

**FACTORS INFLUENCING BRAND LOYALTY:  
AN EMPERICAL STUDY AMONG LAPTOP USERS**

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**UNIVERSITI UTARA MALAYSIA**

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# **FACTORS INFLUENCING BRAND LOYALTY: AN EMPIRICAL STUDY AMONG LAPTOP USERS**

**A thesis submitted to the College of Business in partial  
fulfillment of the requirements for the degree  
Master of Science (Management)  
Universiti Utara Malaysia**

**By  
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# Abstract

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The main objective of this research is to determine the relationship between Price, Features, Brand Name, Brand Equity, Advertising and Satisfaction on Brand Loyalty among laptop users. The data was collected from 157 students in Universiti Utara Malaysia (UUM) through self-administered questionnaire. The data was analysed using the Correlation and Regression test. The findings shows that there is a positive significant relationship between these six factors - Price, Features, Brand Name, Brand Equity, Advertising and Satisfaction on brand loyalty. The results also indicate that Satisfaction had the strongest relationship towards brand loyalty as compared to other factors. In order to achieve these levels, laptop manufacturers should improve the quality and services that will increase brand equity and satisfaction to attract new customers. In this relation, laptop manufacturers can develop a variety of product categories to differentiate their products from the competitors.

# Abstrak

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Objektif utama kajian ini adalah untuk mengenal pasti hubungan antara harga, ciri-ciri, nama jenama, ekuiti jenama, pengiklanan, kepuasan dan kesetiaan jenama di kalangan pengguna komputer riba. Data dikumpul daripada 157 orang pelajar di Universiti Utara Malaysia (UUM) melalui soal selidik yang dijawab sendiri oleh responden. Data dianalisis menggunakan ujian korelasi dan regresi. Keputusan kajian menunjukkan bahawa terdapat hubungan yang signifikan antara enam (6) pembolehubah bebas iaitu Harga, Ciri-Ciri, Nama Jenama, Ekuiti Jenama, Pengiklanan dan Kepuasan yang penting dalam menentukan pengaruh terhadap kesetiaan jenama. Keputusan kajian juga menunjukkan bahawa kepuasan memberi sumbangan yang lebih signifikan terhadap kesetiaan jenama berbanding dengan pembolehubah lain. Bagi mencapai tahap ini, pembekal komputer riba seharusnya meningkatkan tahap kualiti dan perkhidmatan yang mampu menambah ekuiti jenama dan kepuasan untuk menarik pelanggan baru. Selain itu, pembekal komputer riba boleh membangunkan pelbagai kategori produk untuk menunjukkan perbezaan berbanding dengan jenama lain.

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# 1

## INTRODUCTION

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### 1.0 CHAPTER INTRODUCTION

This chapter provides the background of the study, the problem statement, the research questions, the research objectives, significance of the study and scope and limitations of the study.

### 1.1 BACKGROUND OF THE STUDY

In this era of globalization, rapid development in technology is common to everyone. Advances in telecommunications, information system and knowledge society are in line with changes occurring in technology. Furthermore, in this 21st century, the international community has shifted from the industrial era into the era of information technology without borders. In this relation the growth of new technology devices such as mobile phones, laptops, cameras, and others are common. Many additional features are offered in these devices to ease their usage and provide consumers convenience.

In the past laptop may be categorized as luxury goods, but as time changes as well as quality of life of people are improved, this gadget has become a necessity. Laptop technology is one of the tools that the community choose because of the characteristics that are always

being renewed by the marketers. Laptops are designed as a tool that is easy to carry as well as small and light when using it. Manufacturers often refer to laptop as “notebook”. This is to avoid warm thigh complaints from customers and consequent opportunist liability suits.

Laptop has been used worldwide. The rapid growth in the technology sector has resulted in increasing the number of competitors in the market. This has led to marketers and academicians or practitioners to focus on customer decision making in the purchase of a portable PC industry (Nasir, *et al.*, 2006).

The aim of any marketing effort is to meet and fulfil the target customer’s expectations or needs. However, to meet and satisfy the customers in this modern business world is a difficult task marketers has to face. In any situation consumers become the first priority in business’s marketing planning. Several questions are frequently ask by companies: Who are the expected buyers? What are the consumers’ want? What are the motives that influence buying decision? How to make our brand build up and differentiate it from the competitors?

Brand shows a reputation of a company through their products or services. Brand is also a sign that is memorable in the minds of customers. When customers are loyal to a brand or company, they indirectly help them expand market share, increase bottom line and sustain company's advantage. The American Marketing Association defines a brand as a name, term, sign, symbol or design, or a combination of prototype, intended to identify the goods or services of one seller or group of sellers, and to differentiate from bear fight them of the competitors (Kotler, *et al.*, 2009). Brand can become the heart of marketing and business strategy. Successful brands will be able to generate profits by attracting new customers and retain existing customers.

Brand name signals some level of quality which the buyer is satisfied with and make them easy to choose the products. Brand loyalty provides a forecast of demand for the company and may also explain the willingness of customers to pay for higher price. Although competitors are easy to duplicate the process and product design, they are not easy to match the description in the individual and the organization from year to year in any marketing and product development. Therefore, the brand became a very influential in the world competition.

In the laptop market, the rapid development of this high technology involving the upgrading of computers leads to an increase in the cost of repair, renewal and maintaining of existing technology. Customers prefer to buy laptop based on the brand reputation and the development of the brand. A better understanding of customer behavior indirectly obtains a competitive advantage and long-term profits since it increases the effective marketing strategy to a company.

In 1986, battery powered portable computers was only 2% of the world market share. However, today laptops or portable computers are becoming increasingly popular, both for business and personal use (Economics, 2005). In 2008, it is estimated that 145.9 million laptops were sold and in 2009 the number grew to 177.7 million. In the third quarter of 2008 laptop PC shipments exceeded desktops, with 38.6 million units and 38.5 million units respectively.

According to Malaysia Laptop (2008), top ten laptops for October 2008 are shown in Table 1.0:

**Table 1.0: Top Ten Laptops (2008)**

<b>Rank</b>	<b>Laptop Brand</b>
1	Compaq Presario CQ40
2	Acer Extensa 4620Z
3	Acer Aspire One
4	Acer Aspire 2920Z
5	HP Pavilion dv5
6	HP Pavilion dv2700
7	Acer Aspire 4530
8	Apple MacBook
9	ASUS Eee PC 1000H
10	Dell Latitude E6500

*Source: Malaysia Laptop (2008)*

## **1.2 PROBLEM STATEMENT**

Laptops are mostly used by adults and executives such as managers, professionals and of businessmen. Most of them use laptops for the special needs, particularly to facilitate deals in business. Laptops were originally considered to have a small niche market and were thought suitable mostly for specialized field applications such as the military, accountants and sales representative. However, today laptops are not only used by adults or executives but also being used by various groups of people such as teenagers, students, and educators.

In addition, new versions of laptop being launched to the market, acquisitions and mergers in the sector, rapid developments in the nano technology, integrated wireless



networking and decreased price make the customers more influenced to buy a laptop (Nasir *et al.*, 2006). In this relation, it is critical to determine what the factors that influenced brand loyalty among laptop users since different brands of laptop offer similar features in the same market.

### **1.3 RESEARCH QUESTIONS**

Based on the discussion earlier, the research question developed for this study is as follows:

1. Does price influence brand loyalty among laptop users?
2. Does brand name influence brand loyalty among laptop users?
3. Does promotion influence brand loyalty among laptop users?
4. Does features influence brand loyalty among laptop users?
5. Does satisfaction influence brand loyalty among laptop users?

### **1.4 RESEARCH OBJECTIVES**

The objectives of this research are:

1. To determine whether “Price” influence brand loyalty among laptop users.
2. To determine whether “Features” influence brand loyalty among laptop users.
3. To determine whether “Brand Name” influence brand loyalty among laptop users.
4. To determine whether “Brand Equity” influence brand loyalty among laptop users.
5. To determine whether “Advertising” influence brand loyalty among laptop users.
6. To determine whether “Satisfaction” influence brand loyalty among laptop users.

## **1.5 SIGNIFICANCE OF THE STUDY**

In general, this study helps marketers to develop more effective marketing strategies and attractive offers to laptop users. The establishment of an appropriate marketing mix will be formulated to meet needs and requirements users. Therefore, more efficient marketing activities can be implemented.

Marketers also can predict consumers' reaction from the marketing strategies that has been implemented. Hence marketers can determine whether the strategies that are implemented can maintain customers that are loyal to their products and also can attract new customers to buy their products. This study can provide useful information fro marketers to maintain loyal customers.

## **1.6 SCOPE AND LIMITATIONS OF THE STUDY**

This study involves only the students in Universiti Utara Malaysia (UUM), Kedah. It focuses only on laptop users in order to find whether there is any significant relationship between price, features, brand name, brand equity, advertising, satisfaction and brand loyalty. Hence, the result of this study is more relevant and applicable to the student in UUM. These findings did not reflect the entire population of laptop users in Malaysia as a whole in terms of the factors influencing brand loyalty among laptop users. This study was carried out in a relatively short period and hence time constraint exists. If this study can be implemented in the longer term, the material or related information can be increased in further.

## **1.7 CHAPTER CONCLUSION**

This chapter covers the background of the study and all the various aspects related to problem statement, research questions and research objective. It also explained the significance of this study and finally scope and limitations of study are also discussed.

# 2

## LITERATURE REVIEW

---

### 2.0 CHAPTER INTRODUCTION

This chapter review literatures related to this study. In this chapter, discussion will be based on the brand loyalty and factors that influence brand loyalty such as Price, Features, Brand Name, Brand Equity, Advertising, and Satisfaction among laptop users.

### 2.1 BRAND LOYALTY

Competition in the marketing world is becoming more intense among players in all industries. Variety of methods and activities adopted by providers of services or products are being used as techniques to attract and retain customers to subscribe to their products or services. These activities are hoped to increase their market share and leads them become a major player in the industry in which they operate. Most companies do not want to see their customers switching to purchase products from their close competitors.

In this relation, brand loyalty becomes an important priority for service providers and products to ensure customers remain loyal to their brands. It is an asset for players to survive and become the industry. Development and maintaining brand loyalty has become a central theme in the theory and practice in strengthening the competitive advantage of marketing excellence (Gomman *et al.*, 2001). In addition, the development and maintenance of brand

loyalty among consumers is at the heart of any marketing plan by all companies, especially in a highly competitive market and to reduce product differentiation.

Academics and practitioners agree that brand loyalty is an inseparable part of the business world (Grenler & Brown, 1996). It is impossible for businesses to survive without taking into consideration and giving emphasis on customer loyalty. Loyalty reflects the strength of the relationship between individual attitudes and repurchases. It contains a number of objectives in planning marketing strategies and describes the development of fundamental importance in maintaining a competitive advantage. For example, customers remain loyal to the brand of the same product, the suppliers or services providers in the long term and not easy to change. They also showed their loyalty to the brand by spreading the benefits and goodness of the brand to others.

Establishing brand loyalty is not easy. It requires a huge amount of investment especially in the marketing programs that are targeted to existing customers and potential customers (Brexendorf *et al.*, 2009). There are many benefits that can be achieved by the product or service provider when they emphasis on brand loyalty in their business activities. Brand loyalty can be a barrier to competitors and produce a huge number of sales and revenues to the providers. Thiele and Mackay (2001) outlines several reasons why brand loyalty concept are important to market practitioners include:

1. All profit-oriented firms want to sell as many products or services to achieve maximum profit. Most providers believe that the existence of loyal customers to their brands can reduce marketing costs through reducing customer acquisition costs. In addition, positive word of mouth from customers is seen as one mechanism that

enables suppliers or firms to save costs in the marketing. Loyal customers are also less sensitive to price changes of products or services.

2. The existence of brand extension is one of the marketing strategies developed by the firms to introduce new products under the same brand in different product categories. Hence, the company can exploit the loyalty to parent brand and is able to reduce the risk of failure of new products.
3. Loyalty rates increased market share and is also able to generate high returns on every investment made by firms.

Loyalty explains customers repurchase which it exists in case of customers making repeat purchases in the market offers (Ogba & Tan, 2009). When there is relationship between repeat purchases loyalty and, the customer in that situation is seen as a loyal, and the customer are expected to continue to make a purchase on what is offered by the market. In general, customer loyalty consist of customer commitment to buy back or continue to use the brand and it can be demonstrated by repeated buying of a product or service or other positive behavior. The terms of brand loyalty and service loyalty have been used to refer to the same concept (Thiele & Mackay, 2001).

Sidek and Yee (2008) defined brand loyalty as the strength of preference for a brand compared to other similar available options. Customers are referred to brand loyal when purchasing patterns of its positive depending on final brand purchased (Wernerfelt, 1991). The writer presents two types of brand loyalty. The first is 'inertial brand loyalty'. This means that is when a brand utility has no dependency between the times but the customers

may be slow to become aware of the most interesting values. The second type of brand loyalty is 'cost-based brand loyalty'. In this type of brand loyalty, the brand utility has the time of positive interdependence, such that the brand last purchased has the advantage.

But Bloemer and Kasper (1995) defined two distinct types of brand loyalty: true brand loyalty and spurious brand loyalty. True brand loyalty consist of six necessary conditions which are the biased (i.e. non-random), behavioral response (i.e. purchase), expressed over time, by some decision-making unit, with respect to one or more alternative brands out of a set of such brands, which is a function of psychological (decision making, evaluative) processes resulting in brand commitment.

