceived benefits to price, and is connected to performance and meeting customers' expectations. Dotson and Hyatt (2002) suggested that marketers in order to attract customers and to support brand switching use promotions like coupons, discounts that can help to increase sales and market share. Contradicting to this Vecchio, Henard and Freling (2005) found in their study that an unannounced price cut was unfavorable to brand preference and they suggested that it is more favorable when promotion was offered in a coupon or premium.

Dotson and Hyatt (2002) used seven sales promotion tools such as rebates, coupons, premiums, bonus packs, loyalty/continuity programs, price deals, and samples in their study. The definition of these tools are as follows:

*a. Rebates*

In this promotional tool buyer can mail in a form of request to get money back from the producer rather than from the retailer;

*b. Coupons*

Coupons give the right to the receiver for a reduction in price of a product or service. Coupons are paper that can be obtained from magazines and newspapers, may be downloaded from the Internet, at the point-of-purchase;

*c. Premiums*

In this promotion tool items are offered for free or at a discount with the purchase of another goods. This type of promotion tool we meet almost every day at the stores and supermarkets;

*d. Bonus packs*

Bonus packs are offers by the producer that provide additional product at the usual price in an enhanced package;

*e. Loyalty or continuity programs*

In this type of promotion tool rewards its recipient or consumers for repeat purchase or support of the same product or company by giving discounts or product for free;

*f. Price deals.*

In this tool a customer can get cents or even dollars off goods;

*g. Sampling*

Sampling gives an opportunity to consumer to test small portion of product for free;

Vecchio, Henard and Freling (2005) suggested that promotions give benefit like choice however, this benefit will end when the product or brand is no longer promoted. The findings of Scott and Srinivasan (2003) also showed that promotions have an effect

on consumer preference, which makes customers to switch from one brand to another Blattberg and Neslin (1999) pointed out that promotion reduces the price or gives additional item at the same price, thus enhancing the value and giving motivation to purchase.

### **2.2.1 Relationship between Promotion and Brand Loyalty**

Brand managers spend more money on sales promotions than on advertising to defend their brands from negative effects (Vecchio, Henard and Freling, 2005). The reason to spending more money on promotion than on advertisement is that it is good opportunity not only to expand the marketing of product or make current customers happy and more loyal but also to attract new customers who have not used the brand yet. This acts as a bargain hunter or had willing to try product of another brand but had not had a chance yet. But the most important and difficult part is to meet customers' needs, not just current customers but also of new customers' that have used the product first time. In this relation companies can avoid the new customers churn to another brand after the promotion ended. Vecchio et al. (2005) suggested that promotions give benefit like choice. However, this benefit will end when the product or brand is no longer promoted. Very few brand loyalty researches by Rothschild and Gaidis (1981); Winer (1986); Bawa and Shoemaker (1987), found out that price promotions are the antecedents of brand switching behavior. These scholars have the same opinion that in the short term, price

promotions may increase sales. Moreover, Rothschild and Gaidis (1981); Kahn and Louie (1990) found out empirically that if consumers are satisfied with the brand promoted, their satisfaction tends to be reinforcing and it may increase the probability of choosing the brand once more after the promotion is quiet, mainly for previous non-users of the specified brand.

Marketers, in order to attract customers and to support brand switching, use promotions like coupons, discounts that can help to increase sales and market share (Dotson and Hyatt, 1999). In addition, Blattberg and Neslin (1999) suggested that promotions often used to attract or motivate non-users to purchase product but when product was bought for the first time in response to promotion there would not be or less wish to buy it when promotion ends.

### **2.3 BRAND NAME**

Lau and Lee (1999) defined brand as a name, term, sign, symbol, or design or a combination that intended to recognize a seller's goods or services, and to differentiate them from competitors". Researchers and managers realized that the strong brand names has significant place in company that already had established its own brand name (Fred Selnes, 1993) and brands have been more and more considered as main capital for many businesses (Kim and Kim, 2005). However, most surveys have been done on customer

satisfaction but have paid little attention to brand reputation (Keller, 1993). But today emphasize on brand names are increasing because it has a strong impact on customer loyalty. Fred Selnes (1993) defined brand reputation in his research as the perception of quality related to the name.

According to Keller (1993) brand image is described by types of brand associations including features such as attributes, benefits, and attitudes toward the "product." A widely accepted definition of brand image is that brand image represents consumers' perceptions of a brand as consumers remember the brand (Keller, 1993). Even though theoretically it can be argued that perceived quality and customer satisfaction will lead to customer loyalty as brand image is considered to present the aspect of market offering that enables companies create associations (Keller, 1993).

### **2.3.1 Relationship between Brand Name and Brand Loyalty**

According to Fred Selnes (1993) strong brand names can lead to customer loyalty. Fornell, Mithas, Morgeson and Krishnan (2006) found in their study that brand image have effect on customer perceived quality and satisfaction which would lead to customer loyalty. Also the outcome from other study showed that brand image can influence customer commitment (Ogba and Tan, 2009). It is very important for companies to build

and maintain healthy relationships with the public in order to have an ability to be a leader and get success marketing the product. While these all helps company to build a good brand image that would lead to increase customer loyalty (Ogba and Tan, 2009).

## **2.4 CUSTOMERS' SATISFACTION**

Hunt (1977) and similarly Oliver (1997) described satisfaction as valuation of product that was at least as good as it was promised''. In other studies customer satisfaction was defined by two perceptions, which are transaction-specific perception or cumulative perception. The transaction-specific perception specifies customer satisfaction as the evaluation based on the recent purchase experiences (Boulding et al., 1993). The cumulative perspective indicates that evaluations of customer satisfaction should be based on all the purchase experiences of the customer than any specific purchase experience (Johnson & Fornell, 1991). Parasuraman et al. (1988), argued that the cumulative perspective is more able of evaluating the service performance of firms and more useful in predicting consumers' post-purchase behaviors (Wang et al., 2004). In terms of mobile commerce, Lin & Wang (2006), define customer satisfaction as customer's post-purchase evaluation and affective response or feeling to the overall product or service experience in a mobile commerce environment. Cronin et al. (2000), Wang et al. (2004), Zeithaml et al. (1996), explain the tendency consumers buying the

goods or services at the same shop and recommend the purchased product to friends and relatives as post-purchase intention.

When Gerpott, Rams, and Schindler (2001), and Tung (2004), examined the telecom industry in Germany and SMS service in Singapore, they also identified that customer satisfaction was positively related to post-purchase intention. Moreover, the study of Turel & Serenko (2006) of the mobile services in Canada and China also supported this argument. In other words, in a mobile commerce environment customer satisfaction is consumer's total response to the purchase experiences (Lin and Wang, 2006).

When Sparksa, McColl-Kennedy (2001) examined the effect of justice (procedural, interactional and distributive) on measures of customer satisfaction within a hotel setting they found that when dissatisfaction in the service encounter happens, customers may become members of activities that is directed against the company, like spreading negative words about the company and/or complaining straightly to the company.

#### **2.4.1 Relationship between Customer Satisfaction and Brand Loyalty**

Today for companies in order to achieve superior economic success, it is crucial that they satisfy customers and increase their loyalty. High level customer satisfaction brings many benefits to a company. Nemati, Khan and Iftikhar (2010) defined customer satisfaction as a business terminology that evaluates at which degree a product or service supplied by a company has been capable to satisfy or please customer. According to Fornell (1992) customer satisfaction enhances customer loyalty and prevents customer churn, lowers customers' price sensitivity, reduces the costs of failed marketing and of new customer creation, reduces operating costs due to customer number increases, improves the effectiveness of advertising, and increases business reputation.

As a general rule, customer satisfaction and customer loyalty are very closely related (Lin and Wang, 2006). Customer satisfaction functions as an antecedent of customer loyalty. Lin and Wang (2006), in their study of mobile commerce in Taiwan identified a positive relationship between customer satisfaction and customer loyalty. Similarly, Newman and Werbel (1973) in their research found a strong and significant relationship between brand loyalty and satisfaction. Also Hess and Story (2005) on the other hand argued that customer satisfaction is supportive factor to brand loyalty.

Customer loyalty is the main objective of customer satisfaction measurement (Sivadass and Baker-Prewitt, 2000) and a key determinant of a brand's long-term viability (Krishnamurthi & Raj, 1991). Torres-Moraga, Arturo and Zamora-Gonza' lez (2008) in their study "Customer satisfaction and loyalty: start with the product, culminate with the brand" found that the significant relationship between customer satisfaction and brand loyalty is a weaker when products were evaluated alone than when brand was evaluated alone. They suggested that such unequal presence is supported in both traditional and innovative goods. Furthermore, Torres-Moraga, Arturo and Zamora-Gonza' lez (2008) found that customer satisfaction and brand loyalty relationship is also present when product and brand are estimate together, representing that there is an transitional position between product and brand.

It is easy to create loyalty if a company can satisfy customer's needs better than its competitors (Oliver, 1999). Meanwhile, effective satisfaction must be able to create loyalty amongst customers (Clarke, 2001). Fornell (1992) pointed out that high customer loyalty is mainly caused by high customer satisfaction. In addition customer satisfaction positively affects customer loyalty (Choi, Seol, Lee, Cho, & Park, 2008) or negatively affects switching intention (Walsh, Dinnie, & Wiedmann, 2006). When Donio, Massari, & Passiante (2006), compared loyal with non-loyal customers they identified that non-loyal customers are much more influenced by negative information about the products or services.

For the reason that today customer and brand relationships have considered as a competitive vital and the dominant paradigm of marketing (Groenroos, 1997; Gummesson, 2002) need to have some relationships with customers rather than merely satisfy them (Hess and Story, 2005). Va'squez-Parraga and Zamora-González, (2008) believed that when customers are loyal to brand it is easy to produce a new product or to make changes in the existing product or brand.

Researchers are more concentrated on brand rather than product in investigating customer satisfaction and loyalty (Va'squez-Parraga and Zamora-González, 2008). They argued that customers value the product itself, rather than the brand. In other words, customers appreciate or like product not because it was launched under the famous brand name but because the product of this brand fits their needs. However, it does not mean that brand is not important but the process of loving a brand start with a product loving a brand (Va'squez-Parraga and Zamora-González, 2008).

Va'squez-Parraga and Zamora-González (2008) investigated the relationships between customer satisfaction and brand loyalty in a quiet interesting and innovative way. They explored satisfaction-loyalty relationship connecting to three conditions of product presence versus brand presence: a. product alone; b. brand alone; and c. product and brand combined. The results of their study showed that there is a strong significant relationship between customer satisfaction and brand loyalty when they evaluated

products alone but weaker than when evaluating brand alone. They also found that there is a positive relationship between satisfaction-loyalty when evaluating product and brand combined. They also suggested that the relationship satisfaction-loyalty begins with the product which comprises of the product-brand, and ends with the brand.

Earlier studies usually focused on factors affecting customer loyalty such as customer satisfaction (Dick & Basu, 1994). However, according to some research's results, it is not always enough to influence positively on customer loyalty by satisfying customers. In some cases, it fails to produce the expected effect. For this reason, these researchers recommended that it is necessary to analyze other potentially influential factors. Jones, Mothersbaugh, & Betty (2002), proposed the concept of the switching barrier in this context. Further, Colgate & Lang (2001), Jones et al. (2002), Lee & Cunningham (2001) demonstrated that when the level of customer satisfaction was identical, the level of customer loyalty could vary depending on the magnitude of the switching barrier. Fornell (1992) and Soderlund (1998) argue that while affected by customer type and customers' individual ways of solving problems, market structure, the connection between customer satisfaction and customer loyalty is not always a linear relation, although it constitutes a positive relationship.

## 2.5 ATTITUDE TOWARDS THE BRAND

According to Block & Roering (1976) consumer attitudes are associated with estimation of objects, phenomena, or ideas. Keller (1993) proposed that an attitude toward the brand is consumers' overall valuations of a brand that should be correspond to from the inside out brand attitudes. Similarly, Kim, Damhorst and Lee (2002) argued that an attitude toward the product happens when consumers evaluate the product and its features such as comfort, color, fashion ability, or styling.

