

**HOW LOYAL ARE YOU?
FACTORS INFLUENCING CONSUMER BRAND
LOYALTY**

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**MASTER OF SCIENCE MANAGEMENT
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**HOW LOYAL ARE YOU?
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By

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of Master of Science Management**



Othman Yeop Abdullah
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ABSTRACT

Hand phone have become a necessity in human life. This is due to technological advances that allow people to communicate with each other anywhere and at any time. The variety of hand phone in the market directly contributes to the increase in the competition among the marketers to attract and ensure brand loyalty. This study aims to determine the factor influencing brand loyalty among hand phone users. Factors such as Brand Reputation, Brand Competence, Price, Advertising Spending, Brand image and Design are being investigated. Students of University Utara Malaysia were chosen as sample of this study. A total of 400 questionnaires were distributed to the respondents and 390 were obtained and usable. Correlation and regression analysis were used to analyses all data. The of Pearson Correlation analysis indicated that all the independent variables- Brand Reputation, Brand Competence, Price, Advertising Spending, Brand Image and Design had a certain degree of relationship with brand loyalty. Based on the Regression Analysis, it study shows that Brand Reputation, Brand Competence and Price influenced brand loyalty among hand phone users. However, other three variables, Advertising Spending, Brand Image and Design do not influence brand loyalty. Results also indicate that Brand Competence is the most important factor that influenced brand loyalty. In conclusion, the finding of this study will be a great challenge for marketers to prepare their strategic plan in maintaining customer loyalty.

Keywords: Brand Loyalty, Brand Reputation, Brand Competence, Price, Advertising Spending, Brand Image, Design

ABSTRAK

Telefon bimbit telah menjadi satu keperluan dalam kehidupan manusia. Ini adalah kerana kemajuan teknologi yang membenarkan orang ramai untuk berkomunikasi antara satu sama lain di mana-mana dan pada bila-bila masa sahaja. Kepelbagaian jenama telefon bimbit di pasaran secara langsung menyumbang kepada peningkatan dalam persaingan antara pemasar untuk menarik dan memastikan kesetiaan jenama. Kajian ini bertujuan adalah untuk menentukan faktor yang mempengaruhi kesetiaan jenama di kalangan pengguna telefon bimbit, iaitu Reputasi Jenama, Kecekapan Jenama, Harga, Perbelanjaan Pengiklanan, Imej Jenama dan Reka Bentuk. Pelajar Universiti Utara Malaysia telah dipilih sebagai sampel kajian ini. Sebanyak 400 soalan kaji selidik telah diedarkan kepada respondent dan 390 daripada soalan kaji selidik telah diperolehi dan boleh digunakan. Analisi Kolerasi Pearson dan analisis regresi berganda telah digunakan untuk menganalisis semua data. Hasilnya berasaskan Analisi korelasi Pearson menunjukkan bahawa semua pembolehubah – Reputasi Jenama, Kecekapan Jenama, Harga , Perbelanjaan Pengiklanan, Imej jenama dan Reka Bentuk mempunyai hubungan pada tahap tertentu dengan kesetiaan jenama. Berdasarkan analisis regresi berganda, kajian ini menunjukkan bahawa Reputasi Jenama, Kecekapan Jenama dan Harga mempengaruhi kesetiaan jenama di kalangan pengguna telefon bimbit di UUM. Bagaimanapun, tiga pembolehubah lain, Perbelanjaan Pengiklanan,Imej Jenama dan Reka Bentuk tidak mempengaruhi kesetiaan jenama. Kajian juga menunjukkan bahawa Kecekapan Jenama adalah faktor yang paling penting dalam mempengaruhi kesetiaan jenama berbanding dengan pemboleh ubah lain. Kesimpulannya, dapatan kajian ini akan memberi cabaran besar bagi pemasar untuk menyediakan pelan strategik mereka dalam mengekalkan kesetiaan pelanggan.

Kata kunci: Kesetiaan Jenama, Reputasi jenama, Kecekapan Jenama, Harga, Perbelanjaan Pengiklanan, Imej jenama dan Reka Bentuk

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CHAPTER 1

INTRODUCTION

1.0 Chapter introduction

This study presents an overview about the brand loyalty factors among mobile phone users. The factor includes brand reputation, brand competence, price, advertising spending, brand image and design. Hence, this chapter views all issues and variable in this study. This chapter contains seven parts which are classified as follows: (1) Background of the study, (2) Problem statement, (3) Research objectives, (4) Research questions, (5) Variable of the study, (6) Theoretical framework, (7) Hypothesis, (8) Significance of the study and lastly is the conclusion.

1.1 Background of study

Brand loyalty can be defined as the behavior of customers to be loyal to a particular brand. Companies usually design their own value to create brand loyalty among the consumers, such as offer superior product and service. Besides, firms also organize and make accessible database of information on individuals such as Customer Relationship Management systems in order to keep customer data. This approach plays an important role to maintain relationship with consumers in a long term period (Kotler, Keller, Ang, Leong and Tan, 2013).

The contents of
the thesis is for
internal user
only

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APPENDIX A
QUESTIONNAIRE



Dear respected respondents:

You are invited to participate in this research entitled **Factor influence brand loyalty among mobile phone users**. Please answer honestly and carefully all items in the questionnaire as it will influence the result of the research. Information obtained from this questionnaire **WILL BE TREATED STRICTLY CONFIDENTIAL** and will be used solely for academic purposes.

Thanks you for your time in responding to this questionnaire.

Your participation is highly appreciated.

Sincerely yours,

Siti Noor Aishah Binti Mohd Sidik

Matric No: 813385

MSc. UUM (Management)

Section A: DEMOGRAPHIC PROFILE

Directions: Please select the best option that describes you

1. Gender: ☐ Male ☐ Female

2. Ethnic group: ☐ Malay ☐ Chinese ☐ Indian ☐ others, please state_____

3. Age: years

4. Religion: ☐ Islam ☐ Christian ☐ Buddhist
☐ Hindu ☐ Others, Please state

5. Level of study at UUM:
☐ Degree in
☐ Masters in
☐ PHD in.....

6. College: ☐ COB ☐ CAS ☐ COLGIS

7. Do you have mobile phone?

☐ Yes - If yes, please answer the other questions

☐ No- If No, your answer ends here, thank you.

8. What is your mobile phone brand name? (**Choose only one**)

☐ Samsung ☐ Sony Ericsson ☐ Nokia ☐ Blackberry ☐ Apple

☐ HTC ☐ Motorola ☐ others, please state.....