On the other hand, spurious brand loyalty is defined as the biased (i.e. non-random), behavioral response (i.e. purchase), expressed over time, by some decision-making unit, with respect to one or more alternative brands out of a set of such brands, which is a function of inertia. In this relation, Thiele and Mackay (2001) considered that the concept of loyalty refer to repeat purchase, preference, commitment, retention and allegiance.

A theory by Sheth and Park (1974) defined that brand loyalty as a positively biased that consists of three dimensions. The first dimension is the emotive tendency towards the brand. It is refers to the feel of customers such as like-dislike, fear, respect or compliance with the systematic trends established to better support the brand choice than other brands on the market. As an example of emotive tendencies include brand image of the researches talked about the general prevalent among customers. The second dimension of the brand loyalty is the evaluative tendency toward the brand. This refers to the positive bias evaluation of the brands on the set of relevant criteria to define the brand's utility to the customer.

Evaluative tendency includes instrumental utilitarian attitude and good customer learning from previous experiences with the brand or of non experience or information source.

The third dimension of the brand loyalty is the behavioral tendency towards the brand. This refers to the positive response bias on the brand in connection with, the purchase of procurement and acquisition activity. Behavioral dimension includes all physical activities such as shopping, search, take a physical sign of the shelf, pay for it and eventually take or use a systematic, unbiased manner. In summary, this is time and motion studies of customers as he behaved towards the brand in a biased positive way. The behavior tendency is learned from the experience of buying and take the brand or from a generalization of a similar tendency towards other brand.

There are at least three measures of brand loyalty that is behavioural loyalty, attitudinal loyalty and differentiation loyalty (Thiele & Mackay, 2001; Bennett *et al.*, 2007). Behavior loyalty measures define brand loyalty in purchasing the actual observed for a period of time. It also defines as customer repeat purchasing on the selected brand, expressed through a pattern of continued patronage and actual spending behavior. Traditionally, behavioral loyalty was defined in the form of repeat purchasing behavior. Loyalty behavior can be expressed in different ways. For example, customers can loyal to the brand and they may be loyal to the store (Gomman *et al.*, 2001).

While attitudinal loyalty measures a based on state preference, commitments or purchase intensions. It also defines as the predisposing attitude of commitment and intention to a brand of redemption. An aspect of commitment reflects the affective component of attitudes and intentions reflect aspects of cognitive or evaluative component. Actions are



usually based on the attitude survey. Attitudinal loyalty is a valuable measure to take in the services market. Attitudinal loyalty measures may also help to identify customers who become disappointed with the brand before the behaviour of disloyal occurs.

In contrast, differentiation loyalty measures exist when a firm or brand insulated buyers from competing brands. But, of course, buyers are unlikely to be insulated from a competing brand indefinitely and the exact of time for which the customer remains loyal may differ. A brand differentiation loyalty increase when customers become more aware of (immune) to offer competing brands. This immunity may occur because of attitude, perceived switching costs, or reduced ability to be aware of the offer to compete (Page & Eddy, 1999).

Jones & Sasser (1995) propose three measures of loyalty that could be segmented such as:

- a. Customer's primary behaviour that involves newness, frequency and amount of purchase.
- b. Customer's secondary behaviour consists of customer referrals, support and dissemination the word.
- c. Customer's intent to repurchase is the customer that ready or able to repurchase in the future.

Sheng and Liu (2010) concluded that the service quality have the potential strategi benefit that will improve customer loyalty and increase firm's operation effeciency and benefits.

Hence, the customer still remain to their favoured brand and offered of good products or services quality enhance the customer loyalty. Therefore, providers must committed to customers and fulfill the promise that they had made to the customer.

In this study, brand loyalty are focused on the price, features, brand name, brand equity, advertising and satisfaction from a number of laptop users to look their perceptions about their loyalty towards the laptop brands.

## **2.2 PRICE**

In the context of a new era of marketing, the money issued is an important component of consumer satisfaction. It is influenced by expectations before purchasing a product or service that should be offered with the price paid. Prices of products have always been a critical factor in competition with other products as well as other providers. Some of the providers put a cheaper price than the price offered.

One important product attribute is the price level at which the products offered. There are several reasons why the price level may be an important determinant in the structure of categories and influence on purchasing patterns among the various offerings in the category (Romaniuk & Dawes, 2005). Customers may wish to occasionally indulge themselves by purchasing a product or a sign outside their normal price range. This observation is also consistent with the findings of research on price range and limits.

In common usage, the price is the amount of payment or compensation is given by one party to another in return for goods or services. In all modern economies, the majority of

prices are quoted in (and transactions involving) units of some form of currency. Although in theory, the price can be quoted as a number of other goods or services similar barter exchanges are rarely seen.

Prices sometimes alternatives refer to number of payment that requested by the seller of goods or services, not the eventual payment amount. The requested amount is often called the offered price or sale price, while the actual payments may be called transaction price or the traded price. Similarly, the bid price or the purchase price is the amount of paid offered by a buyer of goods or services, although this meaning is more common in the asset or financial markets than in the customer markets.

Customer's perceptions of the selling price of a product or services play a critical role in the buying decision process. It means that if the information's objective from the seller through the price is unequal to customer feedback, the seller would lose the customer. This is because from the viewpoint of the customer, the price should match the value of the products or services to be obtained, or in other words the price must be commensurate with the customer assessment of the usefulness of the product is based on the perception of what is given and received (Ross, 1984).

From the point of view of consumers, price has two implications. First, the price is the cost to consumers. Hence the low prices are extremely desired. Second, prices are also usually means or reflect on the quality of the product. This means that higher prices reflect higher quality. Consumers will be willing to pay more than the same product features or categories such as a response (Howard, 1994).

Price is one of the important factors that affect on brand loyalty. Consumers with high brand loyalty are willing to pay for a high price for their favourite brand, so their purchase intention is not easily affected by price. In addition, customers have a strong belief in the price and value of their favourite brands so much so that they would compare and evaluate prices with alternative brands (Sidek & Yee, 2008). When customers are planning to obtain products or services that require a high level of commitment, they consider the price of different options and the brand as a key factor in making a choice. These prices, which are common to all individuals, are perceived by each individual customer through the process of their response (Campo & Yague, 2007).

Dovaliene & Virvilaite (2008) state that price is one of the most flexible marketing mix elements that can be quickly changed, after changing specific product and service characteristics. People with higher incomes and higher product involvement willingly pay more for features, customer service, quality, added convenience and the brand name (Kotler *et al.*, 2009). Acceptance level of the price that can be defined as the maximum price that buyers are willing to pay for products or services. Acceptance of prices have not received the same stage attention to another consequence of satisfaction, such as the intention to repurchase. Other factors can affect the range of price acceptances is the variability in prices, reference prices, the purchase frequency and level of brand loyalty (Consuegra *et al.*, 2007).

Conventional wisdom indicates that the customer who are loyal to the brand will be insensitive to the price of the brand. One might even claim that the relationship between loyalty and price sensitivity are not separated. Krishnamurthi and Raj (1991) argue that this relationship accounts for only one component of the purchase decision, known as the choice

decision. A purchase decision is described as consisting of two distinct but related decisions, known as decision of brand choice and a purchase quantity decisions.

Krishnamurthi and Raj (1991) also believe that loyal customers are more sensitive to price in the quantity of decision than the unloyal customer which is the opposite of that expected in the choice decision. Loyal customer are expected to be in the market for a particular brand they are often, in the sense that they require the brand. Because of their strong preference for the attributes of the brand, they will choose the brand that most times without care about price. However, they tend to adjust the amount of their purchase to take advantage of the price. This should be reflected in the huge quantity elasticity.

Price variations for consumers' favourite brand may only affect their purchase quantity but not their brand choice decision. Consumer satisfaction can also be built by comparing price with perceived costs and value (Lau, *et al.*, 2006). The results from the previous study show that price have a significant to influence on brand loyalty (Lau, *et al.*, 2006; Sidek & Yee, 2008; Othman & Ping, 2006). Price is an important element for the customers when buying, because it has a major influence on customer satisfaction ratings. Results obtained by Consuegra *et al.*, (2007) showed that the price received is directly affected by the ratings of satisfaction and loyalty. In addition, the reasonableness of the price will affect the price received indirectly through customer satisfaction and loyalty.

## **2.3 FEATURES**

Marketers use a variety of ways to enhance the attractiveness of their offerings and increase sales, such as adding features unique products and using sales promotion. Short and long

term effects of brand valuation and sales tactics have been studied in detail by marketing researchers and are often discussed in marketing literature. In general, it is assumed that the increase in products with features that do not negatively affect other characteristics, such as offering free premium, or vote, can only help short term sales.

Customers who discover attractive features are more likely to choose the product, while the probability that another customer purchase does not change. There are some exceptions to this generalization, in particular, additional features can reduce the overall attractiveness of the product by making it more complex. However, when the added features or promotions do not have a negative impact on the utility of products or prices, is expected to increase, or the worst case, to maintain previous levels of sales (Simonson *et al.*, 1994).

Customers often make choices between brands that share identical characteristics. For example, air bags are common features for the new car, CD-ROM is a feature common to most computers, and built-in testing of the features common to the battery. In addition, many the product and services are bundled with a matching bonus offerings, such as frequent-use program, gift certificates, and free magazine subscriptions (Chernev, 1997).

Dhar and Sherman (1996) in their research, found that the choice of the relatively unique features of a good tends to look more attractive and have a higher probability that the option gives another reason to build the context to be careful when comparative advertising is used. This is to help customers compare the features of of each the product in their favorite brands with other brands. Features are qualities or characteristics of the product or service. According to decision making model, consumers process the environmental cues; the physical

factors of the product, psychosocial cues such, such as advertising, and consumers put these cues into a set of perceptions that shape their preferences (Hong & Lerch, 2002).

Based on these preferences, consumers make their choices subject to situational constraints, such as price and people evaluate various objective features when buying an IT product (Hong & Lerch, 2002). Nasir *et al.*, (2006) find that features are a factor that influences consumers' laptop purchase decision. In a study conducted by Kim *et al.*, (2002), a small officer or official professional home (SOHO) procurement choices are influenced by a number of important dimensions such as performance, externalities and price range.

## **2.4 BRAND NAME**

Brand helps business to reflect the definition in terms of a single focus and likely the most important goals in marketing, namely the search for a unique competitive advantage. Certainly the customer purchase products or services brand name they satisfied and convinced, they feel a great brand in line with their tastes in life. Choosing a brand name for consumer products or services is very important that some authors think this is one of the most important marketing decision management. A brand can provide customers with a symbolic meaning that helps either in the recognition of product and decision-making process (Herbig & Milewicz, 1997). A brand name is well chosen can produce a certain number of advantages including the suggested benefits of the product, contributing to brand identity, to simplify shopping, implying high, a sense of trust, confidence, safety, strength, durability, status, speed, and exclusive. There are even times, especially when marketing homogeneous goods, where brand name products may only distinguish feature (Turley & Moore, 1995).

One of the main goals of marketing is to get the products offered in certain categories that should be considered unlike. Muncy (1996) have found that brand loyal customer is less, the price is more sensitive, and less market information received without a difference in perception between alternatives. Customers tend to view the products from the overall perspective, associated with the brand name all the attributes and satisfaction experienced by the purchase and use of the product (Vazquez *et al.* , 2001).

The brand is the identity of a particular product, service or business. The brand is a trademark or a specific name for the product or manufacturer. It is a name, term, symbol, sign or any combination that is used to identify a seller of goods and services (Palumbo & Herbig, 2000). The word brand is a simple way to distinguish one person from another by using a hot iron stamp. A brand name protected by legal known trademark. Brand word further evolved identity - it affects the personality of the product or service.

In general, the brand name is often used interchangeably with "brand", although more accurately is used to specifically indicate the linguistic elements of any written or oral products. In this context a "brand" is a kind of trademark, if the brand name exclusively identifies the brand owner as the commercial source of products or services. A brand owner may seek to protect the rights of ownership in relation to the brand name through trademark registration. Research considers the customer facing brand name as a stimulus that enables customers' affective and cognitive processes (Porter & Claycomb, 1997).

The brand name is quite often used interchangeably within "brand", although it is more correctly used to specifically denote written or spoken linguistic elements of any product. In this context a "brand name" constitutes a type of trademark, if the brand name exclusively



identifies the brand owner as the commercial source of products or services. Brand name is referring to the element of a brand that can be called or vocalized.

There are three ways to use brand name: First is a single brand to identify the products of a company. Typically brand name products co-branded with the name of the company. Second is group of brand that identifies the group products that are related with each other. Third is to identify a unique brand of each product. Brand names come in various styles (Associates, 2009). These styles are shown in Table 2.1 below:

**Table 2.1 Styles of Brand Name**

<b>Brand Name</b>	<b>Example</b>
Acronym	A name made of initials such as UPS or IBM.
Descriptive	Names that describe a product benefit or function such as Airbus and Volkswagen.
Alliteration and rhyme	Names that are fun to say and stick in the mind like Dunkin' Donuts
Foreign word	Adoption of a word from another language like Volvo or Samsung
Founders' names	Using the names of real people, and founder's name like Hewlett-Packard or Disney
Geography	Many brands are named for regions and landmarks like Cisco and Fuji Film

*Source: Associates (2009)*

Famous brand name can disseminate the benefit of product and lead to higher recall of an advertised benefit than a non-famous brand name (Kotler, *et al.*, 2009). They are many unfamiliar brand names and alternatives available in the market place. Consumers may prefer to trust the major famous and popular brand name (Lau, *et al.*, 2006). These prestigious brand

names and their image attract consumers to purchase the brand, affect repeat purchasing behaviour and reduce price related switching behaviours. Consumers are more sensitive to brand name and usually used it in buying decision.