Although consumer attitudes may go beyond the consumption object they remain contextually associated with it. Most literature done in the field of marketing, suggest examples of research that evaluate the types of impact that exact types of attitudes have such as attitudes toward the advertisement George and Montegomery (1999), attitudes toward the brand (Mittal (1989); and attitudes toward the experience (Smith (1993); Holbrook & Schindler (1994)) which have usually been associated with results such as brand preference, brand evaluation, attitude toward the brand, satisfaction, or intention to buy a specified brand.

Petty, Richard, Briñol, and DeMarree (2007) argued that strong attitudes usually result from effortful thinking about the attitude to a certain object and is often related to personal importance. Behavior is guided by this effortful thinking and the self-

confidence, with which the attitude object is held. Moreover, Fazio and Petty (2007), Petty, Haugtvedt, and Smith (1995), Priester et. al (2004) found out that strength of brand attitude predicts behaviors of interest to firms as well as brand consideration, purchase behavior, intention to purchase and brand choice.

In this relation, consumers have positively feelings toward the product they generate more positive cognitive responses, which will lead to more positive attitude toward the brand. In contrast, if consumers have negative feelings to a product they will be less interested in and have more critics on the product.

### **2.5.1 Relationship between Attitude toward the Brand and Brand Loyalty**

There have been very little research on the relationship and brand loyalty; however it is important for organization. To observe the attitudes of customers toward the brand company so that they can be aware on which area to emphasize that will lead to make customers loyal. Ogba and Tan, (2009) found out that there is exists significant relationship between brand loyalty and customer's relative attitude to a particular brand.

Meanwhile, Meyer and Allen (1991) in their study found out that loyalty is a behavioural factor. For instance, the acquired behaviour to one special brand and loyalty

as an accidental approach that assumes the connection between attitudes and behaviour. Meyer and Allen (1991) furthermore suggested that brand loyalty exist as a result of the interaction between a customer's attitude toward brand, and also their repeat purchase behaviour for that brand.

## **2.6 BRAND LOYALTY**

According to Aaker (1996) commonly brand defined as the name, term, design, symbol, or any other feature that differentiates one seller's good or service from other seller's good or service. And now we will look at the brand loyalty concept itself. The concept of brand loyalty is very important for companies in order to be capable of gaining sustainable competitive advantage and growth. It has been believed that brand-loyal customers are more profitable and the costs of marketing to them are lower than consumers who are not brand-loyal. Wood (2004) suggested that the cost of attracting a new consumer is five times greater than the cost of keeping an existing customer. The reason to this are:

- a. Loyalty reduces customer purchase costs;
- b. The flow of positive information from loyal consumers saves on costs of marketing to get new consumers;
- c. Loyal consumers' demand elasticity is lower depending on the degree or type of loyalty;

- d. Brand-loyal consumers help to enhance the opportunities a brand extension to succeed and lower the jeopardy of new product failure;
- e. Loyalty rates are associated to market share.

Nevertheless, Harris & Story (2005) emphasized that customers often are loyal to a brand for improving their capability to win the utility/cost game by doing so they can reduce risk, enhance information processing effectiveness also they gain tangible “frequent user” benefits, or for enjoying benefits associated with relationship connections such as affiliation, association, value matching.

In addition, Tellis (1988) suggested that loyal consumers are less price sensitive than non loyal consumers in making purchase decision. Gounaris and Stathakopoulos (2004) argued that the brand loyalty concept must be connected to:

- a. Repeat acquisition;
- b. Preferences;
- c. Commitment;
- d. Retention;
- e. Allegiance.

According to Lin, Wu and Wang (2000) brand loyalty refers to the customers' preferences in repeatedly purchasing a specific product brand over other brands. Similarly Harris & Story (2005) also argued that consumers are called as brand loyal when they repeatedly purchase an item produced by a particular manufacturer despite having another alternatives of the same item provided in same market by various producers. Furthermore, it can be called as the frequency to which the buyer time after time buys the same brand from variety of brands in a particular class (Harris & Story, 2005). However Rundle-Thiele and Bennett, (2001) argued that brand loyalty concept is not difficult to understand because loyalty is not a just one factor of product succession. Meanwhile, the results of studies of some researchers on it show that there is exists other variables which can also influence loyalty. However, Rundle-Thiele and Bennett, (2001) emphasized that also many other factors related to repeat buy phenomena are still unknown. In addition, Allenby and Lenk (1995) also stated that customer preferences for brands are not as well-established as might be expected. Analysis of study of Rundle-Thiele and Bennett (2001) revealed that a large amount of repurchase behavior is because of unexplained factors that are present across buy occasions.

Many scholars argued that advertisement can help companies gain brand loyalty from their customers. Rundle-Thiele and Bennett (2001) revealed that in order to achieve brand loyalty in advertising, company should offer brand to the consumer which can persuade them that the brand is in suitable combination of price and quality. However, advertisement cannot help companies to achieve brand loyalty of customers.

Advertisement can only attract the customers to purchase the product. Customers can be loyal to brand just after they have experienced several steps of relationships with the brand. Firstly, the product should satisfy customers' needs in all aspects such as price, features, design, safety, reliability, flexibility and so on. Secondly, after some time customers should be confident in brands in other words they should have trust in brand. As Rundle-Thiele and Bennett (2001) pointed out, a company can attract and achieve satisfaction and loyalty of customers by providing facilities which are needed by customers.

In this relation, according to Rundle-Thiele and Bennett (2001) there are many aspects which have an effect on the brand loyalty such as customer attitude, pressure from family and other persons sharing the utilization of brand, personal relations of a buyer with the seller. They believed that customers become loyal depending on their psyche. For example, some of the customers would become loyal when there is discrimination of other brands by another person. Furthermore, Tucker (1964) argued that some customers would become brand loyal even when there is no discriminable variation between brands other than the brand itself. It is the level of truthfulness of the customers to a particular brand, showed by repurchasing behavior in spite of marketing pressures produced by choices of other brands.

Approaches by Oh (1995), to the study of customer loyalty fall into three broad categories: the behavioural approach, the attitudinal approach and the integrated approach. Oh (1995), argued that the integrated approach takes account of both behavioural and attitudinal variables in order to create its own concept of customer loyalty.

Carman (1970) gave store loyalty as a single and most essential example to predict of brand loyalty. He suggested that when the customer makes his decision to buy in a single store, she limits the number of brand options available to her. Therefore, this type of consumer will gain higher brand loyalty scores simply for the reason that the number of possible outcome in her brand-choice experiment is less.

According to Gounaris, Stathakopoulos (2004) there are four types of brand loyalty:

*a. No loyalty*

This type of brand loyalty refers that customers that do not buy the brand or they have no any information on or experiences with the brand. At the same time, social cannot influence on customers to try or buy the brand;

***b. Covetous loyalty***

This type of loyalty derives from the individual's own self-perception and personality toward the brand. There is no purchase but customer exhibits a very high level of relative connection to the brand as well as a strong positive predisposition toward it;

***c. Inertia loyalty***

In this type of loyalty the brand is bought repeatedly by the consumer (Gounaris, Stathakopoulos, 2004). This is characterized mostly by habitual attachment, at least in part because of brand-switching costs (Lin, Wu & Wang, 2000). However there is not exists emotional connection or any social influences. The reason to this there is a lack of any alternative brand or product so customers keep buying the brand;

***d. Premium loyalty***

This type of loyalty characterizes the greatest degree of customer attachment to the brand, high instances of repeat purchases, and high levels of influence by social pressure and sometimes it called as action loyalty.

The linkage between Customer Satisfaction with loyalty is a useful development. However, there remains doubt to what customer loyalty exactly is. The concept of loyalty has various views in terms of its conceptualization and measurement. A variety of researchers tend to view the concept from different perspectives. For example, Ehrenberg (1988) and Jacoby (1971) viewed loyalty as customer repeat purchase. This view propose that customer loyalty only exists whenever customers keep on a do again (second buying journey) on a market offering. While there is a connection between repeat purchase and loyalty, in that for a consumer to be seen as loyal, it may be expected that such consumer will go on with the act of buying a market offering repeatedly. It is, however, necessary to note that such view does not give one with deep practical understanding of the concept as a consumer may repeat purchase not necessarily for the reason of a continuous feeling of satisfaction or as a result of real intent to stay with a brand. However, this could be as a result of strong need for a market offering at that point in time and, consequently, may not necessarily imply the expression “loyal” to a market offering and or brand as there may be limited alternatives.

Fader and Schmittlein (1993) carried out a research which investigated the advantage of high share brands in brand loyalty. They suggested that high share brands usually have considerably higher brand loyalty than low share brands. However, in their study brand loyalty was measured only by the behavioral features of repeat purchase and cognitive features of brand loyalty were not taken into consideration.

On the other hand, Hess and Story (2005) suggested loyalty as preference and commitment, respectively. Whereas preference can represent an attribute of loyalty, there can be strong difficulty in accepting loyalty to straightly mean commitment in that both concepts follow similar principles but are different in reality.

Wilkie (1994) described brand loyalty as “a favorable attitude toward, and consistent purchase of, a particular brand”. However, such a definition seems too simple to understand brand loyalty in consumer behavior framework. The definition means that consumers usually are brand loyal only when both attitude and behavior are sympathetic. However, as it prevents the possibility that a consumer’s attitude is adverse, while his/her repeating the purchases; it does not illuminate the strength of brand loyalty, which means that the consumer’s brand loyalty could be shallow-rooted and/or superficial.

Moreover, Jacoby and Chestnut (1978) also provided another definition of brand loyalty. Their definition was conceptual. They suggested that “brand loyalty is (1) biased (non-random), (2) behavioral response (purchase), (3) expressed over time, (4) by some decision-making unit, (5) with respect to one or more brands out of a set of such brands”. In addition they say that it is a function of psychological processes, such as decision-making, evaluative. This definition compensates the incompleteness of Wilkie’s above-mentioned definition (1994).

# 3

## METHODOLOGY

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### 3.0 CHAPTER INTRODUCTION

In this study, a questionnaire survey was conducted to examine the impact of Trust, Promotion, Brand Name, Attitude toward the Brand, Customer Satisfaction on Brand Loyalty among mobile phone users. It sought to identify whether there is a negative or positive relationship between Trust, Promotion, Brand Name, Attitude toward the Brand, and Customer Satisfaction with Brand Loyalty among mobile phone users.

The survey was limited to the Universiti Utara Malaysia. The sample population covered university students. University students included undergraduate, postgraduate and PhD. Students from Universiti Utara Malaysia.

A questionnaire survey has been applied to collect primary data. All the items are measured on a six-point Likert scales, with anchors ranging from “extremely disagree” to

“extremely agree”. A pilot survey is chosen to revise and complement survey questions. The questionnaire was developed in English and tried to make it understandable for all respondents and ensure its accuracy and appropriateness.

### **3.1 QUESTIONNAIRE DESIGN AND SURVEY INSTRUMENT**

In this research there are 40 in the questionnaire and were distributed to the student of Universiti Utara Malaysia. The questionnaire consists of two (2) parts: In first part there are items related to the demographic measurement. In the second part there are questions related to the independent variables and dependent variable of the study.

The first part of the questionnaire consists of the items that captured general information about the respondents such gender, age, race, level of education, and the brand of their hand phone. This part of the questionnaire is designed by using the interval scale.

In the second part of the questionnaire there are 32 items based on the dependent variable and independent variables of the study. This part has six dimensions as follows:

1. “**Trust**” consists of the 6 items that were adopted from Didier Louise and Cindy Lombart (2010) and Chaudhuri and Holbrook (2001).
2. “**Promotion**” and consists of 5 items which were adopted from Yee W.F. and Yahyah Sidek (2008).
3. “**Brand Name**” has 5 items that were adopted from Yee W.F. and Yahyah Sidek (2008).
4. “**Customers’ Satisfaction**” has 5 items that were adopted from Selnes F. (1993) and Hong-Youl Ha et al. (2008).
5. “**Attitude Towards the Brand**” which consists of 5 items that were adopted from Rundle-Thiele S. and Mackay M.M. (2001).
6. “**Brand Loyalty**” has 6 items that were adopted from Selnes F. (1993).

This part of the questionnaire is designed by using 6 points Likert Scale Summated Rating method ranging from 1 to 6, as follows:

1 = extremely disagree;

2 = strongly disagree;

3 = disagree;

4 = agree;

5 = strongly agree;

6 = extremely agree.

The summary of all the items of the questionnaire is tabulated and is shown as in Table 3.1 below.