9. How long has you been using the mobile phone in question 8? Years

Section B: FACTOR INFLUENCE BRAND LOYALTY (BRAND REPUTATION, BRAND COMPETENCE,PRICE, ADVERTISING SPENDING, BRAND IMAGE ,DESIGN)

Direction: Please circle the number of your answer that relates your opinion toward mobile phone brand you using now. Your answers are based on the mobile phone brand that you choose in question 8.

Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree
1	2	3	4	5	6

No	Item						
1	I consider myself loyal to this brand	1	2	3	4	5	6
2	I feel this is the only brand of this product I need	1	2	3	4	5	6
3	This is the one brand I would prefer to buy or use	1	2	3	4	5	6
4	If this brand is not available in the store when I need it, I will buy it another time	1	2	3	4	5	6
5	If someone makes a negative comment about this brand, I would defend it	1	2	3	4	5	6
6	I often tell my friends how good this brand is	1	2	3	4	5	6
7	Although another brand is on sale, I still buy this brand	1	2	3	4	5	6
8	I always think of this brand over other brand when I consider buying mobile phone	1	2	3	4	5	6
9	I always find myself consistently buying this brand over the other brands	1	2	3	4	5	6
10	I feel more loyal to this brand than the other brands	1	2	3	4	5	6

11	This brand has a reputation for being good	1	2	3	4	5	6
12	Other people have told me that this brand is reliable	1	2	3	4	5	6
13	This brand is reputed to perform well	1	2	3	4	5	6
14	It is important that I buy a brand with a good reputation.	1	2	3	4	5	6
15	People I know think highly of this brand	1	2	3	4	5	6
16	I consider this brand as most favourable brand in terms of brand reputation	1	2	3	4	5	6
17	I consider this brand as most publicly recognized brand in terms of brand reputation.	1	2	3	4	5	6
18	I consider this brand as most reliable brand in terms of brand reputation	1	2	3	4	5	6
19	This brand is the best one for this category of products	1	2	3	4	5	6
20	This brand performs better than other brands	1	2	3	4	5	6
21	This brand more effective than other brands	1	2	3	4	5	6
22	This brand meets my needs better than other brands	1	2	3	4	5	6
23	This brand accomplishes its task better than other brands	1	2	3	4	5	6
24	Increases of price not hamper me to purchase	1	2	3	4	5	6
25	The brand provides goods rate for money	1	2	3	4	5	6
26	The brand I use, charge fair prices	1	2	3	4	5	6
27	Comparatively the brand I use charge low price	1	2	3	4	5	6
28	The brand offers good value for price I paid	1	2	3	4	5	6
29	I usually accept any changes in price of the brand	1	2	3	4	5	6
30	The brand is offered at reasonable price	1	2	3	4	5	6
31	The brand name is advertised intensively	1	2	3	4	5	6
32	The ad campaigns for this brand are frequently	1	2	3	4	5	6

	seen						
33	The ad campaigns for this brand seem very expensive, compared to campaign for competing brands.	1	2	3	4	5	6
34	I think advertising is, in general, very good	1	2	3	4	5	6
35	In general, I like the advertising campaigns for this brand spending	1	2	3	4	5	6
36	My opinion about this brand advertising is very high	1	2	3	4	5	6
37	I think this brand is intensively advertised, compared to competing brand	1	2	3	4	5	6
38	This brand has a differentiated image in comparison with the other brand	1	2	3	4	5	6
39	This brand has a clean image	1	2	3	4	5	6
40	This brand is well established	1	2	3	4	5	6
41	The brand always upgrades its technology to improve its services.	1	2	3	4	5	6
42	The brand fits very well with my lifestyle	1	2	3	4	5	6
43	Overall this brand delivers a good value for the price I pay	1	2	3	4	5	6
44	This brand offers the best choice of mobile phone	1	2	3	4	5	6
45	The brand provides wide variety of designs	1	2	3	4	5	6
46	Designs of this brand are suitable for me	1	2	3	4	5	6
47	Designs of the brand have distinctive features	1	2	3	4	5	6
48	Designs of the brand are trendy and fashionable	1	2	3	4	5	6

“Thank you for your kind cooperation and valuable time”



Responden yang dihormati :

Anda telah terpilih untuk mengambil bahagian dalam penyelidikan yang bertajuk **FAKTOR YANG MEMPENGARUHI KESETIAAN JENAMA DI KALANGAN PENGGUNA TELEFON BIMBIT**. Sila jawab dengan jujur dan teliti semua item dalam soal selidik ini kerana ia akan mempengaruhi keputusan kajian. Maklumat yang diperoleh daripada soal selidik ini **DIANGGAP SULIT** dan akan digunakan semata-mata untuk tujuan akademik.

Terima kasih di atas masa yang diberikan oleh anda di dalam menjawab kajian ini.

Penyertaan anda amat dihargai ..

Yang Benar,

Siti Noor Aishah Binti Mohd Sidik

Matric No: 813385

MSc. UUM (Management)

Bahagian A : PROFIL DEMOGRAFI

Arahan: Sila tandakan “√” untuk pilihan anda pada ruang yang disediakan

1. Jantina : () perempuan () Lelaki

2. Kumpulan Etnik : () Melayu () Cina () India () Lain-lain, Sila nyatakan...

3. Umur: Tahun

4. Agama: () Islam () kristian () Buddha
() Hindu () Lain-lain, Sila nyatakan.....

5. Tahap pengajian di UUM:
() Ijazah.....
() Masters
() PHD

6. Kolej: () COB () CAS () COLGIS

7. Adakah anda mempunyai telefon bimbit?

() Ya- Jika ya sila jawab soalan seterusnya.

() Tidak – Jika tidak, jawapan anda berakhir disini, terima kasih

8. Apakah jenama telefon bimbit anda? (**Pilih satu sahaja**)

() Samsung () Sony Ericsson () Nokia () Blackberry () Apple

() HTC () Motorola () Lain-lain, sila nyatakan.....