Jiang (2004) had found that brand may have more impact in the selection decision is to determine the extent to which perceived preference match. Therefore, it makes sense to believe that customization would not "commoditize" brand, but rather to increase the influence of brand names in making purchase decisions. Brand will be more important and helpful in the making choices for customization, the case is considered more valuable. The brand name is also found as an important decision variable for customization in terms of getting a better preference match. In particular, according to the perceived higher priority is estimated to increase customers' willingness to pay for customization.

The results in Park and Lennon (2009) study provide empirical evidence showing that the name brands are very strong factors that directly affect customers' perception of online store image, and ultimately influence purchase intention. Although this study does not examine the actual purchase, it is reasonable to expect a causal relationship between purchase intentions and purchase behavior.

Sidek & Yee (2008) found that brand name has a significant positive relationship with brand loyalty. The results showed that customers preferred the brand image when they feel the positive benefits or functionality from the product. The brand name has a positive reaction at a premium and are willing to accept brand extension to other product categories.

The results in Othman and Ping (2006) also showed that respondents are loyal to brand name of their choice. This shows that the respondents have confidence in the brand that has quality and good reputation, and to provide them. This study also indicates the name brand is a key indicator in the purchase of goods or services. This is because of the prestigious brand name can provide customers with high quality.

## **2.5 BRAND EQUITY**

Since the late 1980s, brand equity has become one of the most important marketing concepts in both academia and practice. While several different definitions of brand equity has been offered over the years the definition of brand equity as the value added by the sign of the product. A successful brand is one that creates and sustains a strong impact, positive and lasting in the mind of the buyer (Kotler *et al.*, 2009).

Research previous claimed that "a successful brand is a name, symbol, design or some combination, which identifies the product of a particular organization as having a sustainable differential advantage." A successful brand means a great asset to the company. There is no doubt that companies that are benefited from its branding strategy. In fact, the brand is defined as an enterprise to create value in customers' minds, which is felt to build the values observed in the external value of the physical product, and thus differentiate products in a highly competitive environment.

The purpose of branding is to help customers get to know certain relevant products to them, and thus taking a lot of anxiety out of making a decision. As the business environment teemed with competition and more powerful customers, superior products with only physical

attributes are not sufficient to retain and attract customers. Thus, companies need to develop an effective branding strategy to help customers manage their knowledge about the product-specific products and services, and assure the customers of any profits between different brands.

Thus, in a competitive market environment, companies need to strengthen a relationship between customers and brands as that reflects the fit between the physical and psychological needs of the customer and brand's functional attributes and symbolic values as perceived by the customer. Therefore, companies need to create an equity-based customer with branding to gain competitive advantage. As a result, high levels of brand equity among the customers are an important goal of the marketing strategy.

Branding is a key element in marketing strategy not only distance company established for competitions by differentiating the product, but also is an excellent tool in which marketers can create value for our customers to attract and retain the customer, which is associated with brand equity. Brand equity has become the most important topics in marketing over the past 20 years. This was seen as a large number of perspectives.

Brand equity also have the financial dimensions that usually important in any transaction that involve merger or acquisition. Brand equity is also important to the company because it closely related to customer equity and can effects marketing efforts. It also provides with a quality and ability to products and services (Kotler *et al.*, 2009). These values added can directly influence the way consumers think, expression and action to the brand. In addition, it also can affect the price, market share and profitability to the company that offer the higher brand equity to the customer.

Brand equity is defined as the marketing effects or results due to a product by brand name compared with the same result if the product does not have a name brand. Manager measure the brand equity to guide marketing strategy and tactical decisions, evaluate the extendibility of the brand, to assess the effectiveness of marketing decisions, track the health of the brand among competitors and from time to time, and set a monetary value to the brand in financial transactions (Ailawadi *et al.*, 2003).

Srinivasan *et al.*, (2005) define brand equity in the market for the product as an additional contribution obtained in a sign compared with the basic product. It acquires an additional contribution due to the probability of preferences for the larger brands. Brand equity is the sales and profits enjoyed as a result of the impact of marketing initiatives versus the prior year comparable to brand new. From a centralized view of the customer brand equity is defined as the impact of brand marketing on the reaction of the customer, which in turn differentiates the brand itself.

Thus, there are two aspects of brand equity - from the perspective of a company and the other from the customer. Trade or brand equity firm in terms of seemingly built around the results of brand equity as stock prices and markets, while the customer-based brand equity seems to have the attitude of society at its core (Chaudhuri, 1995).

There are many ways to measure brand equity. Some measurements approaches are related to at the company, some related to the products while others related to the customer.

- a. Firm Level: Firm level approach is to assess the level of the brand as a financial asset.

In brief, the calculation is made of how much brand value as an intangible asset. For

example, if you were to take the company, as revealed by market capitalization - and then reduce the intangible asset and the measured intangible assets-the-rest will be brand equity (Neumeier, 2006).

- b. Product Level: The classic product level brand measure is to compare the price with no name or private label products for products that equal brands. The difference in price, assuming all things equal, is due to the brand (Ailawadi *et al.*, 2003).
- c. Consumer Level: This approach seeks to map the mind of the customer to find any association with the brand and customer. This approach seeks to measure the awareness (recall and recognition) and brand image. Free association tests and projective techniques commonly used to express the attitude tangible and intangible attributes, and intentions of a brand. Brand awareness and associations with strong, favorable and unique brand equity is high equity brands.

Brand equity also has an ability to make negative customer-based brand equity (Taylor, *et al.*, 2004). It can be seen when the customer's action or reaction are less to the marketing activities that connected to the brand compared to the unnamed product. Taylor *et al.*, (2004) found that brand equity appears the most effect on both behavior and attitude of loyalty.

## **2.6 ADVERTISING**

Promotion is one of the four elements of marketing mix (product, price, promotion, distribution). It is the communication link between sellers and buyers for the purpose of

influencing, informing, or persuading a potential buyer's purchasing decision. Promotion includes the use of advertising, sales promotions, personal selling and publicity (Kotler, *et al.*, 2009). Promotion is an important element of a firm's marketing strategy.

Advertising is pervasive, disturbing and, at times, destructive and mischievous known art suppliers in their efforts to reach and persuade their target markets. It is estimated that worldwide production of advertising has grown faster than world gross product on a global scale, both developed and developing people are bombarded by hundreds of millions of different advertisements published and published each year (Harker, 1998).

The growth of international business, combined with the increasing number of advertising activities around the world, underscoring the importance of understanding the effectiveness of advertising in international marketing. Advertising is seen as the most culture bound elements in the mix of marketing management (Liu, 2002). Advertising is a non-personal presentation of information in the media about, the brand products, company, or shop. It is affecting the customer images, beliefs and attitudes towards products and brands, and in turn influences their buying behavior (Lau *et al.*, 2006).

Advertising is a form of communication intended to persuade the audience (viewers, readers or listeners) to buy or take some action on a product, idea, or service. This includes the name of the product or service and how the product or service can benefit our customers, to persuade the target market to buy or to take that particular brand. These messages are typically paid by sponsors and be seen through various media. Ads can also be used to communicate ideas to large numbers of people in an effort to convince them to take certain actions.

Modern advertising is developed with the rise of mass production at the end of the 20th century to the 19th and early. The mass media can be defined as any media intended to reach the masses. Various types of media can be used to convey these messages, including traditional media such as newspapers, magazines, television, radio, outdoor or direct mail, or new media such as website and text messages.

In advertising, marketers are using attributes to specify that a product has certain attributes or the attributes of particular benefit to the customer. That is why marketers use advertising to influence the attributes of the customer evaluation of alternative products to display prominent attributes (Puth *et al.*, 1999). Advertisement can help develop ideas or perceptions in the minds of the customer and differentiate the products of other brands. Thus, a good advertisement can attract brands switcher and create brand loyalty. In addition, effective communication to persuade and motivate consumers to think about and even took care to purchase the promoted product advertising.

Many studies focused on advertising as an antecedent of loyalty (Agrawal, 1996). Advertisement production is not only a signalling device, but also an information device (Moorthy & Hawkins, 2005). Advertising has a significant impact in strengthening the perceived performance and experience of using a particular brand. Lau *et al.*, (2006) the study found that advertising could affect brand switchers purchase decision making. Means that if the advertising has the strong message or image that can perceived by the customer, it can convert the brand switcher to be a loyal to their favoured brand.

Advertising induces brand loyalty in consumers who would otherwise purchase the cheapest alternative on the market. Firms first invest in advertising, and then compete in



prices for the remaining brand indifferent consumers (Chioveanu, 2008). Sales promotions are typically viewed as temporary incentives that encourage the trial of a product or service (DelVecchio *et al.*, 2006). Advertising was considered as one of the most important factors in determining a consumers' brand loyalty (Sidek & Yee, 2008).

## 2.7 SATISFACTION

Firms whether profit or non-profit oriented each of them want to meet the individual needs among their customers and improve customer satisfaction on products and services they offer. Providers or firm would try to produce the maximum satisfaction level in every the customer in accordance with customer demand. However, to establish the maximum satisfaction of the customer is not an easy task.

Since 1971, hundreds of academic articles have been written trying to explain satisfaction and its relevant nomological network. In practice, the era of relationship marketing has emphasized the customer measuring satisfaction as a key staff showed an overall marketing performance. Clearly, satisfaction is one of only a few key of buildings that are important in marketing philosophy, theory, and practice (Babin & Griffin, 1998).

In marketing, satisfaction is a concept that memorable in nature which is an evaluative assessment of post-selection of certain transactions (Selnes, 1993). Satisfaction is also used to indicate the stage of making pleasant associated with a sense of fulfillment produces various rankings under or over fulfillment. Before the brand was adopted, it is necessary to realize the potential customer. Awareness of brands referring to the strength the brand node in memory which customer is easy to remember the brands. Pointed that satisfaction can be

achieved if there is a match between customer needs and offer products (Torres-Moraga *et al.*, 2008).

In order to satisfy the customers, firms need to establish proper expectations about the products or services that it is always in control. This will drive performance expectations of the customers of the firms is as expected (Jones, 1996). Jones (1996) suggested that there are three ways to manage customer expectations, which are:

- a. Communication control which it deals with advertising messages, environmental promises made by salespeople personal and promotional programs. This is to ensure that the organization did not cheat their customers or make an appointment but had not been fulfilled.
- b. Selection of the middle of distributors, sales agents and dealers. A careful selection is intended to ensure the firm to form a correct expectation.
- c. Management of performance and expectations is done properly. The firm would prefer to not be too promising anything but will provide a better service delivery than expected.

Prior study has mostly treated satisfaction as an independent variable and brand loyalty as dependent variable with various of conceptualization (Anderson & Sullivan, 1993; Bloemer & Kasper, 1995). But Oliver (1980) originally proposed the theory did not have the expectation that the customer ideally would be satisfied when their expectations are out of the real situation better.

Satisfaction is defined as an effective response to the situation of purchase (Babin & Griffin, 1998). In this case, satisfaction occurs when the performance of a product or service meet the expectations of buyers. If performance fails to meet expectations, negative disconfirms occurred, which caused dissatisfaction. Recent studies show that satisfaction is the introduction of brand loyalty behavior, with increased satisfaction leading to increased brand loyalty behavior (Bennett *et al.*, 2005).

The nature of high confidence from the business services typically generate more customers tend to depend on prior expectations, so that satisfaction for business services will likely be evaluative in nature. Thus, satisfaction is likely to be an important driver of loyalty in a business setting, as the brand implies a performance appraisal based on the experience of small businesses with the latest purchase of the brand. Satisfaction is an attitude of loyalty to advance in this context (Bennett *et al.*, 2007).

Satisfaction is a measure of how products and services supplied by a company meet or surpass customer expectation. The impact of satisfaction on loyalty has been the most popular subject of studies. Ha *et al.*, (2009) state that power of satisfaction significantly lies in its ability to reinforce brand loyalty formation. Research also shows that only focused on customer satisfaction can provide an incomplete picture of the formation of brand loyalty. Managers try to understand customer loyalty toward the brand they will be treated with good customer perception survey to brands them. Similarly, the satisfaction had a significant influence on loyalty (Kuusik & Varblane, 2009).

A minor change in satisfaction can lead to a substantial change in loyalty increment. Moreover, a small increase in customer satisfaction boosted customer loyalty dramatically

(Bowen & Chen, 2001). The customers will feel satisfied when the goods are beyond their expectation and otherwise when their expectations are beyond the goods' actual condition (Sheng & Liu, 2010). In this relation, the finding from Bloemer and Kasper (1995) states that there is a direct and positive relationship exists between satisfaction and brand loyalty right.

