

**FACTORS INFLUENCING BRAND LOYALTY:
AN EMPIRICAL 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)
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**By
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Abstract

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

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

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

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the thesis is for
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