9. Berapa lama anda menggunakan telefon pada soalan 8?

..... Tahun

Bahagian B : FAKTOR YANG MEMPENGARUHI KESETIAAN JENAMA
(REPUTASI JENAMA, KECEKAPAN JENAMA, HARGA, PERBELANJAAN
PENGIKLANAN DAN REKA BENTUK)

Arahan: Sila bulatkan nombor yang paling menggambarkan pendapat anda terhadap jenama telefon bimbit yang anda gunakan sekarang. Jawapan anda hendaklah berpandukan kepada jenama telefon bimbit pada soalan 8

Sangat Tidak Bersetuju	Tidak Bersetuju	Agak Tidak Bersetuju	Agak Bersetuju	Bersetuju	Sangat bersetuju
1	2	3	4	5	6

No	Item	1	2	3	4	5	6
1	Saya menganggap diri saya setia kepada jenama ini	1	2	3	4	5	6
2	Saya rasa ini adalah satu-satunya jenama produk yang saya perlu	1	2	3	4	5	6
3	Ini adalah satu-satunya jenama yang saya lebih gemar untuk beli atau guna	1	2	3	4	5	6
4	Jika jenama ini tidak terdapat di kedai apabila saya memerlukannya, saya akan membelinya pada masa yang lain	1	2	3	4	5	6
5	Jika seseorang membuat komen negatif tentang jenama ini, saya akan mempertahankannya	1	2	3	4	5	6
6	Saya sering memberitahu rakan-rakan saya kebaikan jenama ini	1	2	3	4	5	6
7	Walaupun banyak jenama lain sedang dijual, saya	1	2	3	4	5	6

	masih membeli jenama ini						
8	Saya selalu berfikir tentang jenama ini berbranding jenama lain apabila ingin membeli telefon bimbit	1	2	3	4	5	6
9	Saya sentiasa mendapati diri saya konsisten membeli jenama ini berbranding jenama lain	1	2	3	4	5	6
10	Saya rasa lebih setia pada jenama ini berbranding jenama lain	1	2	3	4	5	6
11	Jenama ini mempunyai reputasi yang baik	1	2	3	4	5	6
12	Orang lain telah memberitahu saya bahawa jenama ini adalah dipercayai	1	2	3	4	5	6
13	Jenama ini mempunyai reputasi berfungsi dengan baik	1	2	3	4	5	6
14	Adalah penting bagi saya untuk membeli jenama dengan reputasi yang baik	1	2	3	4	5	6
15	Orang yang saya kenal berfikir baik tentang jenama ini	1	2	3	4	5	6
16	Saya menganggap jenama ini sebagai jenama paling baik dari segi reputasi jenama	1	2	3	4	5	6
17	Saya menganggap jenama ini jenama yang paling diiktiraf secara terbuka dari segi reputasi jenama	1	2	3	4	5	6
18	Saya menganggap jenama ini paling dipercayai dari segi reputasi jenama	1	2	3	4	5	6
19	Jenama ini adalah yang terbaik untuk kategori produk ini	1	2	3	4	5	6
20	Jenama ini berfungsi lebih baik daripada jenama lain	1	2	3	4	5	6
21	Jenama ini lebih berkesan berbranding jenama lain	1	2	3	4	5	6
22	Jenama ini memenuhi keperluan saya berbranding daripada jenama lain	1	2	3	4	5	6
23	Jenama ini dapat menyelesaikan tugas saya lebih	1	2	3	4	5	6

	baik daripada jenama lain.						
24	Peningkatan harga tidak menghalang saya untuk membeli jenama ini	1	2	3	4	5	6
25	Jenama ini memberikan nilai terbaik untuk wang	1	2	3	4	5	6
26	Jenama yang saya gunakan, mengenakan harga yang berpatutan	1	2	3	4	5	6
27	Secara perbandingan jenama yang saya gunakan mengenakan harga yang rendah	1	2	3	4	5	6
28	Jenama ini menawarkan nilai terbaik untuk harga yang saya bayar	1	2	3	4	5	6
29	Kebiasaanya, saya menerima sebarang perubahan harga pada jenama ini	1	2	3	4	5	6
30	Jenama ini ditawarkan pada harga yang berpatutan	1	2	3	4	5	6
31	Jenama ini diiklankan secara intensif	1	2	3	4	5	6
32	Kempen-kempen iklan untuk jenama ini sering dilihat	1	2	3	4	5	6
33	Kempen-kempen iklan untuk jenama ini kelihatan sangat mahal, berbranding dengan kempen untuk jenama pesaing	1	2	3	4	5	6
34	Saya rasa pengiklanan, secara amnya, sangat baik	1	2	3	4	5	6
35	Secara umum, saya suka kempen pengiklanan yang dibelanjakan untuk jenama ini	1	2	3	4	5	6
36	Pendapat saya mengenai pengiklanan jenama ini adalah sangat tinggi	1	2	3	4	5	6
37	Saya rasa jenama ini diiklankan secara intensif berbranding dengan jenama pesaing	1	2	3	4	5	6
38	Jenama ini mempunyai kepelbagaian imej berbranding dengan jenama lain	1	2	3	4	5	6
39	Produk ini mempunyai imej yang bersih	1	2	3	4	5	6
40	Jenama ini diterima umum	1	2	3	4	5	6

41	Jenama ini sentiasa memperbaharui teknologi untuk meningkatkan perkhidmatan	1	2	3	4	5	6
42	Jenama ini amat sesuai dengan gaya hidup saya	1	2	3	4	5	6
43	Secara keseluruhan jenama ini memberi nilai yang baik untuk harga yang saya bayar	1	2	3	4	5	6
44	Jenama ini menawarkan pilihan terbaik untuk telefon bimbit	1	2	3	4	5	6
45	Jenama ini menyediakan pelbagai reka bentuk	1	2	3	4	5	6
46	Reka Bentuk jenama ini adalah sesuai untuk saya	1	2	3	4	5	6
47	Reka Bentuk jenama mempunyai ciri-ciri yang tersendiri	1	2	3	4	5	6
48	Reka Bentuk jenama ini terbaru dan bergaya	1	2	3	4	5	6

“Terima kasih di atas kerjasama anda”

APPENDIX B

RELIABILITY FOR PILOT TEST

a) Brand Loyalty

Case Processing Summary

	N	%
Valid	50	100.0
Cases Excluded ^a	0	.0
Total	50	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.950	10