## **2.8 CHAPTER CONCLUSION**

This chapter discuss about literature review by previous researchers regarding to the studied variables. Based on the literature review, a research framework and hypotheses were derived and presented in the next chapter.

# 3

## METHODOLOGY

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### 3.0 CHAPTER INTRODUCTION

The research methodology involved the administration of questionnaires on a sample of a population. This section outlines the research framework and the development of hypotheses. The operational definition, instrument and measurement of variables, data collection and sampling are briefly explained in this chapter. This will include a description the method of analysis were applied to determine reliability of the measurement instrument.

### 3.1 RESEARCH FRAMEWORK

The research framework of this study is presented in Figure 3. The dependent variable in this study is brand loyalty. The independence variables are Price, Features, Brand Name, Brand Equity, Advertising and Satisfaction.



### **3.2 HYPOTHESES DEVELOPMENT**

The hypotheses of this research are as follows.

#### **Hypothesis 1:**

There is no significant relationship between price and brand loyalty among laptop users.

#### **Hypotheses 2:**

There is no significant relationship between features and brand loyalty among laptop users.

#### **Hypotheses 3:**

There is no significant relationship between brand name and brand loyalty among laptop users.

#### **Hypotheses 4:**

There is no significant relationship between brand equity and brand loyalty among laptop users.

#### **Hypotheses 5:**

There is no significant relationship between advertising and brand loyalty among laptop users.

#### **Hypotheses 6:**

There is no significant relationship between satisfaction and brand loyalty among laptop users.

### **3.3 RESEARCH DESIGN**

Aspects of this study include demographic factors such as gender, race, education level, age, and laptop brands that respondent of Part 1. Questions in Part 2 are to assess the factors influencing brand loyalty among laptop users. In Part 2 the questions are divided into seven key dimensions which are of price, features, brand name, brand equity, advertising, satisfaction and brand loyalty.

Unit of analysis in a study comprised of individuals, groups, organisations and societies. Unit of analysis is a key feature that will be analyzed in an investigation. Individuals selected as the unit of analysis in this study are students from UUM, Sintok. Questions are asked to examine the factors that influence them to be loyalty to a particular of laptop.

This study used a survey method whereby questionnaires will be used. This method of data collection is more beneficial as compared to other methods of data collection such as interviews and observations.

### **3.4 QUESTIONNAIRE DESIGN**

The questionnaire was divided into two parts. Part A of the questionnaire consists of demographic information such as gender, age, and education level. Part B contains questions on factors which influence brand loyalty among laptop users. This part contained 36 questions and was divided into seven dimensions. The first dimension is 'Price' and has of five questions. The questions were adopted from Consuegra *et al.*, (2007); Lau *et al.*, (2006) and Taylor *et al.*, (2004). The second dimension is 'Features' that consists of six questions. Questions for this dimension were adopted from Nasir *et al.*, (2006). The third dimension is



'Brand Name' consists of five questions which were adopted from Sidek and Yee (2008) and Othman and Ping (2006). The fourth dimension is 'Brand Equity' and all questions were adopted from Taylor *et al.*, (2004). The fifth dimension is 'Advertising'. Questions were adopted from Lau *et al.*, (2006) and Othman and Ping (2006). The fourth and fifth dimensions had five questions each.

The sixth dimension is 'Satisfaction' and contained five questions that were adopted from Ha *et al.*, (2009) and Sheng and Liu (2010). The last dimension is 'Brand Loyalty' contained of five questions. All questions were adopted from Sheng and Liu (2010). The entire questions in Part B were measured using a Six Point Likert scale as follows:

1 = Extremely Disagree

2 = Very Disagree

3 = Disagree

4 = Agree

5 = Very Agree

6 = Extremely Agree

The summary of the questionnaire for this study is shown in Table 3.1 below.

**Table 3.1      Summary of the Questionnaire**

<b>Variables</b>	<b>No of Items</b>	<b>Items</b>
<b>Part A: Demographic Factors</b>		
Gender	1	Part A, Item 1
Race	1	Part A, Item 2
Religion	1	Part A, Item 3
State of Origin	1	Part A, Item 4
Age	1	Part A, Item 5
Level of Study	1	Part A, Item 6
Do you have laptop	1	Part A, Item 7
Laptop Brand Name	1	Part A, Item 8
<b>Part B: Dimensions</b>		
Price	5	Part B, Item 1-5
Features	6	Part B, Item 6-11
Brand Name	5	Part B, Item 12-16
Brand Equity	5	Part B, Item 17-21
Advertising	5	Part B, Item 22-26
Satisfaction	5	Part B, Item 27-31
Brand Loyalty	5	Part B, Item 32-36

### **3.5 SAMPLING**

Hair *et al.* (2007) defined a few procedures in the sampling process. The procedures are:

- a. Defining the target population.
- b. Choosing the sampling frame.
- c. Selecting the sampling method.
- d. Determining the sample size.
- e. Implementing the sampling plan.

The population in this study are students in Universiti Utara Malaysia (UUM). Respondents were selected by using random method sampling. A total of 200 set of questionnaire were distributed.

### **3.6 DATA COLLECTION**

Data collected are divided into primary and secondary data. Primary data is from original source. Secondary data is data collected by previous researchers. In this study, data secondary as journals, reference books and the Internet data collected to obtain an overview of the study. Secondary data also provide an initial overview for researchers and makes a deeper study.

Primary data is used to help answer research questions and test hypotheses based on studies objectives. So, to test this hypothesis, a questionnaire was chosen as the primary method of data collection. Beneficial uses of these questionnaires are:

- a. Help researchers get the data easily.
- b. Information in a simple questionnaire to be encoded.
- c. Advantages to the scientific research on which measurements are valid and reliable.
- d. Easily answered by the respondents.
- e. Data can be obtained by mail, this means that research can be conducted even though the extent of geographical breadth.
- f. More efficient when compared to the interview method.
- g. Respondents answer truthfully honest answer without fear (Hair, *et al.*, 2007).

Responses given by UUM students in answering questionnaire is the most important resource in term of data collection. Findings of this study are one of the instruments that can measure the factors influencing brand loyalty among notebook users.

### **3.7 METHOD OF DATA ANALYSIS**

Some statistical analysis was used to analyze the data in this study. All data were analyzed using the statistical package for social science (SPSS) software version 12.0. By using this software, it help the reseacher to analyze the data faster and accurately.

Descriptive analysis was used to see or understand the demographics of the respondents in this study. This method was also used to examine the dimensions of the study variables. To test the reliability of each factor influencing brand loyalty, the Cronbach

coefficient alpha is used. The size of the correlation coefficient is used to quantitatively describe the strength of the association between two or more variables.

The Pearson correlation was also used to measure the relationship between two variables. This analysis explains the positive or negative relationship between the two variables. Multiple regression analysis was used to analyze the dependent variable and several independent variables. It determine the relative importance of others independent variable in predicting the dependent variable.

### **3.8 PILOT TEST**

Pilot studies are used in a survey research so that it determined how well the questions flow and whether it is necessary to remove some of the question or to make some improvements (Bryman & Bell, 2007). In this research total of 50 respondents was chosen for the pilot test. The questionnaire was distributed among UUM students in order to determine the reliability of the instruments that be used to measure the variables.

### **3.9 RELIABILITY TESTS**

In this study, the reliability test is used to measure the coefficient and consistency each variables. The internal consistency reliability showed by coefficient alpha, also referred to as Cronbach's Alpha. Hair *et al.*, (2007) show the guidelines for the reliability as rules-of-thumb to interpret alpha values as shown in Table 3.2.

**Table 3.2 Rules of Thumb about Cronbach's Alpha Coefficient**

<b>Alpha Coefficient Range</b>	<b>Strength of Association</b>
<b>&lt; 0.6</b>	Poor
<b>0.6 to &lt; 0.7</b>	Moderate
<b>0.7 to &lt; 0.8</b>	Good
<b>0.8 to &lt; 0.9</b>	Very good
<b><math>\geq 0.9</math></b>	Excellent

In this study, it was found that the Cronbach's Alpha for "Price" factor is 0.842, 0.915 for "Features" factor, 0.840 for "Brand Name" and 0.871 for "Brand Equity" factor. On the other hand the Cronbach's Alpha for "Advertising" factor is 0.895 and 0.951 for "Satisfaction". 0.941 for 'Brand Loyalty' factor, each of the 5 variables item to correlation at excellent strength.

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 0.840 and 0.951, indicating all the items of this study are reliable. Table 3.3 shows the Cronbach's Alpha obtained from the pilot test.

**Table 3.3      Cronbach's Alpha of Variables**

<b>Variable</b>	<b>Cronbach Alpha</b>
Price	0.842
Features	0.915
Brand Name	0.840
Brand Equity	0.871
Advertising	0.895
Satisfaction	0.951
Brand Loyalty	0.941

### **3.10    CHAPTER CONCLUSION**

This chapter outlined the research framework and hypotheses of this study. Discussion Research design, operational definition, measurement of variables, sampling, data collection and method of analysis are explained. Finally, the reliability test from the pilot test tabulated.

# 4

## FINDINGS

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### 4.0 CHAPTER INTRODUCTION

This chapter discusses the findings of the study. This chapter will also discuss the descriptive analysis related to respondents demographic, the mean and standard deviation of the factors, t-test, one-way ANOVA, correlation and multiple regression analysis.

### 4.1 DESCRIPTIVE STATISTICS OF DATA

A total of 200 questionnaires were distributed but only 157 were usable. Respondents demographic factors are tabulated below:

#### 4.1.1 Gender of Respondents

Table 4.1 shows the gender of the respondents. It was found that 25.8% (57 respondents) are male and 74.2% (100 respondents) are female.



**Table 4.1: Gender of the Respondents**

<b>Gender</b>	<b>Frequency</b>	<b>Percent</b>
Male	57	36.3
Female	100	63.7
<b>Total</b>	<b>157</b>	<b>100.0</b>

#### **4.1.2 Race/ Ethnic Groups of Respondents**

The results in Table 4.2 shows the race of the respondents. 104 respondents are Malay (66.2%), Chinese 44 respondents (28.0%) and Indian nine respondents (5.7%).

**Table 4.2: Race/Ethnics Groups of the Respondents**

<b>Race/Ethnics Group</b>	<b>Frequency</b>	<b>Percent</b>
Malay	104	66.2
Chinese	44	28.0
Indian	9	5.7
<b>Total</b>	<b>157</b>	<b>100.0</b>

#### **4.1.3 Religion of Respondents**

Table 4.3 shows the religion of the respondents. Most respondents are Muslims with 105 respondents (66.9%). Five respondents (3.2%) are Christians and seven respondents (4.5%) are Hindus. On the other hand, 40 respondents (25.5%) are Buddhist.

**Table 4.3: Religion of the Respondents**

<b>Religion</b>	<b>Frequency</b>	<b>Percent</b>
Muslim	105	66.9
Buddhist	40	25.5
Hindu	7	4.5
Christian	5	3.2
<b>Total</b>	<b>157</b>	<b>100.0</b>

#### **4.1.4 State of Origin of Respondents**

The result of the state of origin of respondents is shown in Table 4.4. There were 15 respondents (9.6%) from Kedah, while 12 respondents (7.6%) are from states representing Penang and Pahang. Respectively 28 respondents (17.8%) are from Perak, 14 respondents (8.9%) are from Selangor while seven respondents (4.5%) are from Negeri Sembilan and Terengganu respectively. On the other hand, five respondents (3.2%) are from Malacca. 22 respondents (14%) are from Johor, 17 respondents (10.8%) are from Kelantan, four respondents (2.5%) are from Sabah. Sarawak and Kuala Lumpur had three respondents (1.9%) and 11 respondents (7%) respectively.

**Table 4.4: State of Origin of the Respondents**

<b>State</b>	<b>Frequency</b>	<b>Percent</b>
Perak	28	17.8
Johor	22	14.0
Kelantan	17	10.8
Kedah	15	9.6
Selangor	14	8.9
Penang	12	7.6
Pahang	12	7.6
Kuala Lumpur	11	7.0
Negeri Sembilan	7	4.5
Terengganu	7	4.5
Malacca	5	3.2
Sabah	4	2.5
Sarawak	3	1.9
<b>Total</b>	<b>157</b>	<b>100.0</b>

#### **4.1.5 Age of Respondents**

The age of the respondents is shown in Table 4.5. It shows that most respondents (111 respondents or 70.7%) are between the age of 19-20 years old. 18 respondents (11.5%) are between the age of 23-24 years old and 17 respondents (10.8%) are between the age of 19-20 years old. On the other hand, 11 respondents (7%) are between the age of 25-26 years old.

**Table 4.5: Age of the Respondents**

<b>Age</b>	<b>Frequency</b>	<b>Percent</b>
19-20	17	10.8
21-22	111	70.7
23-24	18	11.5
25-26	11	7
<b>Total</b>	<b>157</b>	<b>100.0</b>

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

Results obtained in studies of the study respondents are shown in Table 4.6. The table shows the majority of respondents are pursuin Bachelor of Business Administration (55 respondents or 35%), followed by a Bachelor of Muamalat Administration (19 respondents or 12.1%), Bachelor of Human Resources Management (16 respondents or 10.2%) and Bachelor of Finance has 13 respondents (8.3%). On the other hand, 11 respondents (7%) are students from the Master of Science Management, both nine respondents (5.7%) are Bachelor of Accounting and Bachelor of Marketing, seven respondents (4.5%) are Bachelor of Banking.