**Table 3.1:** Summary of the Questionnaire Design

<b>Variables</b>	<b>No. of Items</b>	<b>Items</b>
<b><u>Section A:</u></b>		
Gender	1	Section A: Item 1
Age	1	Section A: Item 2
State of origin or country of origin	1	Section A: Item 4
Race	1	Section A: Item 1
Religion	1	Section A: Item 1
Level of the study	1	Section A: Item 1
Brand name of mobile phone	1	Section A: Item 1
Mobile phone selection	1	Section A: Item 1
<b><u>Section B</u></b>		
Trust	6	Section B: 1 - 6
Promotion	5	Section B: 7 - 11
Brand Name	5	Section B: 12 - 16
Customer Satisfaction	5	Section B: 17 - 21
Attitude towards the Brand	5	Section B: 22 - 26
Brand Loyalty	6	Section B: 27 - 32

### **3.2 SAMPLE AND DATA COLLECTION**

The undergraduate, postgraduate and PhD students of Universiti Utara Malaysia (UUM) were chosen as respondents of this study. This study's target populations are students using mobile phone, aged 20 years old and above and able to understand English language. A sample size of 150 was taken but 250 questionnaires were distributed using random sampling method. The questionnaires had been given to the students to be completed by them in approximately 20 minutes and were collected within the fixed time. The distribution and collection process lasted for 2 weeks and 162 questionnaires were received. Out of the total received responses 12 were invalid or incomplete and as such they were rejected. Thus, only 150 questionnaires were used for the analysis of the study.

### **3.3 HYPOTHESES**

The hypotheses of this study are as follows:

#### **Hypothesis 1**

H1: There is no significant relationship between Trust and Brand Loyalty

**Hypothesis 2**

H2: There is no significant relationship between Promotion and Brand Loyalty;

**Hypothesis 3**

H3: There is no significant relationship between Brand Name and Brand Loyalty;

**Hypothesis 4**

H4: There is no significant relationship between Customer satisfaction and Brand Loyalty;

**Hypothesis 5**

H5: There is no significant relationship between Attitude towards the Brand and Brand Loyalty.

### **3.4 PILOT TEST**

A reasonable respondents representing target population of survey questionnaire should be piloted (Cavana, Delahale and Sekeran, 2001). The reason to this is that it can help to provide with proxy data for selecting reliable sample by identifying weaknesses in designing and instrumentation of the items in the questionnaire (Cooper et al., 2006). The main goal of implementing Pilot test is to be confident that there were no misunderstandings of the items of questionnaire by respondents and also identify whether all items are reliable or not. For this reasons the researcher of the study implemented Pilot test in survey. Fifty questionnaires were distributed for the Pilot Test and collected to the respondents for analyzing the reliability of items.

### **3.5 Reliability Coefficient**

Test on reliability is applied for analyzing the reliability of the data obtained from the questionnaire. The reliability measures the stability and consistency of the data. Consistency or Cronbach's Alpha measures how well items or variables were set. Sekaran (2003) stated that if the coefficient of reliability is less than 0.60 it should be considered as poor. Those in the range of 0.70 are considered as acceptable and those over the range of 0.80 are considered as good. The nearer this value to 1 the better.

For testing the reliability of the obtained data from questionnaire this study also applied reliability test. Table 3.2 shows the results of the reliability test. The measured variables of the study are considered reliable if alpha values are 0.7 and higher. In this study, the alpha values are between 0.757 and 0.910.

**Table 3.2:** Reliability Statistic Test

<b>Variables</b>	<b>No. of Items</b>	<b>Cronbach's Alpha</b>
Trust	6	0.890
Promotion	5	0.865
Brand Name	5	0.794
Customer Satisfaction	5	0.897
Attitude toward the Brand	5	0.757
Brand Loyalty	6	0.910

# 4

## DATA ANALYSIS AND FINDINGS

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### 4.0 CHAPTER INTRODUCTION

This chapter presents the elaboration of obtained results from data analysis and the purpose of this chapter is to report the findings of the research. The collected data are processed by using the software SPSS of version 12.0 and results represented in the tables. For analyzing the data there were used several methods such as:

- Descriptive Statistics (Frequencies and mean);
- Mean and Standard Deviation;
- One-way ANOVA;
- t-test;
- Correlation;
- Regression.

## 4.1 DESCRIPTIVE STATISTICS OF DATA

According to Coakes and Steed (2007) descriptive statistics are used to describe, examine and summarize the main features of a collected of data quantitatively. Thus in this research descriptive statistics helped us to have information about the amount of female and male respondents, their age, race, religion, level of study, brand name of their first and second, and how their mobile phones' brand were chosen.

### 4.1.1 Gender of Respondents

Table 4.1 shows that most of the respondents are female which comprises 114 respondents or 76 % and 36 male respondents which is 24 % of total number of respondents.

**Table 4.1:** Gender of Respondents

<b>Gender</b>	<b>Frequency</b>	<b>Percent</b>
Male	36	24
Female	114	76
<b>Total</b>	<b>150</b>	<b>100</b>

#### 4.1.2 Age of Respondents

Table 4.2 shows the age of the respondents. It shows that most respondents (72 respondents or 48.9 %) are between that age of 19-21 years old. 49 respondents (32.6 %) are between age of 22-24 years old. On the other hand, 17 respondents (11.3 %) are between the age of 25-27 years old and 5 respondents (3.3 %) are between 28-30 years old. In addition, three respondents (3.3 %) are between 31-33 years old and the remaining 1.4 % (2 respondents) are above 34 years old.

**Table 4.2: Age of Respondents**

<b>Age</b>	<b>Frequency</b>	<b>Percent</b>
19-21	72	48.9
22-24	49	32.6
25-27	17	11.3
28-30	5	3.3
31-33	5	3.3
34 and above	2	1.4
<b>Total</b>	<b>150</b>	<b>100.0</b>

#### 4.1.3 State or Country of Origin of Respondents

Table 4.3 shows the state or country of origin of respondents. From the table it indicates that out of 150 respondents 26 of them (17.4 %) are from foreign countries. In detail, 0.7 % or 1 respondent is from Indonesia, 9 or 6% of respondents are from Libya, 1 or 0.7 % is from Kazakhstan, 2 or 1.3 % of respondents are from Sudan, 1 or 0.7 % of respondent is from Somalia, 6 or 4 % of respondents are from Uzbekistan and also 6 or 4 % of respondents are from Yemen. The rest 124 or 82.5 % of respondents are from Malaysia.

In terms of states in Malaysia where the respondents originate from 14 or 9.3 % of respondents are from Johor, 14 or 9.3 % are from Kedah, 16 or 10.7 % from Kelantan, 8 or 5.3 % are from Kuala Lumpur, 2 or 1.3 % are from Melaka. On the other hand 7 or 4.7 % are from Negeri Sembilan, 12 or 8 % are from Pahang, 9 or 6 % are from Penang, 23 or 15.3 are from Perak, 4 or 2.7 % are from Sabah, 2 or 1.3 % are from Sarawak, 11 or 7.3 % are from Selangor and 2 or 1.3 % are from Terengganu.

**Table 4.3: State/Country of Origin of Respondents**

<b>State/country of origin</b>	<b>Respondents</b>	<b>Percent</b>
<b>MALAYSIAN</b>		
Perak	23	15.3
Kelantan	16	10.7
Kedah	14	9.3
Johor	14	9.3
Pahang	12	8.0
Selangor	11	7.3
Penang	9	6.0
Kuala Lumpur	8	5.3
Negeri Sembilan	7	4.7
Sabah	4	2.7
Melaka	2	1.3
Sarawak	2	1.3
Terengganu	2	1.3
<b>NON MALAYSIAN</b>		
Libya	9	6.0
Uzbek	6	4.0
Yamane	6	4.0
Sudan	2	1.3
Indonesia	1	0.7
Kazakhstan	1	0.7
Somalia	1	0.7
<b>Total</b>	<b>150</b>	<b>100.0</b>

#### 4.1.4 Race of Respondents

Table 4.4 shows the race/ethnic groups of respondents. The Table shows that 79 respondents (52.7 %) are Malays, 5 respondents or 3.3 % are Indians, 40 or 26.7 % are Chinese and 26 or 17.3 % belongs to another races.

**Table 4.4: Race/Ethnic Groups of Respondents**

<b>Race</b>	<b>Frequency</b>	<b>Percent</b>
Malay	79	52.7
Indian	5	3.3
Chinese	40	26.7
Others	26	17.3
<b>Total</b>	<b>150</b>	<b>100.0</b>

#### 4.1.5 Religion of Respondents

The religion of the respondents is shown in Table 4.5. 105 respondents (70 %) are Muslims, 3 respondents or 2 % are Christians, 36 respondents or 24 % are Buddhists, 4 or 2.7 % are Hindus and 2 respondents or 1.3 % are belongs to other religions.

**Table 4.5: Religion of Respondents**

<b>Religion</b>	<b>Frequency</b>	<b>Percent</b>
Muslims	105	70.0
Christians	3	2.0
Buddhist	36	24.0
Hindus	4	2.7
Others	2	1.3
<b>Total</b>	<b>150</b>	<b>100.0</b>

#### **4.1.6 Level of Study of Respondents**

Table 4.6 shows level of education of respondents. It shows that 4 respondents (2.7%) are PhD students, 29 respondents (19.3 %) are Master Students and the rest 117 respondents (78 %) are Undergraduate students.

**Table 4.6: Level of Study of Respondents**

<b>Level of study</b>	<b>Frequency</b>	<b>Percent</b>
PhD	4	2.7
Masters	29	19.3
Undergraduate	117	78.0
<b>Total</b>	<b>150</b>	<b>100.0</b>

#### 4.1.7 Brand of First Mobile Phone of Respondents

Table 4.7 shows the Brand Name of the first mobile phone of each respondent. 104 respondents (69.3 %) use Nokia (mobile phones), 36 respondents or 24 percent of them use Sony Ericson, 5 respondents or 3.3 percent use Motorola brand. On the other hand, 3 respondents or 2 percent use Samsung phones and 2 or 1.3 percent of respondents use other brands.

**Table 4.7:** Brand of First Mobile Phone of Respondents

<b>Brand of First Mobile Phone</b>	<b>Frequency</b>	<b>Percent</b>
Nokia	104	69.3
Sony Ericson	36	24.0
Motorola	5	3.3
Samsung	3	2.0
Others	2	1.3
<b>Total</b>	<b>150</b>	<b>100.0</b>

#### 4.1.8 Brand of Second Mobile Phone of Respondents

Table 4.8 shows information related to the second mobile phone used by the respondents. The study shows that 66 % or 99 respondents used a second mobile phone. The results

showed that 60 (40 %) had Nokia phones, 33 respondents (22%) preferred Sony Ericson, 3 respondents (2 %) bought Motorola phone. On the other hand, 3 respondents (2 %) have Samsung brand while 51 respondents (34 %) did not use extra mobile phone.

**Table 4.8:** Brand of Second Mobile Phones of Respondents

<b>Brand of second mobile phone</b>	<b>Frequency</b>	<b>Percent</b>
Nokia	60	40.0
Sony Ericson	33	22.0
Motorola	3	2.0
Samsung	3	2.0
No second mobile phone	51	34.0
<b>Total</b>	<b>150</b>	<b>100.0</b>

#### **4.1.9 How Brand of Mobile Phone was chosen**

Table 4.9 shows that factors contributed to the decision in choosing a particular brand of mobile phone. The results shows that 42 respondents (28 %) chose the brand of their mobile phones relying on the advices of their family members while 28 respondents (18.7 %) bought their mobile phones relying on the recommendations of their friends and 41 or 27.3 % of them chose brand of their mobile phone relying on the advertisement information. On the other hand, 24 respondents (16%) of respondents purchased their

mobile phone because it was on promotion and 15 respondents (10 %) of them acquired their mobile phone because of other reasons.

**Table 4.9: How Mobile Phone was Chosen**

<b>How mobile phone was chosen</b>	<b>Frequency</b>	<b>Percent</b>
Family	42	28.0
Friends	28	18.7
Promotion	24	16.0
Advertisement	41	27.3
Other reasons	15	10.0
<b>Total</b>	<b>150</b>	<b>100.0</b>

#### **4.2 MEAN AND STANDARD DEVIATION OF COLLECTED DATA**

Tables 4.10 to Table 4.15 provide the Mean and Standard Deviation scores of the independent variables and dependent variable adopted in this study. The respondents were asked to rate each of the five dimensions on a six-point scale ranging from strongly disagree (1) to strongly agree (2). Overall, the mean scores for all the 32 items shows a positive high mean values ranging from 3.51 to 4.56.