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

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I consider myself loyal to this brand	33.66	80.270	.779	.945
I feel this is the only brand of this product I need	34.22	82.053	.708	.948
This is the one brand I would prefer to buy or use	34.00	80.367	.834	.942
If this brand is not available in the store when I need it, I will buy it another time	34.06	82.098	.689	.949
If someone makes a negative comment about this brand, I would defend it	34.26	84.604	.673	.949
I often tell my friends how good this brand is	34.12	81.863	.790	.944
Although another brand is on sale, I still buy this brand	34.04	79.672	.822	.943
I always think of this brand over other brand when I consider buying mobile phone	34.00	79.878	.846	.942
I always find myself consistently buying this brand over the other brands	34.02	78.836	.910	.939
I feel more loyal to this brand than the other brands	34.00	81.469	.819	.943

b) Brand Reputation

Case Processing Summary

		N	%
Cases	Valid	49	98.0
	Excluded ^a	1	2.0
	Total	50	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.893	8

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

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
This brand has a reputation for being good	29.98	23.145	.847	.861
Other people have told me that this brand is reliable	30.10	24.844	.801	.868
This brand is reputed to perform well	30.00	27.417	.620	.885
It is important that I buy a brand with a good reputation	29.51	29.338	.317	.909
People I know think highly of this brand	30.27	25.116	.658	.882
I consider this brand as most favourable brand in terms of brand reputation	30.29	24.208	.790	.868
I consider this brand as most publicly recognized brand in terms of brand reputation	30.08	24.827	.691	.878
I consider this brand as most reliable brand in terms of brand reputation	30.20	25.416	.657	.881

c) Brand Competence

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.940	5

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

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
This brand is the best one for this category of products	16.12	11.700	.818	.931
This brand performs better than other brands	16.20	11.796	.870	.921
This brand more effective than other brands	16.20	11.633	.875	.920
This brand meets my needs better than other brands	16.04	12.366	.800	.933
This brand accomplishes its task better than other brands	16.16	12.382	.838	.927

d) Price

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.788	7

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

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Increases of price not hamper me to purchase	25.14	12.531	.427	.782
The brand provides goods rate for money	24.68	12.998	.421	.780
The brand I use, charge fair prices	24.42	12.208	.639	.739
Comparatively the brand I use charge low price	24.66	12.066	.597	.745
The brand offers good value for price I paid	24.48	12.296	.635	.740
I usually accept any changes in price of the brand	24.76	13.043	.444	.775
The brand is offered at reasonable price	24.54	13.151	.484	.767

e) Advertising Spending

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.940	7

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

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
The brand name is advertised intensively	24.94	30.588	.743	.936
The ad campaigns for this brand are frequently seen	24.80	28.367	.867	.924
The ad campaigns for this brand seem very expensive, compared to campaign for competing brands	25.26	30.564	.665	.943
I think advertising is, in general, very good	24.84	29.607	.841	.927
In general, I like the advertising campaigns for this brand spending	24.96	30.447	.803	.931
My opinion about this brand advertising is very high	25.06	28.711	.879	.923
I think this brand is intensively advertised, compared to competing brand	25.10	29.357	.829	.928

f) Brand Image

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.853	7

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

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
This brand has a differentiated image in comparison with the other brand	26.24	16.431	.593	.839
This brand has a clean image	26.10	16.867	.612	.834
This brand is well established	25.98	16.836	.718	.818
The brand always upgrades its technology to improve its services	26.02	16.796	.665	.825
The brand fits very well with my lifestyle	25.96	17.631	.749	.819
Overall this brand delivers a good value for the price I pay	25.88	17.700	.673	.827
This brand offers the best choice of mobile phone	26.10	18.786	.386	.866

g) Design

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.782	4

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

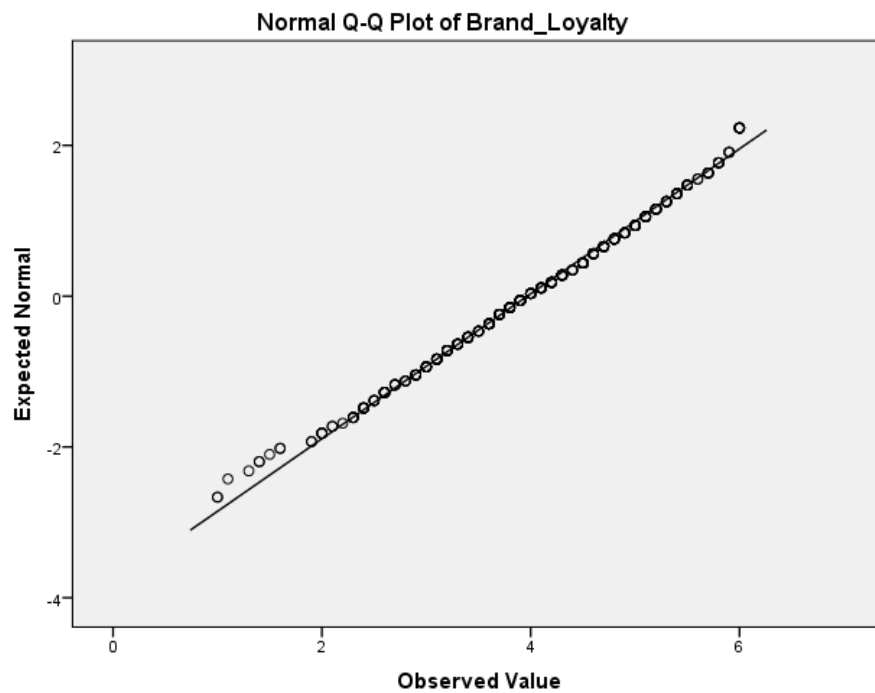
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
The brand provides wide variety of designs	13.62	3.955	.687	.678
Designs of this brand are suitable for me	13.40	4.041	.639	.702
Designs of the brand have distinctive features	13.58	4.738	.486	.776
Designs of the brand are trendy and fashionable	13.58	3.759	.563	.751