Bachelor of Business Administration (Logistics and Transportation) has a total of four respondents (2.5%) while the Bachelor of Accounting (Information Systems), Bachelor of Islamic Finance and Banking Bachelor of Risk Management and Insurance, and Master of Business Administration have three respondents (1.9%) each. Lastly, Master of Business Administration (Accounting) recorded the least number of respondents ( two respondents or 1.3%).

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

<b>Level of Study</b>	<b>Frequency</b>	<b>Percent</b>
BBA	55	35.0
BMA	19	12.1
BHRM	16	10.2
B.Fin	13	8.3
Msc Management	11	7.0
B.Acct	9	5.7
B.Mktg	9	5.7
B.Bank	7	4.5
BBALT	4	2.5
B.Acct (IS)	3	1.9
BIFB	3	1.9
BRMI	3	1.9
MBA	3	1.9
MBA Acct	2	1.3
<b>Total</b>	<b>157</b>	<b>100.0</b>

#### **4.1.7 Laptop Brands Used by the Respondents**

The Table 4.7 shows the laptop brands used by the respondents. It is found that Acer brand had the highest usage among respondents (53 respondents or 33.8%), followed by Compaq (39 respondents or 24.8%) and Dell (27 respondents and 17.2%). On the other hand, Toshiba was had a total of 21 respondents (13.4%), HP (7 respondents or 4.5%), MSI (two respondents or 1.3%) while the Sony brand, M-Life and Ben-Q had the lowest number with only one respondent (0.6%).

**Table 4.7: Laptop Brand used by the Respondents**

<b>Brand</b>	<b>Frequency</b>	<b>Percent</b>
Acer	53	33.8
Compaq	39	24.8
Dell	27	17.2
Toshiba	21	13.4
HP	7	4.5
Lenovo	3	1.9
Fujitsu	2	1.3
MSI	2	1.3
Sony	1	0.6
M-Life	1	0.6
Ben-Q	1	0.6
<b>Total</b>	<b>157</b>	<b>100.0</b>

#### **4.2 THE MEAN AND STANDARD DEVIATIONS**

The factors that influence brand loyalty is measured based on six (6) dimensions which are:

- |                 |                  |
|-----------------|------------------|
| i. Price        | iv. Brand Equity |
| ii. Features    | v. Advertising   |
| iii. Brand Name | vi. Satisfaction |

These factors have been tabulated in Table 4.8 to Table 4.13. Overall, the mean scores for all the 36 items shows a high mean values ranging from 3.3439 to 4.6497.

### 4.2.1 Price

Table 4.8 shows mean and standard deviation of independent variable “Price”. It showed that most respondents gave a positive reaction to the first dimension in terms of price (Mean: 3.85). The majority of respondents were agreed that the preferred brand offer reasonable prices and good value to each of the price they pay. However, consumers still cannot accept the price increase brand laptop.

**Table 4.8: The Mean and Standard Deviations of Price**

<b>Variables</b>	<b>Mean</b>	<b>Standard Deviation</b>
Increases of price do not hinder me to purchase the brand	3.343	1.101
The brand provides good value for money.	4.051	0.774
The brand offers good value for the price I paid.	4.108	0.756
I usually accept any changes in price of the brand.	3.586	1.006
The brand is offer at reasonable price.	4.2038	0.740
<b>Average (Price)</b>	<b>3.858</b>	<b>0.654</b>

### 4.2.2 Features

Table 4.9 shows the mean and standard deviation of independent variable “Features”. It shows that most of the respondents agreed that features are one of their loyalties to a particular brand (Mean: 4.265). The analysis also found that most of the respondents said their laptop brand is easy to use and satisfied with the features of a laptop designed by providers.

**Table 4.9: The Mean and Standard Deviations of Features**

<b>Variables</b>	<b>Mean</b>	<b>Standard Deviation</b>
Design and colour of this laptop brand is attractive	4.146	0.925
Display resolution quality of this brand is satisfactory.	4.248	0.821
The laptop brand is ease of usage.	4.420	0.752
This brand has higher quality.	4.210	0.862
This brand of laptop is durable.	4.261	0.927
I am satisfied with the features of this brand.	4.305	0.797
<b>Average (Features)</b>	<b>4.265</b>	<b>0.674</b>

#### **4.2.3 Brand Name**

Table 4.10 shows the mean and standard deviation of independent variable “Brand Name”. The study found that the respondents agreed the brand name is one of the factors influence their loyalty towards a particular brand laptop (Mean: 4.042). Most of the respondents said the preferred laptop brand is reputable and prestigious brand to attract them to purchase the same brand.



**Table 4.10: The Mean and Standard Deviations of Brand Name**

<b>Variables</b>	<b>Mean</b>	<b>Std. Deviation</b>
The brand is reputable.	4.554	0.908
The prestigious brand name and image attract me to purchase from the brand.	4.222	0.944
Brand name is selected regardless of price.	3.586	0.987
The brand reflects my own personality.	3.649	1.018
Brand name ensures the quality.	4.197	0.843
<b>Average (Brand Name)</b>	<b>4.042</b>	<b>0.714</b>

#### **4.2.4 Brand Equity**

Table 4.11 shows the mean and standard deviation of independent variable “Brand Equity”. It shows the respondents agree that brand equity is a factor influence brand loyalty (Mean: 4.331). Through the brand, users expected a great performance and also free of any problems which at the same time raised positive feelings toward a particular brand.

**Table 4.11: The Mean and Standard Deviations of Brand Equity**

<b>Variables</b>	<b>Mean</b>	<b>Standard Deviation</b>
I can expect superior performance from the brand.	4.649	0.918
I can expect trouble-free performance from the brand.	4.382	0.909
The brand is well regarded by my colleagues.	4.165	0.861
I have the positive personal feelings towards the brand.	4.273	0.829
After using the brand, I have grown fond of it.	4.184	0.897
<b>Average (Brand Equity)</b>	<b>4.331</b>	<b>0.665</b>

#### **4.2.5 Advertising**

Table 4.12 shows the mean and standard deviation of independent variable “Advertising”. The study found that the respondents agreed that advertising is one of the factors influence the loyalty towards a particular brand laptop (Mean: 3.938). Most of the respondents said that brand advertising is attractive and persuade them to make purchases.

**Table 4.12: The Mean and Standard Deviations of Advertising**

<b>Variables</b>	<b>Mean</b>	<b>Standard Deviation</b>
Advertisements of the brand are attractive.	4.019	0.820
Advertisements of the brand attract me to purchase.	4.019	0.820
Colourful ads of the brand in the print media influenced me to purchase.	3.898	0.921
Unique advertising in the electronic media attract my attention.	3.898	0.848
I become aware of this brand from the advertisement.	3.834	0.875
<b>Average (Advertising)</b>	<b>3.933</b>	<b>0.720</b>

#### **4.2.6 Satisfaction**

Table 4.13 shows the mean and standard deviation of independent variable “Satisfaction”. The analysis showed that most respondents were satisfied with the laptop brands (Mean: 4.224). Respondents felt that they had made the right purchase and is satisfied with the decision of purchasing of their choice brand. Hence, with the maximum customer satisfaction can influence the loyalty to the brand of laptop.

**Table 4.13: The Mean and Standard Deviations of Satisfaction**

<b>Variables</b>	<b>Mean</b>	<b>Std. Deviation</b>
I am satisfied with my decision to purchase my preferred brand.	4.242	0.857
I think I did the right thing when I decided to purchase my preferred brand.	4.324	0.841
The brand has met my expectations.	4.159	0.858
I feel satisfied because this brand can satisfy my purchase demanding.	4.197	0.850
My choice to purchase my preferred brand was a wise one.	4.197	0.894
<b>Average (Satisfaction)</b>	<b>4.224</b>	<b>0.782</b>

#### **4.2.7 Brand Loyalty**

Table 4.14 shows the mean and standard deviation of dependent variable “Brand Loyalty”. The analysis showed that most respondents loyal to the preferred brand (Mean: 3.996). Respondents felt that they will recommend others to uses the preferred brand and they intend to keep purchasing from the same brand.

**Table 4.14: The Mean and Standard Deviations of Brand Loyalty**

<b>Variables</b>	<b>Mean</b>	<b>Standard Deviation</b>
I intend to keep purchasing product from this brand.	4.019	1.028
I will buy this brand again if I have to replace my laptop.	3.872	1.084
I will recommend others to use this brand.	4.140	1.002
I will continue to use this brand.	4.051	1.054
Even if close friend recommend another brand, my preference for this brand would not change.	3.898	1.150
<b>Average (Brand Loyalty)</b>	<b>3.996</b>	<b>0.957</b>

#### **4.3 T-TEST OF DATA COLLECTION**

T-test was used to test the existence of differences between the means of variables for two groups of samples that do not depend on one another. This means that this test can be used when there are only two means, and both are the mean of different groups (Hair et.al., 2007). In this study, independent samples test was used to test whether 'gender' significantly effect brand loyalty among laptop users.

The result of the t-test is shown in Table 4.15. The mean of brand loyalty level for males are considerably high at 4.13 as compared to 3.91 for females. The standard deviation for males are larger (1.040), than for females (0.903). It shows that there is no difference in terms of brand loyalty between male and female respondents.

**Table 4.15: Independent Samples Test between Gender and Brand Loyalty**

	<b>Gender</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>Significant</b>
<b>Brand Loyalty</b>	Male	4.13	1.040	1.393	0.166
	Female	3.91	0.903	1.341	

#### **4.4 HYPOTHESES TESTING**

##### **4.4.1 One-Way Analysis of Variance**

The results of ANOVA are shown in Table 4.16. In the case of 'Race', the F value is 4.741 and significant at the level 0.010. This implies that there is significant different between race and brand loyalty. Besides, the F value of religion factor is 1.938 and it is not significant at the level 0.126. Hence, this implies that there is no significant different between religion and brand loyalty.

In the case of state factor, the F value is 0.524 and not significant at the level 0.897. This shows that there is no significant different between state and brand loyalty. The F value for age is 0.810 and it is not significant at the level 0.580. This implies that there is no significant different between age and brand loyalty. The education level factor also shows the similar result. The F value is 1.104 and not significant at the level 0.360. This means that there is no significant different between education level and brand loyalty. The laptop brand factor shows that there is no significant different with brand loyalty because the F value is 0.872 and not significant at the level 0.561.

**Table 4.16: One-Way ANOVA**

	<b>F</b>	<b>Significant</b>
Race	4.741	0.010
Religion	1.938	0.126
State	0.524	0.897
Age	0.810	0.580
Education Level	1.104	0.360
Laptop Brand	0.872	0.561

#### **4.4.2 Correlation Analysis**

To test the hypotheses that derive from the literature review, the Pearson correlation was use. This Pearson correlation can measures the linear association between two metric variables. It was range from -1.00 to +1.00 and zero representing no association between the two metrics variables. -1.00 and +1.00 show the perfect correlation or association between the two metrics variables. The correlation can be positive or negative depending on the direction of the relationship between the variables (Hair *et al.*, 2007).

##### **Hypothesis 1**

There is no significant relationship between Price and Brand Loyalty among laptop users.

The results in Table 4.17 show that correlation between Price and Brand Loyalty is 0.525. It is found that price have a positive relationship with brand loyalty but the significance level is small ( $p < 0.01$ ). Hence Hypothesis 1 is **rejected**.

In other words, even though the laptop providers raise the value of price, users will remain loyal and continue to make purchases with the preferred brand. Consumers feel that the preferred brand provides the best value for the money they pay for the laptop.

**Table 4.17: Correlation between Price and Brand Loyalty**

		<b>Brand Loyalty</b>
<b>Price</b>	Pearson	
	Correlation	.525(**)
	Sig. (2-tailed)	.000
	N	157

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

### **Hypotheses 2**

There is no significant relationship between Features and Brand Loyalty among laptop users.

The result show in Table 4.18 that correlation between Features and Brand Loyalty is 0.666. It is found that features have a positive relationship with brand loyalty whereby the significance level is small ( $p < 0.01$ ). Hence Hypotheses 2 is **rejected**.

This shows that features can influence brand loyalty among laptop users. With the new technology and application added in the laptop, users are attracted to buy more laptop at the same brand and indirectly it increases the number of brand loyalty users.



**Table 4.18: Correlation between Features and Brand Loyalty**

		<b>Brand Loyalty</b>
<b>Features</b>	Pearson Correlation	.666(**)
	Sig. (2-tailed)	.000
	N	157

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

### **Hypotheses 3**

There is no significant relationship between Brand Name and Brand Loyalty among laptop users.

The results in Table 4.19 show that correlation between Brand Name and Brand Loyalty is 0.638. It is found that brand name have a positive relationship with brand loyalty but the significance level is small ( $p < 0.01$ ). Hence Hypothesis 3 is rejected.

In other words, if the laptop provider emphasizes more on their laptop's brand name it can increase user's loyalty to the brand because they believe that the brand is reputable, prestigious and attract them more to purchase from the same brand. So brand name can influenced brand loyalty among laptop users.

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

<b>Brand Name</b>	<b>Brand Loyalty</b>	
	Pearson	
	Correlation	.638(**)
	Sig. (2-tailed)	.000
	N	157

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

#### **Hypotheses 4**

There is no significant relationship between Brand Equity and Brand Loyalty among laptop users.