#### 4.2.1 Trust

Table 4.10 shows Mean and Standard Deviation scores of Independent Variable “Trust”. Two items, item one “I trust this brand” (4.5333) and item three “This brand is safe” (4.5333) equally scored mean value and they are the most dominant factors in measuring Trust that can lead to brand loyalty. Item two “I rely on this brand” scored the lowest mean (4.3467) among other items and the average mean is scored 4.2678.

**Table 4.10: Mean and Standard Deviation of Items Measuring Trust**

<b>Items</b>	<b>Mean</b>	<b>Std. Deviation</b>
I trust this brand	4.53	1.05
I rely on this brand	4.34	0.90
This brand is safe	4.53	0.88
This is an honest brand	4.49	0.83
This brand is sincere toward its customers	4.44	0.86
Purchasing products of this brand is guaranteed	4.46	0.93
<b>Average (Trust)</b>	<b>4.26</b>	<b>0.85</b>

#### 4.2.2 Promotion

Table 4.11 shows the mean and standard deviation scores of independent variable “Promotion”. Overall average mean for Promotion is 4.37. The first item “Ads of the brand are attractive” scored the highest mean while the fifth item “Ads of the brand attracts me to purchase” gained lowest mean of 4.34.

**Table 4.11:** Mean and Standard Deviation of Items Measuring Promotion

<b>Items</b>	<b>Mean</b>	<b>Std. Deviation</b>
Ads of the brand are attractive	4.41	1.00
The brand is promoted vigorously	4.37	0.88
The brand provides with products as it advertises	4.37	0.89
The brand provides good value for money	4.35	0.94
Ads of the brand attracts me to purchase	4.34	0.99
<b>Average (Promotion)</b>	<b>4.37</b>	<b>0.76</b>

#### 4.2.3 Customers' Satisfaction

Table 4.12 shows the mean and standard deviation of independent variable Customer Satisfaction. The average mean for this variable is 4.43; the lowest 4.33 mean is scored

the third item “I derive maximum satisfaction from this company”; the average mean for this independent variable is 4.43.

**Table 4.12: Mean and Standard Deviation of Items Measuring Customer Satisfaction**

<b>Item</b>	<b>Mean</b>	<b>Std. Deviation</b>
I am overall satisfied with this brand's product	4.48	0.91
I am satisfied with my decision to purchase product of this brand	4.52	0.94
I derive maximum satisfaction from this company	4.33	0.90
This brand offers me new products I may need	4.35	0.98
This brand is interested in my satisfaction	4.46	0.88
<b>Average (Customer Satisfaction)</b>	<b>4.43</b>	<b>0.79</b>

#### 4.2.4 Brand Name

Table 4.13 shows the mean and standard deviation of independent variable “Brand Name”. This variable scored average mean of 4.46, the lowest 4.32 mean is scored by the second item “The brand name is selected regardless of price” and the highest mean 4.64 is scored by the fifth item “This company is innovative and forward-looking”.

**Table 4.13: Mean and Standard Deviation of Items Measuring Brand Name**

<b>Item</b>	<b>Mean</b>	<b>Std. Deviation</b>
The brand is reputable	4.37	0.97
The brand name is selected regardless of price	4.32	0.95
Brand Name and Image attract me to purchase	4.42	0.93
This company is stable and firmly established	4.56	0.91
This company is innovative and forward-looking	4.64	0.95
<b>Average (Brand Name)</b>	<b>4.4667</b>	<b>.75890</b>

#### **4.2.5 Attitude Towards the brand**

Table 4.14 presents the mean and standard deviation of independent variable “Attitude towards the brand”. The average mean score of this variable is 3.98, while the lowest mean score is 3.51 of the item “There are FEW good reasons to use but many good reasons to change” and the highest mean score is 4.45 of the item “I will keep on using the products of this brand”.

**Table 4.14:** Mean and Standard Deviation of Items Measuring Attitude toward the brand

<b>Item</b>	<b>Mean</b>	<b>Std. Deviation</b>
I will keep on using the products of this brand	4.45	1.05
There are MANY good reasons to continue to use and NO GOOD reasons to change	4.32	1.00
There are many good reasons to continue to use BUT ALSO many good reasons to change	3.80	1.07
There are FEW good reasons to use but many good reasons to change	3.51	1.06
I would feel uncomfortable moving to another brand	3.85	1.08
<b>Average (Attitude toward the brand)</b>	<b>3.98</b>	<b>0.60</b>

#### 4.2.6 Brand Loyalty

Table 4.15 shows the results of the score and standard deviation for the dependent variable “Brand Loyalty”. The first item “I would not like to change brand” is scored the lowest mean of 4.08, while the second item “I recommend this brand to other people” is scored the highest mean of 4.36 among other items. The average mean score is 4.26.

**Table 4.15:** Mean and Standard Deviation of Items Measuring Brand Loyalty

<b>Item</b>	<b>Mean</b>	<b>Std. Deviation</b>
I would not like to change brand	4.0867	1.08644
I recommend this brand to other people	4.3600	0.93608
I encourage my friend who plan to purchase product of this brand	4.2400	1.01453
I would always think about this brand over other brand in purchasing mobile phone	4.2933	0.97998
I feel good about this brand over others brand	4.2933	0.98680
I feel very attached to this brand over other brands	4.3333	0.97393
<b>Average (Brand Loyalty)</b>	<b>4.2678</b>	<b>0.85025</b>

#### **4.3 T-test of Data collection**

According to Coakes and Steed (2007) the purpose of using t-test is to determine whether there is exists differences between two sets of scores. T-test has three main types which are one sample, independent groups and repeated measures. In this research independent samples test has been used in order to examine whether “gender” is significant toward brand loyalty among mobile phone users.

The results of t-test are shown in Table 4.16. It indicates that there is exists significant differences in brand loyalty between two genders (t-value = 1.20, p = 0.22). From the results of test we can see that male (mean = 4.41, standard deviation = 1.01) scored more than female (mean = 4.22, standard deviation = 0.78), which means that male respondents are more loyal toward a brand as compared to females respondents.

**Table 4.16:** Independent Samples Test between Gender and Brand Loyalty

	<b>Gender</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>Significant</b>
<b>Brand Loyalty</b>	Male	36	4.41	1.01	1.20	0.22
	Female	114	4.22	0.78		

#### 4.4 HYPOTHESIS TESTING

##### 4.4.1 One-way Analysis of Variance

One-way analysis of variance (one-way ANOVA) is a statistical test which used to compare the mean of three or more independent sample groups. In this research this test

is used to determine whether there is a significant difference among the population mean from which the samples were drawn.

The basic procedure involved in analysis of variance is to obtain the estimation of two different population variance such as between –group variance and within-group variance based on the collected data from samples. This is followed by the calculation of F-ratio which is represents the ratio of between –group variance and within-group variance. ANOVA is used to examine whether there is statistically significant between brand loyalty and:

- Race
- Religion
- Level of study
- The brand of first mobile phone
- The brand of second mobile phone, and
- How the brand of mobile phone was chosen

The results of test ANOVA are shown in Table 4.17. The ANOVA is not significant for the factor “Race” ( $F= 0.30$ ,  $p=0.82$ ). This implies that there is no

significant difference between the mean of race and Brand Loyalty. Similar result obtained the factor “Religion” with F value of 0.870 and p value of 0.484. Also there is no significant difference between mean of the factor “Level of Study” ( $f=1.060$ ,  $p=0.343$ ) and brand loyalty. The only factor “the brand of first mobile phone” has significant differences in mean with F value of 5.710 and p value of 0.000 toward the brand loyalty. Furthermore, there is no significant difference in the mean of the brand of the second mobile phone and brand loyalty with the F value of 1.270 and p value of 0.284 also there is no significant differences in the mean of factor how the brand of mobile phone was chosen and brand loyalty with the F value 0.352 and p value of 0.842.

**Table 4.17: One- Way ANOVA**

	F	Significant
Race	0.306	0.821
Religion	0.870	0.484
Level of study	1.060	0.343
The brand of first mobile phone	5.710	0.000
The brand of second mobile phone	1.270	0.284
How the brand of mobile phone was chosen	0.352	0.842

#### 4.4.2 Correlation Analysis

Pearson Product Moment Correlation Analysis is used to determine the level of correlation between independent variables and dependent variable. Table 4.18 shows the scale that describes the strength of relationships between independent variables and dependent variable.

**Table 4.18: Pearson's Correlation Scale**

<b>Pearson r</b>	<b>Indication</b>
Between $\pm 0.80$ to $\pm 1.00$	High Correlation
Between $\pm 0.60$ to $\pm 0.79$	Moderately high Correlation
Between $\pm 0.40$ to $\pm 0.59$	Moderately Correlation
Between $\pm 0.20$ to $\pm 0.39$	Low Correlation
Between $\pm 0.10$ to $\pm 0.19$	Negligible Correlation

#### **Hypothesis 1**

There is no significant relationship between Trust and Brand Loyalty

Table 4.19 presents the results of Pearson Correlation test that has been conducted between Trust and Brand Loyalty. The results show that there is a significant relationship between dimensions Trust and Brand Loyalty with value of 0.000 ( $p < 0.01$ , Sig. 2-tailed).

Trust is related to Brand Loyalty with Moderately High Correlation of  $r=0.640$ . Thus, as a result of this, **H1 is accepted.**

**Table 4.19:** Correlation between Trust and Brand Loyalty

		<b>Brand loyalty</b>
<b>Trust</b>	Pearson Correlation	0.640 (**)
	Sig. (2-tailed)	0.000
	N	150

\*\*Correlation is significant at the 0.01 level (2-tailed)

**Hypothesis 2**

There is no significant relationship between Promotion and Brand Loyalty

Table 4.20 shows the results of Pearson Correlation test that has been done between dimensions Promotion and Brand Loyalty. The results reveal that there is exist significant relationship between these two dimensions with the value of 0.000 ( $p<0.01$ , Sig. 2-tailed). Furthermore, independent variable Promotion is related to dependent variable Brand Loyalty with moderately high correlation of  $r=0.657$ . Hence, **H2 is accepted.**

**Table 4.20:** Correlation between Promotion and Brand Loyalty

	<b>Brand Loyalty</b>	
<b>Promotion</b>	Pearson Correlation	0.657(**)
	Sig. (2-tailed)	0.000
	N	150

\*\*Correlation is significant at the 0.01 level (2-tailed)

### Hypothesis 3

There is no significant relationship between Brand Name and Brand Loyalty

Table 4.21 shows the results of Pearson Correlation test that has been conducted between dimensions Brand Name and Brand Loyalty. The results reveal that there is exist significant relationship between these two dimensions with the value of 0.000 ( $p < 0.01$ , Sig. 2-tailed). Furthermore, independent variable Brand Name is related to dependent variable Brand Loyalty with moderately high correlation of  $r = 0.707$ . Hence, **H3 is accepted.**

**Table 4.21: Correlation between Brand Name and Brand Loyalty**

	<b>Brand Loyalty</b>	
<b>Brand Name</b>	Pearson Correlation	0.707(**)
	Sig. (2-tailed)	0.000
	N	150

\*\*Correlation is significant at the 0.01 level (2-tailed)

#### **Hypothesis 4**

There is no significant relationship between Customer satisfaction and Brand Loyalty

Table 4.22 presents the results of Pearson Correlation test that has been done between dimensions Customer satisfaction and Brand Loyalty. The results reveal that there is a significant relationship between Customer satisfaction and Brand Loyalty with value of 0.000 ( $p < 0.01$ , Sig. 2-tailed). Customer satisfaction dimension and Brand Loyalty are related Moderately High Correlation of  $r = 0.768$ . Thus, as a result, **H4** is accepted.