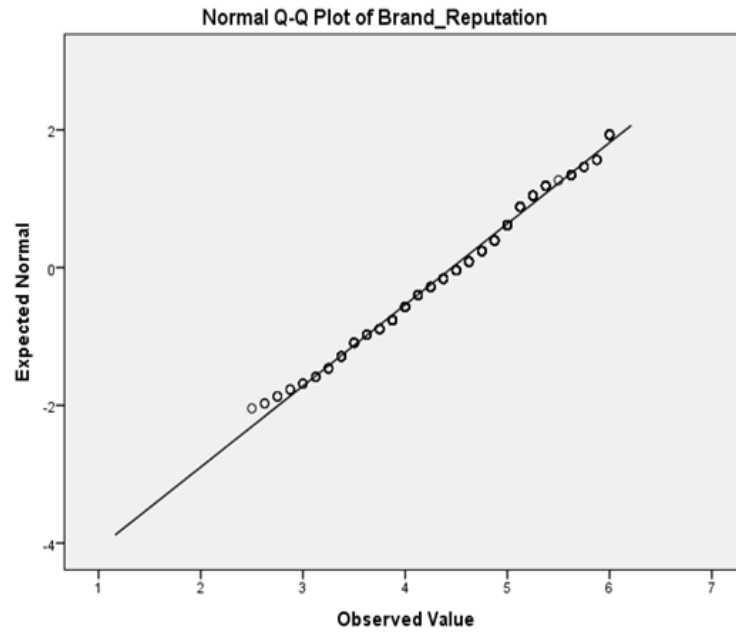
APPENDIX C

NORMALITY TEST

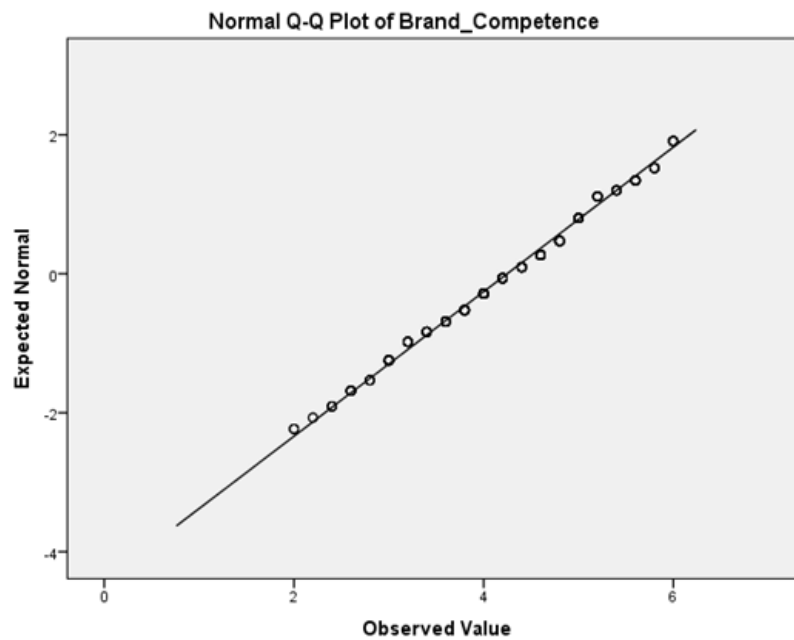
a) Brand Loyalty



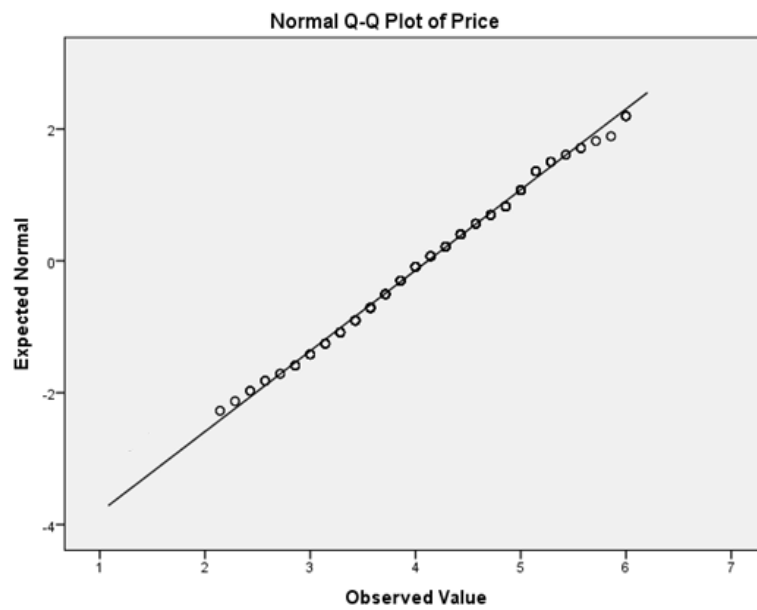
b) Brand Reputation



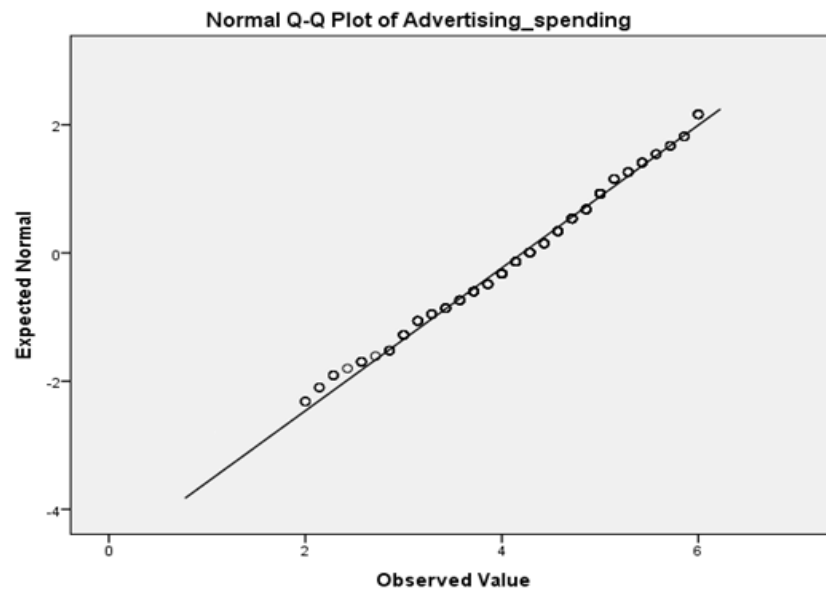
c) Brand Competence



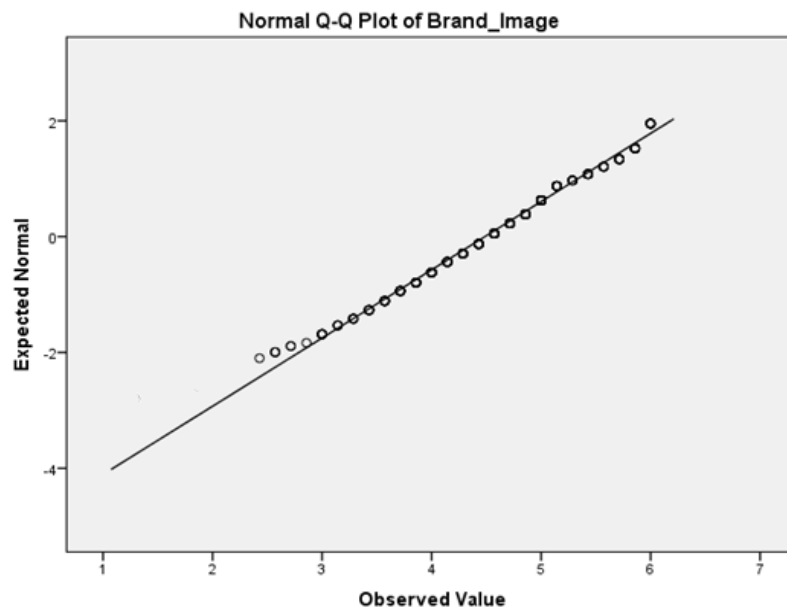
d) Price



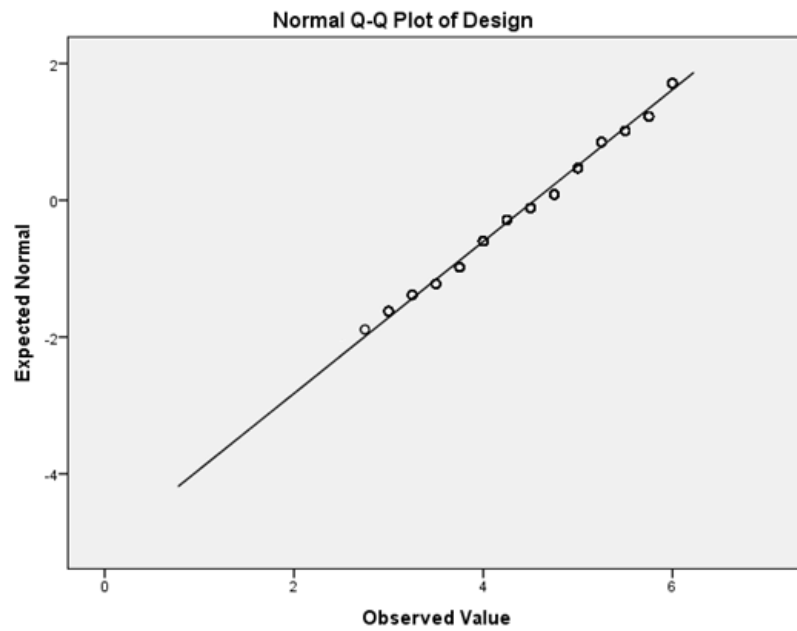
e) Advertising Spending



f) Brand Image



g) Design



APPENDIX D

RELIABILITY FOR REAL TEST

a) Brand Loyalty

Case Processing Summary

		N	%
Cases	Valid	389	99.7
	Excluded ^a	1	.3
	Total	390	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.948	10

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

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I consider myself loyal to this brand	35.44	88.268	.766	.944
I feel this is the only brand of this product I need	35.82	88.380	.787	.943
This is the one brand I would prefer to buy or use	35.61	87.023	.819	.941
If this brand is not available in the store when I need it, I will buy it another time	35.80	88.123	.734	.945
If someone makes a negative comment about this brand, I would defend it	35.87	91.030	.698	.947
I often tell my friends how good this brand is	35.71	90.201	.731	.945
Although another brand is on sale, I still buy this brand	35.74	87.302	.809	.942
I always think of this brand over other brand when I consider buying mobile phone	35.67	87.983	.823	.941
I always find myself consistently buying this brand over the other brands	35.76	87.905	.824	.941
I feel more loyal to this brand than the other brands	35.73	86.785	.832	.941

b) Brand Reputation

Case Processing Summary

		N	%
Cases	Valid	389	99.7
	Excluded ^a	1	.3
	Total	390	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.930	8

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

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
This brand has a reputation for being good	31.16	34.926	.817	.916
Other people have told me that this brand is reliable	31.26	35.435	.782	.919
This brand is reputed to perform well	31.15	36.703	.774	.920
It is important that I buy a brand with a good reputation	30.76	38.874	.536	.936
People I know think highly of this brand	31.29	36.048	.727	.923
I consider this brand as most favourable brand in terms of brand reputation	31.35	34.253	.833	.914
I consider this brand as most publicly recognized brand in terms of brand reputation	31.31	34.956	.786	.918