The result show in Table 4.20 that correlation between Brand Equity and Brand Loyalty is 0.662. It is found that brand equity have a positive relationship with brand loyalty but the significance level is small ( $p < 0.01$ ). There Hypothesis 4 is **rejected**.

Therefore, the higher the brand equity committed by laptop provider, the higher will be positive feeling of the users to their choice brand. Users will consider strong brand equity of the laptop provider and they expect no serious problems will occur. Thus, it will increase the number of users and keep users loyal to the brand.

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

		Brand Loyalty
Advertising	Pearson Correlation	.468(**)
	Sig. (2-tailed)	.000
	N	157

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

### **Hypotheses 6**

There is no significant relationship between Satisfaction and Brand Loyalty among laptop users.

The result show in Table 4.22 that correlation between Satisfaction and Brand Loyalty is 0.817. It is found that satisfaction have a positive relationship with brand loyalty but the significance level is small ( $p < 0.01$ ). Therefore Hypotheses 6 is **rejected**.

The positive value shows that satisfaction is one of the factors that influence brand loyalty among notebook users. The more they are satisfied with the product or services that provided by the company, the more brand loyalty would increase. The users feel that they are made a right decision to purchase from the preferred brand and soon they will choose the same brand if they had to replace the old laptop.

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

<b>Satisfaction</b>	<b>Brand Loyalty</b>	
	Pearson Correlation	.817(**)
	Sig. (2-tailed)	.000
	N	157

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

#### **4.5 REGRESSION ANALYSIS OF FACTORS THAT INFLUENCING BRAND LOYALTY**

The results of the regression analysis of coefficient are shown in Table 4.23. Multiple regression analysis was used to analyse the independent variables that can predict a single dependent variable. The results in Table 4.23 indicate that R<sup>2</sup> for the regression of brand loyalty is 0.716. This means that 71.6% of the brand loyalty (dependent variable) can be explained by six independent variables (price, features brand name, brand equity, promotion and satisfaction).

In ANOVA table, the F-ratio is 62.905 and highly significant at the 0.000 level. The larger the F-ratio, the more variance in the dependent variable is explained by independent variables (Hair *et al.*, 2007). This means that there is strong relationship between independent variables and dependent variables.

Regression coefficient can tell how much the variance in the dependent variable is explained by the independent variable. In this study, it shows that the relationship between satisfaction and brand loyalty is positive and has a strong relationship (Beta=0.766, significance level=0.000).

**Table 4.23 Multiple Regression Analysis**

**Model Summary**

<b>Model</b>	<b>R</b>	<b>R Square</b>
1	0.846	0.716

**ANOVA**

<b>Model</b>	<b>F</b>	<b>Sig.</b>
1	62.905	0.000

**Coefficients**

<b>Model</b>	<b>B</b>	<b>Beta</b>	<b>t</b>	<b>Sig.</b>
Constant	-1.138		-3.583	0.000
Price	0.123	0.084	1.465	0.145
Features	-0.103	-0.073	-0.916	0.361
Brand Name	0.242	0.181	2.685	0.008
Brand Equity	0.194	0.135	2.060	0.041
Advertising	0.011	0.008	0.152	0.879
Satisfaction	0.766	0.626	8.976	0.000

#### **4.7 CHAPTER CONCLUSION**

The six hypotheses were tested. Based on the test conducted, all of the hypotheses are rejected. The result of the multiple regression shows that satisfaction is the most important factor that influenced brand loyalty among laptop users.

# 5

## **DISCUSSION, RECOMMENDATIONS AND CONCLUSION**

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### **5.0 CHAPTER INTRODUCTION**

This chapter presents a discussion of the findings as discussed in previous chapters. All variables were analyzed in findings presented in this chapter to examine the relationship between Price, Features, Brand Names, Brand Equity, Advertising, Satisfaction and Brand Loyalty among UUM students who have a laptop. Furthermore, the conclusions of findings are also discussed in this chapter, and finally recommendations for future research are proposed.

### **5.1 RESEARCH DEMOGRAPHIC**

This research found that 74.2% of the respondents are female and 25.8% are male. Majority of the respondents are Malay (66.2%) followed by Chinese (28%) and Indian (5.7%). With respect to the religion, majority of the respondents are Muslim (66.9%). Most of the respondents are from Perak (17.8%) and 36.3% of the respondents was 21 years old. Furthermore, most of the respondents were taking degree in Business Administration (35%) and 33.8% of the respondents choose using laptop from Acer brand.

## 5.2 FACTORS INFLUENCING BRAND LOYALTY

The main objective of this study is to determine the relationship between price, features, brand names, brand equity, advertising, satisfaction and brand loyalty among laptop users. According to the first objective of this study that to determine whether price influence brand loyalty among laptop users, hypothesis 1 was develop to discover whether there is no significant relationship between price and brand loyalty among laptop users.

The result from the finding shows that there is significant relationship between price and brand loyalty. The correlation between these two variables is 0.525. This means that if the price change or increase it will increase the brand loyalty among laptop users. It shows that users can accept the change in price and not hinder them to purchase to purchase their favoured brand. The laptop provider can change the price of the laptop as long as it provides good value for the price that users paid. This results support findings from Lau *et al.*, (2006), Consuegra *et al.*, (2007) and Taylor *et al.*, (2004).

The second objective which is to determine whether features influence brand loyalty among laptop users, hypothesis 2 was formulated whether there is no significant relationship between features and brand loyalty among laptop users. The result from the finding shows that there is significant relationship between features and brand loyalty. The correlation between these two variables is 0.666. This means that if features of the laptop are more attractive and more quality, it will increase the brand loyalty among laptop users. This results support findings from Kim *et al.*, (2002).

The third objective which is to determine whether brand name influence brand loyalty among laptop users, it leads the formulated of hypothesis 3 whether there is no significant

relationship between brand name and brand loyalty among laptop users. Furthermore, the result from the finding shows that there is significant relationship between brand name and brand loyalty and correlation between these two variables is 0.638. This results support findings from Park and Lennon (2009) that more prestigious brand name, more users will loyal to their favoured laptop brand.

The fourth objective which is to determine whether brand equity influence brand loyalty among laptop users, hypothesis 4 was develop to discover whether there is no significant relationship between brand equity and brand loyalty among laptop users. The result from the finding shows that there is significant relationship between brand equity and brand loyalty. The correlation between these two variables is 0.0.662. If laptop provider more emphasis on superior performance of brand equity, it will increase brand loyalty among laptop users. This results support the findings from Taylor *et al.*, (2004).

The fifth objective is to determine whether advertising influence brand loyalty among laptop users, it leads the formulated of hypothesis 5 whether there is no significant relationship between advertising and brand loyalty among laptop users. Furthermore, the result from the finding shows that there is significant relationship between advertising and brand loyalty and correlation between these two variables is 0.468. This results support findings from Chioveanu (2008) that if the advertising more attractive and unique it will increase the loyal to laptop brand.

And the last objective is to determine whether satisfaction influence brand loyalty among laptop users, it leads the formulated of hypothesis 6 whether there is no significant relationship between satisfaction and brand loyalty among laptop users. The correlation of



these two variables is 0.817 and it shows that there is significant relationship between satisfaction and brand loyalty. If the laptop provider met users' expectations and demands, it will increase their satisfaction further it will increase the continuous loyalty to laptop brand. The results supported findings from Bloemer and Kasper (1995).

### **5.3 RECOMMENDATIONS**

As the Acer brand is popular brand usage on the results obtained from this study, this laptop brand should be used as measure to other laptop providers. Assessment of price, features, promotions and other aspects that make the users interested in this brand has give more attention so consumer preferences or need in choosing a laptop brand that can be fulfil by laptop providers.

Features also need to be emphasis by the laptop providers. Focusing on aspects that are often given attention by the user needs to be improved. This includes the ability to save more information on a large space, longer lasting battery, more attractive colours, better quality and size that are not too big and heavy to be carried anywhere. Otherwise, features in a laptop suit the needs of students because the usage of laptop has now become a necessity in the learning process.

Aspects in the advertising carried out by the marketer must also be given a different touch. Users more easily influenced by advertising from the print media or electronic media. From this way the market share will be increased. Messages must be trusted to convince customers why laptop provider's products and service are superior and what competitive

advantage they has. For example, providers show up people lifestyle, such as happiness, friendliness and freedom of others in the advertisements.

Based on the findings, there is existance of brand loyalty and positive influence on consumer behavior in the laptop market. In order to achieve these levels, laptop providers should improve the quality and service that will increase brand equity and satisfaction to attract new customers. On the other hand, the laptop providers can develop a variety of product categories for the position to show the difference compared to other brands. This is because customers today are faced with different brands of laptops indistinguishable. Hence with the development of various product categories, the possibility of levels of brand loyalty will increase after the customer can differentiate between brands of laptop.

### **5.3.1 Recommendations For Future Researcher**

Any researchers that interested exploring more in this topic are advised to focus on other social groups such as businessmen or graphic designers. This may provide a greater contribution to general consumers and manufacturers in particular to produce a laptop to meet all consumer tastes or needs.

In addition, the study should also be extended to other areas in different to Universiti Utara Malaysia, Sintok to see the difference in reaction by the consumer. From this way, maybe we can compare the reactions that exist between places to other place. Future researchers should examine other aspects that may motivate consumers to remain loyal to one brand notebook. The addition of these aspects can conducted the studies more in depth.

## **5.5 CHAPTER CONCLUSIONS**

The results of this research study shows that all the independent variables which is price, features, brand names, brand equity, advertising and the satisfaction give influence to the laptop users to be loyal to a brand. When the laptop providers meet the consumer needs, it is a mechanism that would appeal them to be more loyal to their preferred brand. Laptop providers should identify the specific characteristics of each of these factors in their efforts to build quality relationships with consumers and manage consumer relationships more effectively. Nevertheless, marketers can improve on satisfying university's students and gaining their loyalty to particular brand in their further purchase. This research finding can also contribute for marketers or laptop providers who would want to reach out the university students as their targeted customer or market.

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# APPENDICES

**APPENDIX A**

**THE QUESTIONNAIRE**



**COLLEGE OF BUSINESS  
UNIVERSITI UTARA MALAYSIA**

**QUESTIONNAIRE / SOALAN KAJI SELIDIK**

***FACTORS INFLUENCING BRAND LOYALTY AMONG LAPTOP USERS***

*Faktor-Faktor Yang Mempengaruhi Kesetiaan Jenama Di Kalangan Pengguna Komputer Riba.*

1. This questionnaire concerns the factors that influence brand loyalty among laptop users.  
*Soalselidik ini berkaitan dengan faktor-faktor yang mempengaruhi kesetiaan jenama di kalangan pengguna komputer riba.*
2. The information provided is confidential and intended for scientific research only.  
*Segala maklumat yang diberikan adalah sulit dan bertujuan untuk kajian ilmiah semata-mata.*

**PART A / BAHAGIAN A**

**Please tick (v) your answer on the following question.**

*Sila tandakan (v) jawapan anda pada soalan berikut.*

1. Gender:  
*Jantina:*  
☐ Male  
☐ Female
2. Race:  
*Bangsa:*  
☐ Malay  
☐ Chinese  
☐ Indian  
☐ Others [please state]: \_\_\_\_\_
3. Religion:  
*Agama:*  
☐ Muslim  
☐ Christian  
☐ Hindu  
☐ Buddhist  
☐ Others [please state]: \_\_\_\_\_
4. State of Origin: \_\_\_\_\_  
*Negeri Asal:*
5. Age: \_\_\_\_\_ years  
*Umur:*

6. Level of Study at UUM:  
*Tahap Pengajian di UUM:*

( ) Degree in \_\_\_\_\_

( ) Master in \_\_\_\_\_

7. Do you have a laptop?  
*Adakah anda mempunyai komputer riba?*

( ) Yes / Ya

( ) No / Tidak

\* If Yes, please answer the other questions.