**Table 4.22:** Correlation between Customers' Satisfaction and Brand Loyalty

		<b>Brand Loyalty</b>
<b>Customer</b>	Pearson Correlation	0.768(**)
<b>Satisfaction</b>	Sig. (2-tailed)	0.000
	N	150

\*\*Correlation is significant at the 0.01 level (2-tailed)

### **Hypothesis 5**

There is no significant relationship between Attitude towards the Brand and Brand Loyalty

Table 4.23 shows the results of Pearson Correlation test that has been conducted between Attitude Towards the Brand and Brand Loyalty. The results reveal that there is exist a significant relationship between dimensions Attitude toward the brand and Brand Loyalty with value of 0.000 ( $p < 0.01$ , Sig. 2-tailed). Customer satisfaction and Brand Loyalty are related Moderate Correlation of  $r = 0.571$ . As a result of this **H5 is accepted**.

**Table 4.23:** Correlation between Attitude Towards the Brand and Brand Loyalty

		<b>Brand Loyalty</b>
<b>Attitude toward the</b>	Pearson Correlation	0.571(**)
<b>brand</b>	Sig. (2-tailed)	0.000
	N	150

\*\*Correlation is significant at the 0.01 level (2-tailed)

## 4.5 REGRESSION ANALYSIS

### 4.5.1 Regression Analysis on Coefficient of Determination ( $R^2$ )

Coefficient of determination ( $R^2$ ) is a statistical method that measures or indicates how much of the variance in one variable can be explain or predicted by its relationship with another variable. The objective of ( $R^2$ ) is to test the integrity of data to fit the outcome of the calculated variance. It used to determine how well the regression line fit the data. It measure what percent of a change in the dependent variable (Brand Loyalty) can be explained by the change in the independent variable (Trust, Promotion, Customer Satisfaction, Brand Name and Attitude toward the Brand). It is symbolized by  $R^2$  and called r-square. The value of  $R^2$  will be between the range of 0 (0 percent) and 1(100 percent) and higher the value, better the fit. If  $R^2$  equal to 0 it represents that there is no

relationship between dependent variable and independent variable. If  $R^2$  is equal to 1 this is a perfect relationship between the variables. Therefore, the line is best fitted. Formula for coefficient of determination is:

$$R^2 = \frac{\text{Sum of squares due to regression}}{\text{Total sum of score}}$$

The results of multiple regression analysis among five independent variables against dependent variable Brand Loyalty of respondents can be seen in the Table 4.24. The Model Summary Table shows that R, correlation of five independent variables which are Trust, Promotion, Customer Satisfaction, Brand Name and Attitude toward the Brand with dependent variable Brand Loyalty is equal to 0.794. After inter - correlation R square (0.630) is generated which is actually the square of R  $(0.794)^2$ . This means that 79.4 percent of five independent variables have impact on the dependent variable. In other words 79.4 percent of variance in Brand Loyalty intention was explained by the independent variables. Based on the rule of thumb the remaining 20.6 percent cannot be explained by the regression analysis.

**Table 4.24:** Regression Analysis on Model Summary (b)

<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Durbin-Watson</b>
1	0.79(a)	0.63	2.14

(a)Predictors: (Constant) Trust, Promotion, Customer Satisfaction,  
Brand Name and Attitude toward the Brand

(b)Dependent Variable: Brand Loyalty

#### **4.5.2 Regression Analysis on Durbin-Watson Test**

The Durbin-Watson is a test statistic, which is used to detect the autocorrelation between errors, this test is important to determine whether the assumptions of independent errors are reasonable. The test statistic can vary from 0 to 4 with the value of 2 mean that residual are uncorrelated. If value is greater than 2 it indicates that correlation between adjoining residual is negative, whereas if value is less than 2 it indicates to positive correlation.

The rule of Thumb: if Durbin-Watson is equal to 2 means, independent and dependent variable are significant. If less than 1.0, this can be cause to worry. Small values value of d indicates successive error terms are, on average, close to each other in value or positively correlated. Large value of d indicates successive error terms are, on average, negatively correlated.

The results of Durbin-Watson analysis can be seen in the Table 4.24. From the Table we can see that Durbin –Watson analysis is 2.14, which means that independent variables and dependent variables are significant.

#### 4.5.3 ANOVA Test

ANOVA is a statistical technique for examining the differences between two or more populations. F test is a statistic test which is used to test equality of the variance of two populations.

The results of test ANOVA is shown in the Table 4.25. From the Table we can see that F value is 49.078 at the level of 0.000, which is less than 100. This means that there is no strong significant relationship between independent variables and dependent variable.

**Table 4.25:** Regression Analysis of ANOVA (b)

<b>Model</b>	<b>F</b>	<b>Significant</b>
1	49.078	0.000(a)

(a)Predictors: (Constant) Trust, Promotion, Customer Satisfaction, Brand Name and Attitude toward the Brand

(b)Dependent Variable: Brand Loyalty

#### 4.5.4 Regression Analysis of Coefficient

Regression Analysis of Coefficient test as shown in Table 4.26 is used to test the coefficient between independent variables and dependent variable. Beta indicates which independent variable has the highest influence on dependent variable. If Beta is equal to 1, this means that independent variable has a huge effect on dependent variable. If the significant level is below 0.05 means that variable is significant.

**Table 4.26:** Regression Analysis of Coefficients (a)

<b>Model</b>	<b>B</b>	<b>Beta</b>	<b>t</b>	<b>Significant</b>
(Constant)	-0.090		-0.278	0.781
Trust	0.099	0.089	1.091	0.277
Promotion	-0.037	-0.033	-0.334	0.739
Customer Satisfaction	0.512	0.479	4.547	0.000
Brand Name	0.246	0.220	2.237	0.027
Attitude toward the Brand	0.178	0.127	1.921	0.057

(a) Dependent Variable: Brand Loyalty

The results of test Regression Analysis of Coefficient can be seen in the Table 4.26. Table shows that Beta of Trust is 0.089, Promotion is -0.033, Customer Satisfaction is 0.479, Brand Name is 0.220 and Attitude toward the Brand is 0.127. Here Customer Satisfaction has the highest impact on the dependent variable Brand Loyalty.

Based on the results only two independent variables, Customer Satisfaction ( $p=0.000$ ) and Brand Name ( $p=0.027$ ) are significant predictors of Brand Loyalty, while others Trust ( $p=0.277$ ) Promotion ( $p=0.739$ ) and Attitude toward the brand ( $p=0.057$ ) are not predictors of Brand Loyalty.

# 5

## **DISCUSSION, RECOMMENDATIONS AND CONCLUSION**

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### **5.0 CHAPTER INTRODUCTION**

In this chapter the results of empirical test was summarized and discussed from the perspective of their practical and theoretical implications, limitations and future research opportunities. This chapter consists of three parts: (1) Discussion; (2) Limitations of the study; (3) Recommendations and (4) Conclusion

## 5.1 DISCUSSION

The purpose of the study is to determine factors that contribute Brand Loyalty among mobile phone users. The objective is to identify whether independent variables (Trust, Promotion, Attitude toward the brand, Customer Satisfaction, Brand Name) have impact on dependent variable (Brand Loyalty).

The data gathered from the distribution of questionnaires to 200 respondents that are students of Universiti Utara of Malaysia. 150 questionnaires out of total number of 200 were able to be used for analyzing. After the full data collected from respondents, Statistical Packages of Social Science (SPSS) Version 12.0 was used to analyze and examine the existence of relationships between Trust, Promotion, Attitude Towards the brand, Customer Satisfaction and Brand Name and Brand Loyalty.

The results of research shows that (as in Table 4.1) most of the respondents are female (114 respondents) or 76 % and 36 respondents are male (24 %). In terms of age most of respondents are youngsters and the highest numbers of respondents are 21 years old (31.3%). In terms of gender of respondents female respondents are more as compared to male respondents because of the presence of high number of female students than male students in UUM.

In terms of country of origin respondents are from Malaysia. Majority of them form state Perak (15.3 %) and the rest number which is 17.4 percent are from abroad. However, since the Malaysia is multinational country, the presence of respondents from other nationalities are very useful and important that will help to companies to understand the customers' preferences and attitudes and also factors that may lead to Brand Loyalty in wider aspect.

Among the race of respondents Malay consist of 52.7 percent while, Indian 3.3 percent, Chinese 26.7 percent and others 17.3 percent. On the other hand, in this research Islam is the dominant religion among others. Islam comprises 70 percent, Christian 2 percent, Buddhist 24 percent, Hindu 2.7 percent and others 1.3 percent of the respondents. The most leading number in level of study of respondents is undergraduate with 78 percent, then Master with 19.3 percent and lastly PhD with 2.7 percent.

Results of the study show that most of respondents (69.3 %) use mobile phone of brand Nokia and the rest number of respondents use brands Sonny Ericson (24 %), Motorola (3.3 %), Samsung (2%) and others (1.3%). Furthermore, in questionnaire of this research there is a question that asks about the brand name of extra second mobile phone if it is exist. The purpose of asking this question is to examine which of the brand of mobile phone has highest amount of loyal customers, because previous studies' results show that continuously buying products of the same brand by customers refers to Loyalty toward that Brand. As evidence to this we can take the results of study made by Lin, Wu

and Wang (2000). According to Lin, Wu and Wang (2000) brand loyalty refers to the customers' preferences in repeatedly purchasing a specific product brand over other brands. Similarly, Harris & Story (2005) also argued that consumers are called as brand loyal when they repeatedly purchased an item produced by a particular manufacturer despite having another alternatives of the same item provided in same market by various producers. From this research it shows that for the second mobile phone most of respondents (40 %) preferred Nokia (brand). It can be concluded that most of respondents are loyalty to the brand Nokia. After Nokia 22 percent of respondents preferred Sony Ericson, 2 percent of respondents bought mobile phone of brand Motorola, 2 percent of respondents chose brand Samsung and 34 percent of respondents do not use extra second mobile phone they limited themselves with just one mobile phone.

The results of correlation analysis show that there is a significant relationship between dimensions Trust and Brand Loyalty with value of 0.000 ( $p < 0.01$ , Sig. 2-tailed). Trust is related to Brand Loyalty with Moderately High Correlation of  $r = 0.640$ . This indicates that Trust is important factor in making customers loyal to brand because trust can help company to build long-term relationships with its customers. As Harris and Story (2005) suggested that any personal relationship is built on trust, whether it is between a person and a person or between a person and a brand. Also, every time when one brand introduces its new product customers would have willingness to buy this new product with the confidence that this new product will satisfy their needs because they believe that the company know its customers' needs and they can rely on it. Furthermore, previous studies' results show that there exists a strong positive relationship between trust

and brand loyalty. For example, Hart and Johnson (1999), Chaudhuri and Holbrook (2001) and Casalo et al. (2007) pointed out that the reason of focusing on brand trust is based on the results of findings that there is exists a positive and a significant effect of brand trust on brand loyalty.

The results of Pearson Correlation test of dimensions Promotion and Brand Loyalty show that there exists a significant relationship between these two dimensions with the value of 0.000 ( $p < 0.01$ , Sig. 2-tailed). Furthermore, independent variable "Promotion" is related to dependent variable Brand Loyalty with moderately high correlation ( $r = 0.657$ ). This means that Promotion is significant factor that can lead to customer loyalty. Vecchio, Henard and Freling (2005) suggested that promotions give benefit like choice; however this benefit will end when the product or brand is no longer promoted. Thus Promotion gives good opportunity not only to expand the marketing of product or make current customers happy and more loyal but also to attract customers who have not used the brand yet, which would be bargain hunters or had willing to try product of another brand but had not had a chance yet. But the most important and difficult part is to meet customers' needs not just of current customers but also of new customers' that have used the product first time. Therefore, company can avoid the new customers churn to another brand after the promotion ended.

The Correlation test that was conducted between dimensions Customer satisfaction and Brand Loyalty. The test revealed that there is a significant relationship between Customer satisfaction and Brand Loyalty with value of 0.000 ( $p < 0.01$ , Sig. 2-tailed). Customer satisfaction dimension and Brand Loyalty are related Moderately High Correlation ( $r = 0.768$ ). It indicates that customers will be loyal to the brand if they satisfied with the product or service of a company. Also previous studies made by Lin and Wang (2006), Newman and Werbel (1973) and Hess and Story (2005) found that customer satisfaction is supportive factor to brand loyalty.

The results of Pearson Correlation test that has been conducted between dimensions Brand Name and Brand Loyalty. The test revealed that there is exist significant relationship between these two dimensions with the value of 0.000 ( $p < 0.01$ , Sig. 2-tailed). Furthermore, independent variable Brand Name is related to dependent variable Brand Loyalty with moderately high correlation ( $r = 0.707$ ). This means that Brand Name is important factor that leads customers to be loyal to Brand. Also numerous studies that made by Fred Selnes (1993), Ogba and Tan, 2009 and Fornell et al. (2006) found that strong brand names can lead to customer loyalty.