I consider this brand as most reliable brand in terms of brand reputation	31.35	34.743	.809	.916

c) Brand Competence

Case Processing Summary

		N	%
Cases	Valid	390	100.0
	Excluded ^a	0	.0
	Total	390	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.939	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
This brand is the best one for this category of products	16.97	15.246	.802	.931
This brand performs better than other brands	17.01	14.666	.860	.921
This brand more effective than other brands	17.02	14.922	.878	.918
This brand meets my needs better than other brands	16.90	14.870	.840	.925
This brand accomplishes its task better than other brands	17.04	15.292	.804	.931

d) Price

Case Processing Summary

		N	%
Cases	Valid	390	100.0
	Excluded ^a	0	.0
	Total	390	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.891	7

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

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Increases of price not hamper me to purchase	25.03	23.788	.652	.881
The brand provides goods rate for money	24.69	23.866	.738	.869
The brand I use, charge fair prices	24.52	24.728	.740	.870
Comparatively the brand I use charge low price	24.85	24.891	.649	.880
The brand offers good value for price I paid	24.53	24.286	.738	.869
I usually accept any changes in price of the brand	24.81	24.942	.606	.886
The brand is offered at reasonable price	24.48	25.037	.717	.873

e) Advertising Spending

Case Processing Summary

		N	%
Cases	Valid	390	100.0
	Excluded ^a	0	.0
	Total	390	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.928	7

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

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
The brand name is advertised intensively	25.09	30.482	.718	.923
The ad campaigns for this brand are frequently seen	25.19	29.133	.777	.917
The ad campaigns for this brand seem very expensive, compared to campaign for competing brands	25.38	29.588	.715	.923
I think advertising is, in general, very good	25.15	29.750	.753	.919
In general, I like the advertising campaigns for this brand spending	25.29	29.012	.818	.913
My opinion about this brand advertising is very high	25.35	28.969	.800	.915
I think this brand is intensively advertised, compared to competing brand	25.35	28.414	.826	.912

f) Brand Image

Case Processing Summary

		N	%
Cases	Valid	390	100.0
	Excluded ^a	0	.0
	Total	390	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.923	7