*\*Jika Ya, sila jawab soalan seterusnya.*

8. What is your laptop brand name?  
*Jenama komputer riba anda?*

( ) HP

( ) Compaq

( ) Dell

( ) Acer

( ) Sony

( ) Toshiba

( ) Others [please state]: \_\_\_\_\_

## PART B / BAHAGIAN B

**Please circle the number of your answer that best suit your opinion on your laptop brand.**  
***Sila bulatkan nombor yang paling menggambarkan pendapat anda mengenai jenama komputer riba anda.***

1	2	3	4	5	6
Extremely Disagree	Very Disagree	Disagree	Agree	Very Agree	Extremely Agree

	Increases of price do not hinder me to purchase the brand.						
1.	<i>Peningkatan harga tidak menghalang saya untuk membeli jenama ini.</i>	1	2	3	4	5	6
2.	The brand provides good value for money. <i>Jenama ini memberikan nilai terbaik untuk wang.</i>	1	2	3	4	5	6
3.	The brand offers good value for the price I paid. <i>Jenama ini menawarkan nilai terbaik untuk harga yang saya bayar.</i>	1	2	3	4	5	6
4.	I usually accept any changes in price of the brand. <i>Kebiasaannya, saya menerima sebarang perubahan harga pada jenama ini.</i>	1	2	3	4	5	6



5.	The brand is offer at reasonable price. <i>Jenama ini menawarkan harga yang berpatutan.</i>	1	2	3	4	5	6
6.	Design and colour of this laptop brand is attractive. <i>Reka bentuk dan warna komputer riba jenama ini adalah menarik.</i>	1	2	3	4	5	6
7.	Display resolution quality of this brand is satisfactory. <i>Kualiti paparan jenama ini adalah memuaskan.</i>	1	2	3	4	5	6
8.	The laptop brand is ease of usage. <i>Penggunaan komputer riba jenama ini adalah mudah.</i>	1	2	3	4	5	6
9.	This brand has higher quality. <i>Jenama ini mempunyai kualiti yang tinggi.</i>	1	2	3	4	5	6
10.	This brand of laptop is durable. <i>Jenama komputer riba ini adalah tahan lama.</i>	1	2	3	4	5	6
11.	I am satisfied with the features of this brand. <i>Saya berpuas hati dengan ciri-ciri jenama ini.</i>	1	2	3	4	5	6
12.	The brand is reputable. <i>Jenama ini adalah terkenal.</i>	1	2	3	4	5	6
13.	The prestigious brand name and image attract me to purchase from the brand. <i>Nama dan imej jenama ini yang berprestij menarik saya untuk membuat pembelian.</i>	1	2	3	4	5	6
14.	Brand name is selected regardless of price. <i>Jenama ini dipilih tanpa mengambil kira harga.</i>	1	2	3	4	5	6
15.	The brand reflects my own personality. <i>Jenama ini mencerminkan keperibadian saya.</i>	1	2	3	4	5	6
16.	Brand name ensures the quality. <i>Nama jenama ini menjamin kualiti.</i>	1	2	3	4	5	6
17.	I can expect superior performance from the brand. <i>Saya mengharapkan prestasi yang lebih baik dari jenama ini.</i>	1	2	3	4	5	6
18.	I can expect trouble-free performance from the brand. <i>Saya menjangkakan tiada masalah dari jenama ini.</i>	1	2	3	4	5	6
19.	The brand is well regarded by my colleagues. <i>Jenama ini dianggap baik oleh kawan-kawan saya.</i>	1	2	3	4	5	6
20.	I have the positive personal feelings towards the brand. <i>Secara peribadi, saya mempunyai perasaan yang positif terhadap jenama ini.</i>	1	2	3	4	5	6
21.	After using the brand, I have grown fond of it. <i>Selepas menggunakan jenama ini, saya makin menyukainya.</i>	1	2	3	4	5	6
22.	Advertisements of the brand are attractive. <i>Iklan-iklan jenama ini adalah menarik.</i>	1	2	3	4	5	6
23.	Advertisements of the brand attract me to purchase. <i>Iklan jenama ini menarik saya untuk membuat pembelian.</i>	1	2	3	4	5	6

24.	Colourful ads of the brand in the print media influenced me to purchase. <i>Iklan yang berwarna-warni tentang jenama ini di media cetak mempengaruhi saya untuk membuat pembelian.</i>	1	2	3	4	5	6
25.	Unique advertising in the electronic media attract my attention. <i>Keunikan iklan jenama ini dalam media elektronik menarik perhatian saya.</i>	1	2	3	4	5	6
26.	I become aware of this brand from the advertisement. <i>Saya mendapat kesedaran mengenai jenama ini melalui pengiklanan.</i>	1	2	3	4	5	6
27.	I am satisfied with my decision to purchase my preferred brand. <i>Saya berpuas hati dengan keputusan pembelian jenama ini.</i>	1	2	3	4	5	6
28.	I think I did the right thing when I decided to purchase my preferred brand. <i>Saya fikir saya membuat perkara yang betul ketika memutuskan untuk membeli jenama ini.</i>	1	2	3	4	5	6
29.	The brand has met my expectations. <i>Jenama ini memenuhi jangkaan saya.</i>	1	2	3	4	5	6
30.	I feel satisfied because this brand can satisfy my purchase demanding. <i>Saya berasa puas hati kerana jenama ini dapat memenuhi permintaan pembelian saya.</i>	1	2	3	4	5	6
31.	My choice to purchase my preferred brand was a wise one. <i>Pilihan saya untuk membeli jenama ini adalah sesuatu yang bijaksana.</i>	1	2	3	4	5	6
32.	I intend to keep purchasing product from this brand. <i>Saya bercadang untuk tetap membeli produk dari jenama ini.</i>	1	2	3	4	5	6
33.	I will buy this brand again if I have to replace my laptop. <i>Saya akan membeli dari jenama ini semula jika saya perlu menggantikan komputer riba saya.</i>	1	2	3	4	5	6
34.	I will recommend others to use this brand. <i>Saya akan mengesyorkan kepada orang lain untuk menggunakan jenama ini.</i>	1	2	3	4	5	6
35.	I will continue to use this brand. <i>Saya akan tetap terus menggunakan jenama ini.</i>	1	2	3	4	5	6
36.	Even if close friend recommend another brand, my preference for this brand would not change. <i>Walaupun teman rapat saya mengesyorkan jenama lain, kesetiaan saya untuk jenama ini tidak akan berubah.</i>	1	2	3	4	5	6

~Thank you for your cooperation~  
~Terima kasih atas kerjasama anda~

**APPENDIX B**

**THE STASTICAL ANALYSIS**

# RELIABILITY

## PRICE

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.842	.862	5

**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
Increase of price not hinder me to purchase	16.1800	7.783	.668	.512	.814
The brand provides good value for money	15.5600	9.231	.821	.694	.777
The brand offers good value for the price I paid	15.6000	9.551	.694	.698	.803
I usually accept any changes in price of the brand	16.1000	8.418	.602	.483	.830
The brand offers at reasonable price	15.6000	10.163	.579	.595	.830

## FEATURES

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.915	.922	6

### 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
Design and colour of this laptop brand is attractive	21.4400	13.762	.548	.536	.937
Display resolution quality of this brand is satisfactory	21.3600	12.725	.877	.870	.883
The laptop brand is ease of usage	21.3000	13.684	.828	.814	.893
This brand has higher quality	21.3000	13.276	.842	.892	.890
This brand is durable	21.3400	13.249	.771	.851	.899
I am satisfied with the features of this brand	21.3600	13.704	.778	.639	.898

## BRAND NAME

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.840	.847	5

### 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
The brand is reputable	15.6400	11.827	.572	.596	.827
The prestigious brand name and image attract me to purchase from the brand	15.8600	10.409	.711	.702	.789
Brand name is selected regardless of price.	16.6600	10.229	.652	.562	.806
The brand reflects my own personality	16.5600	10.456	.558	.441	.837
Brand name ensures the quality	15.9200	10.647	.771	.621	.777

## BRAND EQUITY

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.871	.872	5

### 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
I can expect superior performance from the brand	17.3000	10.786	.539	.444	.880
I can expect trouble-free performance from the brand	17.5400	9.519	.713	.563	.839
The brand is well regarded by my colleagues	17.7400	9.707	.697	.524	.843
I have the positive personal feelings towards the brand	17.7600	10.023	.756	.809	.831
After using the brand, I have grown fond of it	17.8200	9.579	.792	.822	.820

## ADVERTISING

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.895	.895	5

### 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
Advertisements of the brand are attractive	15.9400	8.547	.817	.698	.854
Advertisements of the brand attract me to purchase	16.0000	9.102	.748	.629	.870
Colourful ads of the brand in the print media influenced me to purchase	16.0400	8.651	.745	.566	.872
Unique advertising in the electronic media attract my attention	16.0600	9.241	.785	.627	.863
I become aware of this brand from the advertisement	16.2800	9.879	.622	.416	.896



## SATISFACTION

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.951	.952	5

### 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
I am satisfied with my decision to purchase my preferred brand	16.6200	10.893	.855	.747	.942
I think I did the right thing when I decided to purchase my preferred brand	16.6400	10.888	.802	.669	.951
The brand has met my expectations	16.8800	10.475	.901	.839	.934
I feel satisfied because this brand can satisfy my purchase demanding	16.7400	10.645	.900	.838	.934
My choice to purchase my preferred brand was a wise one	16.7200	9.879	.882	.799	.938

## BRAND LOYALTY

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.941	.942	5

### 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
I intend to keep purchasing product from this brand	15.7400	16.033	.808	.688	.933
I will buy this brand again if I have to replace my laptop	16.0200	16.061	.754	.601	.944
I will recommend others to use this brand	15.7400	16.196	.845	.747	.927
I will continue to use this brand	15.7800	15.604	.910	.844	.916
Even if close friend recommend another brand, my preference for this brand would not change	15.9200	14.565	.902	.830	.916

## FREQUENCIES

### Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	57	36.3	36.3	36.3
	Female	100	63.7	63.7	100.0
	Total	157	100.0	100.0	

### Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	104	66.2	66.2	66.2
	Chinese	44	28.0	28.0	94.3
	Indian	9	5.7	5.7	100.0
	Total	157	100.0	100.0	

### Religion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Muslim	105	66.9	66.9	66.9
	Christian	5	3.2	3.2	70.1
	Hindu	7	4.5	4.5	74.5
	Buddhist	40	25.5	25.5	100.0
	Total	157	100.0	100.0	

### Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	19 Year	6	3.8	3.8	3.8
	20 Year	11	7.0	7.0	10.8
	21 Year	57	36.3	36.3	47.1
	22 Year	54	34.4	34.4	81.5
	23 Year	8	5.1	5.1	86.6
	24 Year	10	6.4	6.4	93.0
	25 Year	8	5.1	5.1	98.1
	26 Year	3	1.9	1.9	100.0
	Total	157	100.0	100.0	

### State of the Respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kedah	15	9.6	9.6	9.6
	Penang	12	7.6	7.6	17.2
	Perak	28	17.8	17.8	35.0
	Selangor	14	8.9	8.9	43.9
	N.Sembilan	7	4.5	4.5	48.4
	Malacca	5	3.2	3.2	51.6
	Johor	22	14.0	14.0	65.6
	Pahang	12	7.6	7.6	73.2
	Kelantan	17	10.8	10.8	84.1
	Terengganu	7	4.5	4.5	88.5
	Sabah	4	2.5	2.5	91.1
	Sarawak	3	1.9	1.9	93.0
	Kuala Lumpur	11	7.0	7.0	100.0
	Total	157	100.0	100.0	

### Level of the Study

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	B.Acct	9	5.7	5.7	5.7
	B.Acct (IS)	3	1.9	1.9	7.6
	B.Bank	7	4.5	4.5	12.1
	B.Fin	13	8.3	8.3	20.4
	BBA	55	35.0	35.0	55.4
	BHRM	16	10.2	10.2	65.6
	BMA	19	12.1	12.1	77.7
	Msc Management	11	7.0	7.0	84.7
	MBA	3	1.9	1.9	86.6
	MBA Acct	2	1.3	1.3	87.9
	B.Mktg	9	5.7	5.7	93.6
	BIFB	3	1.9	1.9	95.5
	BRMI	3	1.9	1.9	97.5
	BBALT	4	2.5	2.5	100.0
	Total	157	100.0	100.0	

### Laptop Brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	HP	7	4.5	4.5	4.5
	Compaq	39	24.8	24.8	29.3
	Dell	27	17.2	17.2	46.5
	Acer	53	33.8	33.8	80.3
	Sony	1	.6	.6	80.9
	Toshiba	21	13.4	13.4	94.3
	Fujitsu	2	1.3	1.3	95.5
	M-Life	1	.6	.6	96.2
	Lenovo	3	1.9	1.9	98.1
	Ben-Q	1	.6	.6	98.7
	MSI	2	1.3	1.3	100.0
	Total	157	100.0	100.0	

## DESCRIPTIVES

### PRICE

#### Statistics

		Increases of price do not hinder me to purchase the brand	The brand provides good value for money.	The brand offers good value for the price I paid.	I usually accept any changes in price of the brand.	The brand is offer at reasonable price.
N	Valid	157	157	157	157	157
	Missing	0	0	0	0	0
Mean		3.3439	4.0510	4.1083	3.5860	4.2038
Median		3.0000	4.0000	4.0000	4.0000	4.0000
Mode		3.00	4.00	4.00	4.00	4.00
Std. Deviation		1.10194	.77457	.75600	1.00667	.74023
Variance		1.214	.600	.572	1.013	.548

### FEATURES

#### Statistics

		Design and colour of this laptop brand is attractive	Display resolution quality of this brand is satisfactory.	The laptop brand is ease of usage.	This brand has higher quality.	This brand of laptop is durable.	I am satisfied with the features of this brand.
N	Valid	157	157	157	157	157	157
	Missing	0	0	0	0	0	0
Mean		4.1465	4.2484	4.4204	4.2102	4.2611	4.3057
Median		4.0000	4.0000	4.0000	4.0000	4.0000	4.0000
Mode		4.00	4.00	4.00	4.00	4.00	4.00
Std. Deviation		.92553	.82163	.75215	.86255	.92782	.79793
Variance		.857	.675	.566	.744	.861	.637

## BRAND NAME

### Statistics

		The brand is reputable.	The prestigious brand name and image attract me to purchase from the brand.	Brand name is selected regardless of price.	The brand reflects my own personality.	Brand name ensures the quality.
N	Valid	157	157	157	157	157
	Missing	0	0	0	0	0
Mean		4.5541	4.2229	3.5860	3.6497	4.1975
Median		4.0000	4.0000	3.0000	4.0000	4.0000
Mode		4.00	4.00	3.00	3.00	4.00
Std. Deviation		.90861	.94461	.98739	1.01821	.84307
Variance		.826	.892	.975	1.037	.711