The results of Correlation test that has been conducted between Attitude toward the brand and Brand Loyalty show that there is exist a significant relationship between dimensions Attitude toward the brand and Brand Loyalty with value of 0.000 ( $p < 0.01$ ,

Sig. 2-tailed). Attitude toward the brand and Brand Loyalty are related Moderate Correlation ( $r = 0.571$ ). This indicates that Attitude toward the brand is significant factor that leads to the loyalty of customers toward the brand. Also in previous study performed by Ogba and Tan (2009) found out that there is exists significant relationship between brand loyalty and customer's relative attitude to a particular brand.

Thus, Brand loyalty and its sub-dimensions (Trust, Promotion, Brand Name, Customer Satisfaction, and Attitude toward the brand) are significantly correlated among mobile phone users. These findings imply that all variables have strong impact on the customers' loyalty. So, companies should take serious attention to fulfill these aspects in order to survive and have competitive advantages in the marketplace.

In this study the results of regression analysis indicated that there are only two variables, which are Customer Satisfaction and Brand Name are significant factors and have impact on Brand Loyalty. Other variables, which are Promotion, Trust and attitude toward the name, are not positively related to Brand Loyalty. Nevertheless, the findings of this research cannot be generalized for the whole Brand Loyalty of Malaysian mobile phone users to the mobile phone producers.

## **5.2 LIMITATIONS OF THE STUDY**

This research has several limitations. The first limitation is related to the place where the study is being conducted. The research was conducted only among the students of UUM. For this reason, it is difficult to generalize the findings of the study for the whole population of mobile phone users in Malaysia. The second limitation is the size of sample. A sample of 200 respondents is considered to be small. Future research should be done by using larger sample size and diverse locations. The third limitation is restriction of time which led to narrow results.

## **5.4 RECOMMENDATIONS**

The outcome of this study provides empirical evidence for the relationship of brand loyalty with five dimensions, Trust, Promotion, Customer satisfaction, Promotion, brand name and attitude toward the brand. The findings of the research cannot be generalized for the whole Brand Loyalty of Malaysian mobile phone users to the mobile phone producers because this study was conducted among students of UUM. However, these study results show that all independent variables had a significant relationship with dependent variable. This could be applied in implementation in other similar research in a bigger scale. Several approaches need be implemented for other studies that will be conducted on the same subject in other places:

1. The variation of respondents in study should be increased to insure that collected responses can be generalized for the whole population. In this research the number of respondents comprises only 150 and this cannot be generalized for the whole population in Malaysia;
2. For the future research diverse study locations should be chosen, so that the different responses of people in different ages and occupation can be captured. These will enhance the opportunities of gaining thorough and accurate outcome on the level Brand loyalty in Malaysia;
3. In this research five factors were used as the independent variables, which are Trust, Customer Satisfaction, Brand name, Attitude Towards the Brand and Promotion to test the existence of relationship with Brand Loyalty. However, there might exist other factors that also have an effect on Brand Loyalty such as Price and Quality. Future research should use these two factors.

Customer brand loyalty is becoming more and more important in the modern global marketing. In order to achieve maximum profit, companies must try many different strategies, among which, loyalty must be recognized as the most important and used widely and aggressively.

Nowadays, consumers' tastes are rapidly changing and consumer becoming more demands in terms of the quality, design and price of product and services and at the same time competitions among companies are rising. As competition rises, customers bargaining power gets stronger, and building trust and image happen to be more important (Khan, 2010). For these reasons, companies should put more effort on factors affecting loyalty among customers. Consequently it becomes more important for the companies to survive and widening their market share by making the customer more loyal to their companies.

It is very important to achieve customer satisfaction at the introduction stage of the product. Because, when a product is introduced first time, consumers purchase it by relying on the advertisement and if company's fulfills its promises as it advertised there will go flow of good information about a product thus company can widen its market share. Furthermore, according to Torres-Moraga, Va'squez-Parraga and Zamora-Gonzalez (2008) Satisfaction of customer can be accomplished at introduction stage by offering a product that can fit the customer need.

From findings, it is found that mostly of respondents purchased their mobile phones by relying on advertisement and advice of their family. Consequently, companies need to advertise their product without putting extra fake features or functions. If customer found out that particular product is not as in good quality as it was advertised, the company will lose customer's trust.

Consequently, the mobile phones are becoming cheaper and affordable for every people around the world. People are interested in new technologies like Internet service on mobile phone. By taking into account of interests of people in new technologies, mobile phone companies are start to add new functions into their in their devices that is able to use internet and download the software from the internet into their mobile phones. Due to rising competition and companies wanted to have competitive advantages they should add more value to their mobile phones so that customers are willing to pay extra. Therefore, to achieve customers' satisfaction companies should bring new changes, innovation and features to their mobile phones.

### **5.3 CONCLUSION**

Today mobile phones are becoming important part of technology that allows people to be more connected than ever. A mobile phone makes every individual be they businesses or individuals to be available to others 24 hours a day, 7 days a week. But today competition among companies is rising every day. And business that understands its customers' needs and tries to fulfill these needs can achieve the positive respond by consumers.

Competition is increasing among companies day by day and mobile phone market is the fastest growing among them which also means it is becoming extremely competitive. We can realize that every company is aggressively moving to attract more

customers by advertisement, offering promotions, and the most important their main goal is to satisfy their customers by introducing mobile phones with new features, functions and designs almost every month. For instance, after Apple released its famous Iphone 3G on July 11, 2008 which was very famous and demandable, Nokia for not losing its position released its mobile phone called N8 on September 21, 2010. Nokia N8 has almost similar functions with Iphone 3G but it has at least 2 advantages in comparison with Iphone 3G:

- a. Camera, Nokia N8's camera has 12 megapixels when Iphone 3G has only 5;
- b. Price, Nokia N8 is cheaper than Iphone 3G while it has almost similar features and functions. Today these two brands are dominant and most trusted brands in the market and customers are buying their products regardless of price. Therefore, companies are directly competing with each other. But the winner will be that company which can meet the needs of customers. They should not just blindly compete with others but they should understand customers' wants.

Our findings of correlation analysis show that all independent variables (trust, promotion, brand name, customer satisfaction, attitude toward the brand) have positive

relationship with dependent variable (brand loyalty). But the Customer satisfaction and Brand Name have the strongest relationship with Brand loyalty.

In addition the results of regression analysis indicate that Customer Satisfaction and Brand name are factors that have positively impact on Brand Loyalty. From these findings we can say that still the fulfillment of customers' needs are the most important factors in enhancing customers' loyalty. As Fornell (1992) customer satisfaction enhances customer loyalty and prevents customer churn, lowers customers' price sensitivity, reduces the costs of failed marketing and of new customer creation, reduces operating costs due to customer number increases, improves the effectiveness of advertising, and increases business reputation.

Brand Name is important for building trust among customers so customers can buy companies products without hesitating. Building brand name can be achieved by continuously satisfying customers' needs and at the same time builds trust among customers.

As a conclusion, customer satisfaction leads to customer loyalty. Once a customer is satisfied with his or her purchase he or she will continuously purchase other products of that brand. Some companies make mistakes such as blindly producing the products without developing or adding any value to their products.

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# Appendix A

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## THE QUESTIONNAIRE



COLLEGE OF BUSINESS  
UNIVERSITI UTARA MALAYSIA

*Dear respondents,*

*Please answer honestly and carefully all items in the questionnaire as it will influence the results of the research. Information obtained from this questionnaire **WILL BE TREATED AS STRICTLY CONFIDENTIAL** and will be used solely for academic purposes.*

*Your participation is highly appreciated and thanks you for your support!*

*Sincerely yours,*

*Shakhnoza Amanova*

*Matric No: 805871*

*MSc. Management*

## **SECTION A: PERSONAL BACKGROUND**

Please circle at an answer that matches your opinion

1. **GENDER:** a) Male      b) Female

2. **AGE:** \_\_\_\_\_ years

3. **STATE OF ORIGIN**

(for local Malaysian students): \_\_\_\_\_

**COUNTRY OF ORIGIN**

(for international students): \_\_\_\_\_

4. **RACE:** a) Malay

b) Indian

c) Chinese

d) Others \_\_\_\_\_

5. **RELIGION:** a) Islam

b) Christian

c) Buddhist

d) Hindu

e) Others \_\_\_\_\_

**6. LEVEL OF STUDY AT UUM:**

- a) PhD
- b) Masters in \_\_\_\_\_
- c) Undergraduate (Course name): \_\_\_\_\_

**7. Please indicate your mobile phone's brand:**

**(I) FIRST MOBILE PHONE      IF YOU HAVE A SECOND PHONE**

- |                 |                 |
|-----------------|-----------------|
| a) Nokia        | a) Nokia        |
| b) Sony Ericson | b) Sony Ericson |
| c) Motorola     | c) Motorola     |
| d) Samsung      | d) Samsung      |
| e) Others _____ | e) Others _____ |

**8. HOW DID YOU CHOOSE YOUR PHONE MOBILE PHONE?**

- a) Family
- b) Friends
- c) Promotion
- d) Advertisement
- e) Others \_\_\_\_\_

## SECTION B

Please circle your answer

Extremely disagree	Strongly disagree	Disagree	Agree	Strongly agree	Extremely agree			
1	2	3	4	5	6			
1. I trust this brand			1	2	3	4	5	6
2. I rely on this brand			1	2	3	4	5	6
3. This brand is safe			1	2	3	4	5	6
4. This is an honest brand			1	2	3	4	5	6
5. This brand is sincere toward its customers			1	2	3	4	5	6
6. Purchasing products of this brand is guaranteed			1	2	3	4	5	6
7. Ads of the brand are attractive			1	2	3	4	5	6
8. The brand is promoted vigorously			1	2	3	4	5	6
9. The brand provides with products as it advertises			1	2	3	4	5	6
10. The brand provides good value for money			1	2	3	4	5	6
11. Ads of the brand attracts me to purchase			1	2	3	4	5	6
12. I am overall satisfied with this brand's product			1	2	3	4	5	6
13. I am satisfied with my decision to purchase product of this brand			1	2	3	4	5	6
14. I derive maximum satisfaction from this company			1	2	3	4	5	6
15. This brand offers me new products I may need			1	2	3	4	5	6
16. This brand is interested in my satisfaction			1	2	3	4	5	6
17. The brand is reputable			1	2	3	4	5	6
18. The Brand name is selected regardless of price			1	2	3	4	5	6
19. Brand name and Image attract me to purchase			1	2	3	4	5	6
20. This company is stable and firmly established			1	2	3	4	5	6
21. This company is innovative and forward-looking			1	2	3	4	5	6
22. I will keep on using the products of this brand			1	2	3	4	5	6

23. There are <b>MANY</b> good reasons to continue to use and <b>NO GOOD</b> reasons to change	1	2	3	4	5	6
24. There are many good reasons to continue to use <b>BUT ALSO</b> many good reasons to change	1	2	3	4	5	6
25. There are <b>FEW</b> good reasons to use but many good reasons to change	1	2	3	4	5	6
26. I would feel uncomfortable moving to another brand	1	2	3	4	5	6
27. I would not like to change brand	1	2	3	4	5	6
28. I recommend this brand to other people	1	2	3	4	5	6
29. I encourage my friend who plan to purchase product of this brand	1	2	3	4	5	6
30. I would always think about this brand over other brand in purchasing mobile phone	1	2	3	4	5	6
31. I feel good about this brand over others brand	1	2	3	4	5	6
32. I feel very attached o this brand over other brands	1	2	3	4	5	6

# Appendix B

## PILOT TEST OUTPUT RELIABILITY FOR PILOT TEST

### Trust

#### Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded( a)	0	.0
	Total	50	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.890	.891	6

#### Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.467	4.380	4.560	.180	1.041	.005	6
Item Variances	.848	.700	.939	.238	1.340	.009	6

The covariance matrix is calculated and used in the analysis.