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

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
This brand has a differentiated image in comparison with the other brand	27.15	26.633	.678	.919
This brand has a clean image	26.97	26.032	.758	.911
This brand is well established	26.73	27.146	.754	.912
The brand always upgrades its technology to improve its services	26.85	25.767	.762	.910
The brand fits very well with my lifestyle	26.90	25.810	.821	.904
Overall this brand delivers a good value for the price I pay	26.89	26.166	.786	.908
This brand offers the best choice of mobile phone	26.96	26.420	.757	.911

g) Design

Case Processing Summary

		N	%
Cases	Valid	390	100.0
	Excluded ^a	0	.0
	Total	390	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.905	4

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

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
The brand provides wide variety of designs	13.68	7.658	.756	.888
Designs of this brand are suitable for me	13.58	7.580	.787	.877
Designs of the brand have distinctive features	13.61	7.616	.809	.870
Designs of the brand are trendy and fashionable	13.63	7.225	.795	.874

APPENDIX D **DESCRIPTIVE STATISTIC**

FREQUENCY TABLE

a) Gender

Gender				
	Frequency	Percent	Valid Percent	Cumulative Percent
Female	213	54.6	54.6	54.6
Valid Male	177	45.4	45.4	100.0
Total	390	100.0	100.0	

b) Ethnic Group

Ethnic group				
	Frequency	Percent	Valid Percent	Cumulative Percent
Malay	255	65.4	65.4	65.4
Chinese	80	20.5	20.5	85.9
Valid Indian	26	6.7	6.7	92.6
others	29	7.4	7.4	100.0
Total	390	100.0	100.0	

c) Age

Age				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-25 years old	343	87.9	87.9
	26-30 years old	38	9.7	97.7
	above 30 years old	9	2.3	100.0
	Total	390	100.0	100.0

d) Religion

Religion				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Muslim	265	67.9	67.9
	Christian	36	9.2	77.2
	Buddhist	61	15.6	92.8
	Hindu	25	6.4	99.2
	Others	3	.8	100.0
	Total	390	100.0	100.0

e) Level of study

Level of study at UUM				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Degree	296	75.9	75.9
	Masters	56	14.4	90.3
	Phd	38	9.7	100.0
	Total	390	100.0	100.0

f) College

College				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	COB	242	62.1	62.1
	CAS	44	11.3	73.3
	COLGIS	104	26.7	100.0
	Total	390	100.0	

g) Mobile phone brand name

What is your mobile phone brand name?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Samsung	195	50.0	50.0
	Sony	66	16.9	66.9
	Nokia	54	13.8	80.8
	Blackberry	18	4.6	85.4
	Apple	19	4.9	90.3
	HTC	10	2.6	92.8
	Motorola	3	.8	93.6
	Others	25	6.4	100.0
	Total	390	100.0	

h) Duration using Mobile phone

How long has you been using the mobile phone in question 9

	Frequency	Percent	Valid Percent	Cumulative Percent
less than 1 years	25	6.4	6.4	6.4
1-2 years	205	52.6	52.6	59.0
3-5 years	112	28.7	28.7	87.7
6-10 years	44	11.3	11.3	99.0
over 10 years	4	1.0	1.0	100.0
Total	390	100.0	100.0	

APPENDIX E

DESCRIPTIVE

a) Descriptive (Mean and Standard Deviation for all variable)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic
Brand_Loyalty	390	1.00	6.00	3.9674	1.03994
Brand_Reputation	390	1.38	6.00	4.4590	.84916
Brand_Competence	390	1.00	6.00	4.2472	.96095
Price	390	1.29	6.00	4.1168	.81768
Advertising_spending	390	1.00	6.00	4.2095	.89736
Brand_Image	390	1.29	6.00	4.4868	.84897
Design	390	1.00	6.00	4.5423	.89995
Valid N (listwise)	390				

b) Brand Loyalty

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic
I consider myself loyal to this brand	390	1	6	4.24	1.281
I feel this is the only brand of this product I need	390	1	6	3.86	1.249
This is the one brand I would prefer to buy or use	390	1	6	4.07	1.290
If this brand is not available in the store when I need it, I will buy it another time	390	1	6	3.88	1.339
If someone makes a negative comment about this brand, I would defend it	390	1	6	3.81	1.195
I often tell my friends how good this brand is	390	1	6	3.97	1.204
Although another brand is on sale, I still buy this brand	390	1	6	3.95	1.285
I always think of this brand over other brand when I consider buying mobile phone	390	1	6	4.01	1.223
I always find myself consistently buying this brand over the other brands	390	1	6	3.93	1.226
I feel more loyal to this brand than the other brands	390	1	6	3.95	1.286
Brand_Loyalty	390	1.00	6.00	3.9674	1.03994
Valid N (listwise)	390				

c) Brand Reputation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic
This brand has a reputation for being good	390	1	6	4.50	1.053
Other people have told me that this brand is reliable	390	1	6	4.40	1.041
This brand is reputed to perform well	390	1	6	4.52	.923
It is important that I buy a brand with a good reputation	390	1	6	4.90	.960
People I know think highly of this brand	390	1	6	4.37	1.040
I consider this brand as most favourable brand in terms of brand reputation	390	1	6	4.32	1.102
I consider this brand as most publicly recognized brand in terms of brand reputation	390	1	6	4.35	1.084
I consider this brand as most reliable brand in terms of brand reputation	390	1	6	4.32	1.081
Brand_Reputation	390	1.38	6.00	4.4590	.84916
Valid N (listwise)	390				

d) Brand Competence

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic
This brand is the best one for this category of products	390	1	6	4.27	1.069
This brand performs better than other brands	390	1	6	4.22	1.096
This brand more effective than other brands	390	1	6	4.21	1.043
This brand meets my needs better than other brands	390	1	6	4.33	1.086
This brand accomplishes its task better than other brands	390	1	6	4.20	1.061
Brand_Competence	390	1.00	6.00	4.2472	.96095
Valid N (listwise)	390				