## BRAND EQUITY

### Statistics

		I can expect superior performance from the brand.	I can expect trouble-free performance from the brand.	The brand is well regarded by my colleagues.	I have the positive personal feelings towards the brand.	After using the brand, I have grown fond of it.
N	Valid	157	157	157	157	157
	Missing	0	0	0	0	0
Mean		4.6497	4.3822	4.1656	4.2739	4.1847
Median		4.0000	4.0000	4.0000	4.0000	4.0000
Mode		4.00	4.00	4.00	4.00	4.00
Std. Deviation		.91893	.90960	.86118	.82905	.89744
Variance		.844	.827	.742	.687	.805

## ADVERTISING

### Statistics

		Advertiseme nts of the brand are attractive.	Advertiseme nts of the brand attract me to purchase.	Colourful ads of the brand in the print media influenced me to purchase.	Unique advertising in the electronic media attract my attention.	I become aware of this brand from the advertis ment.
N	Valid	157	157	157	157	157
	Missing	0	0	0	0	0
Mean		4.0191	4.0191	3.8981	3.8981	3.8344
Median		4.0000	4.0000	4.0000	4.0000	4.0000
Mode		4.00	4.00	4.00	4.00	4.00
Std. Deviation		.82019	.82019	.92115	.84871	.87594
Variance		.673	.673	.849	.720	.767

## SATISFACTION

### Statistics

		I am satisfied with my decision to purchase my preferred brand.	I think I did the right thing when I decided to purchase my preferred brand.	The brand has met my expectations	I feel satisfied because this brand can satisfy my purchase demanding.	My choice to purchase my preferred brand was a wise one.
N	Valid	157	157	157	157	157
	Missing	0	0	0	0	0
Mean		4.2420	4.3248	4.1592	4.1975	4.1975
Median		4.0000	4.0000	4.0000	4.0000	4.0000
Mode		4.00	4.00	4.00	4.00	4.00
Std. Deviation		.85785	.84137	.85866	.85064	.89471
Variance		.736	.708	.737	.724	.801



## BRAND LOYALTY

### Statistics

		I intend to keep purchasing product from this brand.	I will buy this brand again if I have to replace my laptop.	I will recommend others to use this brand.	I will continue to use this brand.	Even if close friend recommend another brand, my preference for this brand would not change.
N	Valid	157	157	157	157	157
	Missing	0	0	0	0	0
Mean		4.0191	3.8726	4.1401	4.0510	3.8981
Median		4.0000	4.0000	4.0000	4.0000	4.0000
Mode		4.00	4.00	4.00	4.00	4.00
Std. Deviation		1.02826	1.08442	1.00294	1.05488	1.15017
Variance		1.057	1.176	1.006	1.113	1.323

# T-TEST

## Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Brand Loyalty	Male	57	4.1368	1.04003	.13775
	Female	100	3.9160	.90350	.09035

## Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Brand Loyalty	Equal variances assumed	2.197	.140	1.393	155	.166	.22084	.15851	.09227	.53396
	Equal variances not assumed			1.341	103.688	.183	.22084	.16474	.10586	.54754

# ONE-WAY ANOVA

## RACE

### Descriptives

Brand Loyalty								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min.	Max.
					Lower Bound	Upper Bound		
Malay	104	4.0327	.95088	.09324	3.8478	4.2176	1.20	6.00
Chinese	44	3.7500	.90077	.13580	3.4761	4.0239	1.20	6.00
Indian	9	4.7778	.92436	.30812	4.0673	5.4883	3.20	6.00
Total	157	3.9962	.95795	.07645	3.8452	4.1472	1.20	6.00

### ANOVA

Brand Loyalty					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.303	2	4.152	4.741	.010
Within Groups	134.854	154	.876		
Total	143.158	156			

## RELIGION

### Descriptives

Brand Loyalty								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min.	Max.
					Lower Bound	Upper Bound		
Muslim	105	4.0248	.94978	.09269	3.8410	4.2086	1.20	6.00
Christian	5	3.9600	1.26016	.56356	2.3953	5.5247	2.20	5.60
Hindu	7	4.7143	.99905	.37760	3.7903	5.6383	3.20	6.00
Buddhist	40	3.8000	.90242	.14268	3.5114	4.0886	1.20	6.00
Total	157	3.9962	.95795	.07645	3.8452	4.1472	1.20	6.00

### ANOVA

Brand Loyalty					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.242	3	1.747	1.938	.126
Within Groups	137.916	153	.901		
Total	143.158	156			

## STATE

### Descriptives

#### Brand Loyalty

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min.	Max.
					Lower Bound	Upper Bound		
Kedah	15	4.0800	.74374	.19203	3.6681	4.4919	3.20	6.00
Penang	12	3.9833	.81110	.23414	3.4680	4.4987	3.00	5.60
Perak	28	4.1286	1.21864	.23030	3.6560	4.6011	1.20	6.00
Selangor	14	4.1429	.78614	.21011	3.6890	4.5968	3.20	6.00
Negeri Sembilan	7	4.1143	.75593	.28571	3.4152	4.8134	3.20	5.60
Malacca	5	3.8800	.57619	.25768	3.1646	4.5954	3.20	4.60
Johor	22	3.7909	.70772	.15089	3.4771	4.1047	2.00	5.00
Pahang	12	3.8000	.77694	.22428	3.3064	4.2936	2.80	5.60
Kelantan	17	4.0353	.68642	.16648	3.6824	4.3882	3.00	6.00
Terengganu	7	4.0571	1.10583	.41796	3.0344	5.0799	3.00	6.00
Sabah	4	4.3500	1.27932	.63966	2.3143	6.3857	3.00	6.00
Sarawak	3	3.0000	.91652	.52915	.7233	5.2767	2.00	3.80
Kuala Lumpur	11	4.0182	1.75147	.52809	2.8415	5.1948	1.20	6.00
Total	157	3.9962	.95795	.07645	3.8452	4.1472	1.20	6.00

### ANOVA

#### Brand Loyalty

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.989	12	.499	.524	.897
Within Groups	137.169	144	.953		
Total	143.158	156			

## AGE

### Descriptives

Brand Loyalty								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min.	Max.
					Lower Bound	Upper Bound		
19 year	6	3.7667	.95009	.38787	2.7696	4.7637	3.20	5.60
20 year	11	3.5273	1.25944	.37973	2.6812	4.3734	1.20	5.80
21 year	57	3.9789	.92093	.12198	3.7346	4.2233	1.40	6.00
22 year	54	4.0259	.95407	.12983	3.7655	4.2863	1.20	6.00
23 year	8	3.9500	.90554	.32016	3.1930	4.7070	3.20	6.00
24 year	10	4.4200	.89666	.28355	3.7786	5.0614	3.00	5.80
25 year	8	4.2750	1.01383	.35844	3.4274	5.1226	3.20	5.60
26 year	3	3.9333	.90185	.52068	1.6930	6.1737	3.00	4.80
Total	157	3.9962	.95795	.07645	3.8452	4.1472	1.20	6.00

### ANOVA

Brand Loyalty					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.246	7	.749	.810	.580
Within Groups	137.911	149	.926		
Total	143.158	156			

## LEVEL OF STUDY

### Descriptives

#### Brand Loyalty

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min.	Max.
					Lower Bound	Upper Bound		
B.Acct	9	4.1556	1.50591	.50197	2.9980	5.3131	1.20	6.00
B.Acct (IS)	3	3.7333	.11547	.06667	3.4465	4.0202	3.60	3.80
B.Bank	7	3.6000	.44721	.16903	3.1864	4.0136	3.00	4.00
B.Fin	13	3.7231	.97139	.26941	3.1361	4.3101	1.40	5.00
BBA	55	4.1927	.84675	.11418	3.9638	4.4216	3.00	6.00
BHRM	16	4.0125	.93086	.23271	3.5165	4.5085	2.20	6.00
BMA	19	3.8842	.77263	.17725	3.5118	4.2566	2.00	5.20
Msc Management	11	4.1273	.81620	.24609	3.5789	4.6756	3.20	5.60
MBA	3	3.5333	.50332	.29059	2.2830	4.7837	3.00	4.00
MBA Acct	2	4.1000	.70711	.50000	-2.2531	10.4531	3.60	4.60
B.Mktg	9	3.9778	1.53116	.51039	2.8008	5.1547	1.80	6.00
BIFB	3	4.2000	1.38564	.80000	.7579	7.6421	3.40	5.80
BRMI	3	4.4000	1.31149	.75719	1.1421	7.6579	3.20	5.80
BBALT	4	2.7000	1.03923	.51962	1.0464	4.3536	1.20	3.60
Total	157	3.9962	.95795	.07645	3.8452	4.1472	1.20	6.00

### ANOVA

#### Brand Loyalty

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	13.062	13	1.005	1.104	.360
Within Groups	130.096	143	.910		
Total	143.158	156			

## LAPTOP BRAND

### Descriptives

#### Brand Loyalty

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min.	Max.
					Lower Bound	Upper Bound		
HP	7	4.1143	1.35576	.51243	2.8604	5.3682	1.20	5.20
Compaq	39	3.9179	.90579	.14504	3.6243	4.2116	2.00	6.00
Dell	27	4.0296	1.04470	.20105	3.6164	4.4429	1.20	5.80
Acer	53	3.8981	.74794	.10274	3.6920	4.1043	1.80	6.00
Sony	1	6.0000	.	.	.	.	6.00	6.00
Toshiba	21	4.2571	1.23149	.26873	3.6966	4.8177	1.40	6.00
Fujitsu	2	3.9000	.70711	.50000	-2.4531	10.2531	3.40	4.40
M-Life	1	3.8000	.	.	.	.	3.80	3.80
Lenovo	3	3.6667	.57735	.33333	2.2324	5.1009	3.00	4.00
Ben-Q	1	3.2000	.	.	.	.	3.20	3.20
MSI	2	4.6000	1.97990	1.40000	-13.1887	22.3887	3.20	6.00
Total	157	3.9962	.95795	.07645	3.8452	4.1472	1.20	6.00

### ANOVA

#### Brand Loyalty

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.067	10	.807	.872	.561
Within Groups	135.090	146	.925		
Total	143.158	156			

## CORRELATION

		Price	Features	Brand Name	Brand Equity	Advertising	Satisfaction	Brand Loyalty
Price	Pearson Correlation	1	.590(**)	.522(**)	.528(**)	.478(**)	.502(**)	.525(**)
	Sig. (2-tailed)	.	.000	.000	.000	.000	.000	.000
	N	157	157	157	157	157	157	157
Features	Pearson Correlation	.590(**)	1	.711(**)	.685(**)	.478(**)	.742(**)	.666(**)
	Sig. (2-tailed)	.000	.	.000	.000	.000	.000	.000
	N	157	157	157	157	157	157	157
Brand Name	Pearson Correlation	.522(**)	.711(**)	1	.614(**)	.545(**)	.603(**)	.638(**)
	Sig. (2-tailed)	.000	.000	.	.000	.000	.000	.000
	N	157	157	157	157	157	157	157
Brand Equity	Pearson Correlation	.528(**)	.685(**)	.614(**)	1	.423(**)	.667(**)	.662(**)
	Sig. (2-tailed)	.000	.000	.000	.	.000	.000	.000
	N	157	157	157	157	157	157	157
Advertising	Pearson Correlation	.478(**)	.478(**)	.545(**)	.423(**)	1	.477(**)	.468(**)
	Sig. (2-tailed)	.000	.000	.000	.000	.	.000	.000
	N	157	157	157	157	157	157	157
Satisfaction	Pearson Correlation	.502(**)	.742(**)	.603(**)	.667(**)	.477(**)	1	.817(**)
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.	.000
	N	157	157	157	157	157	157	157
Brand Loyalty	Pearson Correlation	.525(**)	.666(**)	.638(**)	.662(**)	.468(**)	.817(**)	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.
	N	157	157	157	157	157	157	157

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



# REGRESSION

**Variables Entered/Removed(b)**

Model	Variables Entered	Variables Removed	Method
1	Satisfaction, Advertising, Price, Brand Name, Brand Equity, Features(a)		Enter

a All requested variables entered.

b Dependent Variable: Brand Loyalty

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.846(a)	.716	.704	.52098

a Predictors: (Constant), Satisfaction, Advertising, Price, Brand Name, Brand Equity, Features

**ANOVA(b)**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	102.444	6	17.074	62.905	.000(a)
	Residual	40.714	150	.271		
	Total	143.158	156			

a Predictors: (Constant), Satisfaction, Advertising, Price, Brand Name, Brand Equity, Features

b Dependent Variable: Brand Loyalty

**Coefficients(a)**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.138	.318		-3.583	.000
	Price	.123	.084	.084	1.465	.145
	Features	-.103	.112	-.073	-.916	.361
	Brand Name	.242	.090	.181	2.685	.008
	Brand Equity	.194	.094	.135	2.060	.041
	Advertising	.011	.073	.008	.152	.879
	Satisfaction	.766	.085	.626	8.976	.000

a Dependent Variable: Brand Loyalty