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
trust1	22.2800	13.838	.701	.553	.872
trust2	22.3000	14.051	.734	.621	.867
trust3	22.2400	14.268	.751	.615	.865
trust4	22.4200	13.187	.797	.703	.856
trust5	22.4000	14.286	.613	.499	.887
trust6	22.3600	14.317	.666	.552	.877

## Promotion

### Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded(a)	0	.0
	Total	50	100.0

a Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.865	.866	5

### Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.452	4.380	4.580	.200	1.046	.007	5
Item Variances	.876	.689	.983	.294	1.426	.015	5

The covariance matrix is calculated and used in the analysis.

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Promotion1	17.8800	10.312	.607	.387	.856
Promotion2	17.7800	9.236	.685	.586	.838
Promotion3	17.6800	9.038	.804	.701	.808
Promotion4	17.8400	9.158	.683	.600	.839
Promotion5	17.8600	9.347	.667	.467	.842

## Brand Name

### Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded(a)	0	.0
	Total	50	100.0

a Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.794	.801	5

### Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.328	4.080	4.560	.480	1.118	.043	5
Item Variances	.884	.616	1.225	.609	1.989	.072	5

The covariance matrix is calculated and used in the analysis.

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Brand Name1	17.5000	7.316	.597	.569	.751
Brand Name 2	17.5600	7.476	.619	.524	.741
Brand Name 3	17.2000	8.653	.494	.436	.779
Brand Name 4	17.2200	8.298	.708	.593	.722
Brand Name 5	17.0800	9.014	.500	.320	.777

## Customer Satisfaction

### Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded(a)	0	.0
	Total	50	100.0

a Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.897	.898	5

### Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.400	4.280	4.500	.220	1.051	.009	5
Item Variances	.809	.753	.945	.193	1.256	.006	5

The covariance matrix is calculated and used in the analysis.

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Customer Satisfaction 1	17.5000	9.602	.717	.679	.881
Customer Satisfaction 2	17.5600	9.027	.745	.618	.876
Customer Satisfaction 3	17.7200	9.349	.779	.715	.867
Customer Satisfaction 4	17.5400	9.641	.709	.615	.882
Customer Satisfaction 5	17.6800	9.406	.783	.698	.867

## Attitude Towards the brand

### Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded(a)	0	.0
	Total	50	100.0

a Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.757	.756	5

### Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.116	3.560	4.560	1.000	1.281	.142	5
Item Variances	1.033	.945	1.168	.222	1.235	.007	5

The covariance matrix is calculated and used in the analysis.

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Attitude toward the brand 1	16.0200	9.898	.342	.304	.776
Attitude toward the brand 2	16.2400	7.860	.673	.472	.655
Attitude toward the brand 3	16.5800	8.902	.528	.416	.712
Attitude toward the brand 4	17.0200	9.081	.525	.472	.714
Attitude toward the brand 5	16.4600	8.743	.566	.390	.699

## Brand Loyalty

### Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded(a)	0	.0
	Total	50	100.0

a Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.910	.912	6

### Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.300	4.060	4.400	.340	1.084	.018	6
Item Variances	.920	.689	1.160	.470	1.682	.030	6

The covariance matrix is calculated and used in the analysis.

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Brand Loyalty1	21.7400	15.462	.736	.592	.897
Brand Loyalty1	21.5600	15.027	.836	.727	.881
Brand Loyalty1	21.4000	16.531	.750	.650	.894
Brand Loyalty1	21.4200	17.065	.744	.580	.896
Brand Loyalty1	21.4800	16.132	.778	.716	.890
Brand Loyalty1	21.4000	16.735	.674	.607	.905

## DESCRIPTIVE ANALYSIS

### Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	36	24.0	24.0	24.0
	female	114	76.0	76.0	100.0
	Total	150	100.0	100.0	

### Age

		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	19.00	8	5.3	5.3	5.3	
	20.00	17	11.3	11.3	16.7	
	21.00	47	31.3	31.3	48.0	
	22.00	35	23.3	23.3	71.3	
	23.00	6	4.0	4.0	75.3	
	24.00	8	5.3	5.3	80.7	
	25.00	11	7.3	7.3	88.0	
	26.00	2	1.3	1.3	89.3	
	27.00	4	2.7	2.7	92.0	
	28.00	2	1.3	1.3	93.3	
	29.00	1	.7	.7	94.0	
	30.00	2	1.3	1.3	95.3	
	32.00	1	.7	.7	96.0	
	33.00	2	1.3	1.3	97.3	
	34.00	2	1.3	1.3	98.7	
	36.00	1	.7	.7	99.3	
	40.00	1	.7	.7	100.0	
	Total		150	100.0	100.0	

**State/Country of origin**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Indonesia	1	.7	.7	.7
	Johor	14	9.3	9.3	10.0
	Kazakh	1	.7	.7	10.7
	Kedah	14	9.3	9.3	20.0
	Kelantan	16	10.7	10.7	30.7
	KL	8	5.3	5.3	36.0
	Libya	9	6.0	6.0	42.0
	Melaka	2	1.3	1.3	43.3
	N9	7	4.7	4.7	48.0
	Pahang	12	8.0	8.0	56.0
	Penang	9	6.0	6.0	62.0
	Perak	23	15.3	15.3	77.3
	Sabah	4	2.7	2.7	80.0
	Somalia	1	.7	.7	80.7
	Sarawak	2	1.3	1.3	82.0
	Selangor	11	7.3	7.3	89.3
	Sudan	2	1.3	1.3	90.7
	Terengganu	2	1.3	1.3	92.0
	Uzbek	6	4.0	4.0	96.0
	Yemen	6	4.0	4.0	100.0
	Total	150	100.0	100.0	

**Race**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	79	52.7	52.7	52.7
	Indian	5	3.3	3.3	56.0
	Chinese	40	26.7	26.7	82.7
	others	26	17.3	17.3	100.0
	Total	150	100.0	100.0	

**Religion**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Muslim	105	70.0	70.0	70.0
	Christian	3	2.0	2.0	72.0
	Buddhist	36	24.0	24.0	96.0
	Hindus	4	2.7	2.7	98.7
	others	2	1.3	1.3	100.0
	Total	150	100.0	100.0	

**Level of study at UUM**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PhD	4	2.7	2.7	2.7
	Masters	29	19.3	19.3	22.0
	Undergraduate	117	78.0	78.0	100.0
	Total	150	100.0	100.0	

**Brand of first mobile phone**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nokia	104	69.3	69.3	69.3
	Sony Ericson	36	24.0	24.0	93.3
	Motorola	5	3.3	3.3	96.7
	Samsung	3	2.0	2.0	98.7
	others	2	1.3	1.3	100.0
	Total	150	100.0	100.0	

**Brand of second mobile phone**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nokia	60	40.0	40.0	40.0
	Sony	33	22.0	22.0	62.0
	ericson	3	2.0	2.0	64.0
	Motorola	3	2.0	2.0	66.0
	Samsung	51	34.0	34.0	100.0
	No phone	150	100.0	100.0	
	Total				

**How did you choose your mobile phone?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	family	42	28.0	28.0	28.0
	friends	28	18.7	18.7	46.7
	promotion	24	16.0	16.0	62.7
	advertisement	41	27.3	27.3	90.0
	others	15	10.0	10.0	100.0
	Total	150	100.0	100.0	

## RELIABILITY

### Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded(a)	0	.0
	Total	150	100.0

a Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.971	.973	38

### Item Statistics

	Mean	Std. Deviation	N
I trust this brand	4.5333	1.05338	150
I rely on this brand	4.3467	.90477	150
This brand is safe	4.5333	.88740	150
This is an honest brand	4.4933	.83342	150
This brand is sincere toward its customers	4.4400	.86296	150
Purchasing products of this brand is guaranteed	4.4667	.93167	150
Ads of the brand are attractive	4.4133	1.00460	150
The brand is promoted vigorously	4.3733	.88649	150
The brand provides with products as it advertises	4.3733	.89403	150
The brand provides good value for money	4.3533	.94220	150
Ads of the brand attracts me to purchase	4.3400	.99549	150
I am overall satisfied with this brand's product	4.4800	.91754	150
I am satisfied with my decision to purchase product of this brand	4.5200	.94635	150
I derive maximum satisfaction from this company	4.3333	.90980	150

This brand offers me new products I may need	4.3533	.98401	150
This brand is interested in my satisfaction	4.4667	.88740	150
The brand is reputable	4.3733	.97998	150
The brand name is selected regardless of price	4.3267	.95184	150
Brand Name and Image attract me to purchase	4.4267	.93656	150
This company is stable and firmly established	4.5600	.91578	150
This company is innovative and forward-looking	4.6467	.95634	150
I will keep on using the products of this brand	4.4533	1.05288	150
There are MANY good reasons to continue to use and NO GOOD reasons to change	4.3200	1.00549	150
There are many good reasons to continue to use BUT ALSO many good reasons to change	3.8000	1.07441	150
There are FEW good reasons to use but many good reasons to change	3.5133	1.06649	150
I would feel uncomfortable moving to another brand	3.8533	1.08922	150
I would not like to change brand	4.0867	1.08644	150
I recommend this brand to other people	4.3600	.93608	150
I encourage my friend who plan to purchase product of this brand	4.2400	1.01453	150
I would always think about this brand over other brand in purchasing mobile phone	4.2933	.97998	150
I feel good about this brand over others brand	4.2933	.98680	150
I feel very attached to this brand over other brands	4.3333	.97393	150
Trust	4.4689	.75957	150
Promotion	4.3707	.76409	150
Customer Satisfaction	4.4307	.79452	150
Brand Name	4.4667	.75890	150
Attitude toward the brand	3.9880	.60611	150
Brand Loyalty	4.2678	.85025	150

#### Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.334	3.513	4.647	1.133	1.323	.049	38

The covariance matrix is calculated and used in the analysis.

## DESCRIPTIVES

### Trust

#### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I trust this brand	150	1.00	6.00	4.5333	1.05338
I rely on this brand	150	2.00	6.00	4.3467	.90477
This brand is safe	150	1.00	6.00	4.5333	.88740
This is an honest brand	150	2.00	6.00	4.4933	.83342
This brand is sincere toward its customers	150	1.00	6.00	4.4400	.86296
Purchasing products of this brand is guaranteed	150	1.00	6.00	4.4667	.93167
Trust	150	2.33	6.00	4.4689	.75957
Valid N (listwise)	150				

### Promotion

#### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Ads of the brand are attractive	150	1.00	6.00	4.4133	1.00460
The brand is promoted vigorously	150	1.00	6.00	4.3733	.88649
The brand provides with products as it advertises	150	1.00	6.00	4.3733	.89403
The brand provides good value for money	150	2.00	6.00	4.3533	.94220
Ads of the brand attracts me to purchase	150	1.00	6.00	4.3400	.99549
Promotion	150	2.20	6.00	4.3707	.76409
Valid N (listwise)	150				

## Customer Satisfaction

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I am overall satisfied with this brand's product	150	1.00	6.00	4.4800	.91754
I am satisfied with my decision to purchase product of this brand	150	2.00	6.00	4.5200	.94635
I derive maximum satisfaction from this company	150	2.00	6.00	4.3333	.90980
This brand offers me new products I may need	150	1.00	6.00	4.3533	.98401
This brand is interested in my satisfaction	150	2.00	6.00	4.4667	.88740
Customer Satisfaction	150	2.00	6.00	4.4307	.79452
Valid N (listwise)	150				

## Brand Name

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
The brand is reputable	150	1.00	6.00	4.3733	.97998
The brand name is selected regardless of price	150	1.00	6.00	4.3267	.95184
Brand Name and Image attract me to purchase	150	1.00	6.00	4.4267	.93656
This company is stable and firmly established	150	2.00	6.00	4.5600	.91578
This company is innovative and forward-looking	150	2.00	6.00	4.6467	.95634
Brand Name	150	1.60	6.00	4.4667	.75890
Valid N (listwise)	150				

## Attitude toward the brand

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I will keep on using the products of this brand	150	1.00	6.00	4.4533	1.05288
There are MANY good reasons to continue to use and NO GOOD reasons to change	150	1.00	6.00	4.3200	1.00549
There are many good reasons to continue to use BUT ALSO many good reasons to change	150	1.00	6.00	3.8000	1.07441
There are FEW good reasons to use but many good reasons to change	150	1.00	6.00	3.5133	1.06649
I would feel uncomfortable moving to another brand	150	1.00	6.00	3.8533	1.08922
Attitude toward the brand	150	2.40	6.00	3.9880	.60611
Valid N (listwise)	150				

## Brand Loyalty

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I would not like to change brand	150	1.00	6.00	4.0867	1.08644
I recommend this brand to other people	150	1.00	6.00	4.3600	.93608
I encourage my friend who plan to purchase product of this brand	150	1.00	6.00	4.2400	1.01453
I would always think about this brand over other brand in purchasing mobile phone	150	1.00	6.00	4.2933	.97998
I feel good about this brand over others brand	150	1.00	6.00	4.2933	.98680
I feel very attached to this brand over other brands	150	1.00	6.00	4.3333	.97393
Brand Loyalty	150	1.17	6.00	4.2678	.85025
Valid N (listwise)	150				

## CORRELATIONS

### Descriptive Statistics

	Mean	Std. Deviation	N
Trust	4.4689	.75957	150
Promotion	4.3707	.76409	150
Customer Satisfaction	4.4307	.79452	150
Brand Name	4.4667	.75890	150
Attitude toward the brand	3.9880	.60611	150
Brand Loyalty	4.2678	.85025	150

### Correlations

		Trust	Promotion	Customer Satisfaction	Brand Name	Attitude toward the brand	Brand Loyalty
Trust	Pearson Correlation	1	.708**	.754**	.705**	.470**	.640**
	Sig. (2-tailed)	.	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150
Promotion	Pearson Correlation	.708**	1	.811**	.808**	.488**	.657**
	Sig. (2-tailed)	.000	.	.000	.000	.000	.000
	N	150	150	150	150	150	150
Customer Satisfaction	Pearson Correlation	.754**	.811**	1	.789**	.606**	.768**
	Sig. (2-tailed)	.000	.000	.	.000	.000	.000
	N	150	150	150	150	150	150
Brand Name	Pearson Correlation	.705**	.808**	.789**	1	.588**	.707**
	Sig. (2-tailed)	.000	.000	.000	.	.000	.000
	N	150	150	150	150	150	150
Attitude toward the brand	Pearson Correlation	.470**	.488**	.606**	.588**	1	.571**
	Sig. (2-tailed)	.000	.000	.000	.000	.	.000
	N	150	150	150	150	150	150
Brand Loyalty	Pearson Correlation	.640**	.657**	.768**	.707**	.571**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.
	N	150	150	150	150	150	150

\*\* Correlation is significant at the 0.01 level (2-tailed).

## CORRELATIONS

### Descriptive Statistics

	Mean	Std. Deviation	N
Trust	4.4689	.75957	150
Brand Loyalty	4.2678	.85025	150

### Correlations

		Trust	BL
Trust	Pearson Correlation	1	.640(**)
	Sig. (2-tailed)	.	.000
	N	150	150
Brand Loyalty	Pearson Correlation	.640(**)	1
	Sig. (2-tailed)	.000	.
	N	150	150

\*\* Correlation is significant at the 0.01 level (2-tailed).

### Descriptive Statistics

	Mean	Std. Deviation	N
Promotion	4.3707	.76409	150
Brand Loyalty	4.2678	.85025	150

### Correlations

		Promotion	BL
Promotion	Pearson Correlation	1	.657(**)
	Sig. (2-tailed)	.	.000
	N	150	150
BL	Pearson Correlation	.657(**)	1
	Sig. (2-tailed)	.000	.
	N	150	150

\*\* Correlation is significant at the 0.01 level (2-tailed).

**Descriptive Statistics**

	Mean	Std. Deviation	N
Customer Satisfaction	4.4307	.79452	150
Brand loyalty	4.2678	.85025	150

**Correlations**

		Customer Satisfaction	Brand Loyalty
Customer Satisfaction	Pearson Correlation	1	.768(**)
	Sig. (2-tailed)	.	.000
	N	150	150
Brand Loyalty	Pearson Correlation	.768(**)	1
	Sig. (2-tailed)	.000	.
	N	150	150

\*\* Correlation is significant at the 0.01 level (2-tailed).

**Descriptive Statistics**

	Mean	Std. Deviation	N
Brand Name	4.4667	.75890	150
Brand Loyalty	4.2678	.85025	150

**Correlations**

		Brand Name	Brand Loyalty
Brand Name	Pearson Correlation	1	.707(**)
	Sig. (2-tailed)	.	.000
	N	150	150
Brand Loyalty	Pearson Correlation	.707(**)	1
	Sig. (2-tailed)	.000	.
	N	150	150

\*\* Correlation is significant at the 0.01 level (2-tailed).

### Descriptive Statistics

	Mean	Std. Deviation	N
Attitude toward the brand	3.9880	.60611	150
Brand Loyalty	4.2678	.85025	150

### Correlations

		Attitude toward the brand	Brand Loyalty
Attitude toward the brand	Pearson Correlation	1	.571(**)
	Sig. (2-tailed)	.	.000
	N	150	150
Brand Loyalty	Pearson Correlation	.571(**)	1
	Sig. (2-tailed)	.000	.
	N	150	150

\*\* Correlation is significant at the 0.01 level (2-tailed).

## REGRESSION

### Descriptive Statistics

	Mean	Std. Deviation	N
Brand Loyalty	4.2678	.85025	150
Trust	4.4689	.75957	150
Promotion	4.3707	.76409	150
Customer Satisfaction	4.4307	.79452	150
Brand Name	4.4667	.75890	150
Attitude toward the brand	3.9880	.60611	150

### Correlations

		Brand Loyalty	Trust	Promotion	Customer Satisfaction	Brand Name	Attitude toward the brand
Pearson Correlation	Brand Loyalty	1.000	.640	.657	.768	.707	.571
	Trust	.640	1.000	.708	.754	.705	.470
	Promotion	.657	.708	1.000	.811	.808	.488
	Customer Satisfaction	.768	.754	.811	1.000	.789	.606
	Brand Name	.707	.705	.808	.789	1.000	.588
	Attitude toward the brand	.571	.470	.488	.606	.588	1.000
Sig. (1-tailed)	Brand Loyalty	.	.000	.000	.000	.000	.000
	Trust	.000	.	.000	.000	.000	.000
	Promotion	.000	.000	.	.000	.000	.000
	Customer Satisfaction	.000	.000	.000	.	.000	.000
	Brand Name	.000	.000	.000	.000	.	.000
	Attitude toward the brand	.000	.000	.000	.000	.000	.
N	Brand Loyalty	150	150	150	150	150	150
	Trust	150	150	150	150	150	150
	Promotion	150	150	150	150	150	150
	Customer Satisfaction	150	150	150	150	150	150
	Brand Name	150	150	150	150	150	150
	Attitude toward the brand	150	150	150	150	150	150

**Variables Entered/Removed(b)**

Model	Variables Entered	Variables Removed	Method
1	Attitude towards the brand, Trust, Promotion, Brand name, CS(a)		Enter

a All requested variables entered.

b Dependent Variable: BL

**Model Summary(b)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.794(a)	.630	.617	.52596	2.149

a Predictors: (Constant), Attitude toward the brand, Trust, Promotion, Brand Name, Customer Satisfaction

b Dependent Variable: Brand Loyalty

**ANOVA(b)**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	67.882	5	13.576	49.078	.000(a)
	Residual	39.835	144	.277		
	Total	107.716	149			

a Predictors: (Constant), Attitude toward the brand, Trust, Promotion, Brand Name, Customer Satisfaction

b Dependent Variable: Brand Loyalty

**Coefficients(a)**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.090	.324		-.278	.781
	Trust	.099	.091	.089	1.091	.277
	Promotion	-.037	.111	-.033	-.334	.739
	CS	.512	.113	.479	4.547	.000
	Bname	.246	.110	.220	2.237	.027
	ATTB	.178	.093	.127	1.921	.057

a Dependent Variable: BL

**Casewise Diagnostics(a)**

Case Number	Std. Residual	Brand Loyalty	Predicted Value	Residual
5	-3.228	2.33	4.0309	-1.69754
51	4.294	4.83	2.5750	2.25833
95	-3.139	3.17	4.8174	-1.65077

a Dependent Variable: BL

**Residuals Statistics(a)**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.1700	5.7986	4.2678	.67497	150
Residual	-1.69754	2.25833	.00000	.51706	150
Std. Predicted Value	-3.108	2.268	.000	1.000	150
Std. Residual	-3.228	4.294	.000	.983	150

a Dependent Variable: BL

## ONE WAY

### Descriptives

Brand Loyalty

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
					malay	79		
indian	5	4.2000	1.12052	.50111	2.8087	5.5913	3.00	5.67
chinese	40	4.1625	.62985	.09959	3.9611	4.3639	3.00	6.00
others	26	4.3269	1.15805	.22711	3.8592	4.7947	1.50	6.00
Total	150	4.2678	.85025	.06942	4.1306	4.4050	1.17	6.00

## ANOVA

Brand Loyalty

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.672	3	.224	.306	.821
Within Groups	107.044	146	.733		
Total	107.716	149			

### Descriptives

Brand Loyalty

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
					Islam	105		
christian	3	4.4444	.69389	.40062	2.7207	6.1682	3.67	5.00
buddist	36	4.1991	.60660	.10110	3.9938	4.4043	3.33	6.00
hindu	4	4.0000	1.18634	.59317	2.1123	5.8877	3.00	5.67
others	2	3.3333	.47140	.33333	-.9021	7.5687	3.00	3.67
Total	150	4.2678	.85025	.06942	4.1306	4.4050	1.17	6.00

ANOVA

Brand Loyalty

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.524	4	.631	.870	.484
Within Groups	105.193	145	.725		
Total	107.716	149			

Descriptives

Brand Loyalty

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
PhD	4	4.8750	.64370	.32185	3.8507	5.8993	4.17	5.50
Masters	29	4.2299	1.10681	.20553	3.8089	4.6509	1.50	6.00
Undergraduate	117	4.2564	.78037	.07215	4.1135	4.3993	1.17	6.00
Total	150	4.2678	.85025	.06942	4.1306	4.4050	1.17	6.00

Brand Loyalty

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.532	2	.766	1.060	.349
Within Groups	106.185	147	.722		
Total	107.716	149			

Descriptives

Brand Loyalty

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
nokia	104	4.3109	.86558	.08488	4.1426	4.4792	1.50	6.00
sony ericson	36	4.3472	.63792	.10632	4.1314	4.5631	3.00	6.00
motorola	5	3.9000	.32489	.14530	3.4966	4.3034	3.33	4.17
samsung	3	4.1667	.60093	.34694	2.6739	5.6594	3.67	4.83
others	2	1.6667	.70711	.50000	-4.6864	8.0198	1.17	2.17
Total	150	4.2678	.85025	.06942	4.1306	4.4050	1.17	6.00

ANOVA

Brand Loyalty

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	14.659	4	3.665	5.710	.000
Within Groups	93.057	145	.642		
Total	107.716	149			

Descriptives

Brand Loyalty

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Nokia	60	4.2722	.97035	.12527	4.0216	4.5229	1.17	6.00
Sony ericson	33	4.0152	.63241	.11009	3.7909	4.2394	2.50	5.33
Motorola	3	4.4444	.82215	.47467	2.4021	6.4868	3.50	5.00
Samsung	3	4.0556	.58531	.33793	2.6016	5.5096	3.50	4.67
No phone	51	4.4281	.82074	.11493	4.1973	4.6589	2.17	6.00
Total	150	4.2678	.85025	.06942	4.1306	4.4050	1.17	6.00

ANOVA

Brand Loyalty

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.647	4	.912	1.270	.284
Within Groups	104.070	145	.718		
Total	107.716	149			

## DESCRIPTIVES

Brand Loyalty

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
					family	42		
friends	28	4.1786	.90259	.17057	3.8286	4.5286	1.17	5.50
promotion	24	4.1806	1.01667	.20753	3.7513	4.6099	1.50	6.00
advertisement	41	4.2480	.73326	.11452	4.0165	4.4794	2.67	6.00
others	15	4.4333	.92753	.23949	3.9197	4.9470	2.33	6.00
Total	150	4.2678	.85025	.06942	4.1306	4.4050	1.17	6.00

Brand Loyalty

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.036	4	.259	.352	.842
Within Groups	106.681	145	.736		
Total	107.716	149			

## T-TEST

### Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Brand	male	36	4.4167	1.01770	.16962
Loyalty	female	114	4.2208	.78940	.07393