e) Price

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic
Increases of price not hamper me to purchase	390	1	6	3.79	1.188
The brand provides goods rate for money	390	1	6	4.13	1.074
The brand I use, charge fair prices	390	1	6	4.30	.965
Comparatively the brand I use charge low price	390	1	6	3.96	1.046
The brand offers good value for price I paid	390	1	6	4.29	1.021
I usually accept any changes in price of the brand	390	1	6	4.01	1.094
The brand is offered at reasonable price	390	1	6	4.34	.950
Price	390	1.29	6.00	4.1168	.81768
Valid N (listwise)	390				

f) Advertising Spending

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic
The brand name is advertised intensively	390	1	6	4.37	1.005
The ad campaigns for this brand are frequently seen	390	1	6	4.27	1.089
The ad campaigns for this brand seem very expensive, compared to campaign for competing brands	390	1	6	4.09	1.111
I think advertising is, in general, very good	390	1	6	4.32	1.048
In general, I like the advertising campaigns for this brand spending	390	1	6	4.18	1.058
My opinion about this brand advertising is very high	390	1	6	4.12	1.082
I think this brand is intensively advertised, compared to competing brand	390	1	6	4.12	1.113
Advertising_spending	390	1.00	6.00	4.2095	.89736
Valid N (listwise)	390				

g) Brand Image

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic
This brand has a differentiated image in comparison with the other brand	390	1	6	4.26	1.076
This brand has a clean image	390	1	6	4.44	1.056
This brand is well established	390	1	6	4.68	.930
The brand always upgrades its technology to improve its services	390	1	6	4.56	1.083
The brand fits very well with my lifestyle	390	1	6	4.51	1.016
Overall this brand delivers a good value for the price I pay	390	1	6	4.51	1.011
This brand offers the best choice of mobile phone	390	1	6	4.45	1.012
Brand_Image	390	1.29	6.00	4.4868	.84897
Valid N (listwise)	390				

h) Design

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic
The brand provides wide variety of designs	390	1	6	4.49	1.018
Designs of this brand are suitable for me	390	1	6	4.58	1.007
Designs of the brand have distinctive features	390	1	6	4.56	.981
Designs of the brand are trendy and fashionable	390	1	6	4.54	1.072
Design	390	1.00	6.00	4.5423	.89995
Valid N (listwise)	390				

APPENDIX F **INDEPENDENT SAMPLES T-TEST**

a) Gender

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Brand_Loyalty	Female	213	4.0136	1.01937	.06985
	Male	177	3.9119	1.06442	.08001

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_L	Equal variances assumed	1.996	.158	.962	388	.337	.10175	.10578	-.10622	.30973
	Equal variances not assumed			.958	368.705	.339	.10175	.10620	-.10709	.31059

APPENDIX G

ONE-WAY ANOVA

a) Ethnic group

Descriptives

Brand_Loyalty

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Malay	255	3.9627	1.02199	.06400	3.8367	4.0888	1.00	6.00
Chinese	80	3.9613	1.10092	.12309	3.7163	4.2062	1.10	5.80
Indian	26	3.8385	1.14929	.22539	3.3743	4.3027	1.30	6.00
Others	29	4.1414	.95076	.17655	3.7797	4.5030	2.10	6.00
Total	390	3.9674	1.03994	.05266	3.8639	4.0710	1.00	6.00

Test of Homogeneity of Variances

Brand_Loyalty

Levene Statistic	df1	df2	Sig.
.419	3	386	.739

ANOVA

Brand_Loyalty

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.319	3	.440	.405	.750
Within Groups	419.378	386	1.086		
Total	420.696	389			

b) Age

Descriptives

Brand_Loyalty

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min	Max
					Lower Bound	Upper Bound		
20-25 years old	343	3.9612	1.03880	.05609	3.8509	4.0715	1.00	6.00
26-30 years old	38	4.1237	1.03856	.16848	3.7823	4.4651	1.90	6.00
above 30 years old	9	3.5444	1.07134	.35711	2.7209	4.3680	1.90	5.00
Total	390	3.9674	1.03994	.05266	3.8639	4.0710	1.00	6.00

Test of Homogeneity of Variances

Brand_Loyalty

Levene Statistic	df1	df2	Sig.
.001	2	387	.999

ANOVA

Brand_Loyalty

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.551	2	1.276	1.181	.308
Within Groups	418.145	387	1.080		
Total	420.696	389			

c) Religion

Descriptives

Brand_Loyalty

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min	Max
					Lower Bound	Upper Bound		
Islam	265	3.9743	1.01859	.06257	3.8511	4.0975	1.00	6.00
Christian	36	4.0556	1.03135	.17189	3.7066	4.4045	2.30	5.80
Buddhist	61	3.9115	1.11611	.14290	3.6256	4.1973	1.10	5.70
Hindu	25	3.8760	1.15660	.23132	3.3986	4.3534	1.30	6.00
Others	3	4.2000	.96437	.55678	1.8044	6.5956	3.10	4.90
Total	390	3.9674	1.03994	.05266	3.8639	4.0710	1.00	6.00

Test of Homogeneity of Variances

Brand_Loyalty

Levene Statistic	df1	df2	Sig.
.333	4	385	.855

ANOVA

Brand_Loyalty

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.854	4	.214	.196	.940
Within Groups	419.842	385	1.090		
Total	420.696	389			

d) Level of education

Descriptives

Brand_Loyalty

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Degree	296	3.9807	1.02765	.05973	3.8632	4.0983	1.00	6.00
Masters	56	4.0125	.97683	.13053	3.7509	4.2741	1.40	6.00
Phd	38	3.7974	1.22375	.19852	3.3951	4.1996	1.00	5.90
Total	390	3.9674	1.03994	.05266	3.8639	4.0710	1.00	6.00

Test of Homogeneity of Variances

Brand_Loyalty

Levene Statistic	df1	df2	Sig.
1.581	2	387	.207

ANOVA

Brand_Loyalty

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.265	2	.633	.584	.558
Within Groups	419.431	387	1.084		
Total	420.696	389			

e) Mobile phone Brand name

Descriptives

Brand_Loyalty

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min	Max
					Lower Bound	Upper Bound		
Samsung	195	3.9267	.96410	.06904	3.7905	4.0628	1.00	6.00
Sony	66	4.1439	1.06122	.13063	3.8831	4.4048	1.90	6.00
Nokia	54	3.8259	.92434	.12579	3.5736	4.0782	1.30	6.00
Blackberry	18	3.8278	1.14214	.26920	3.2598	4.3957	2.00	6.00
Apple	19	4.9053	.91072	.20893	4.4663	5.3442	2.50	6.00
HTC	10	4.1100	1.28621	.40673	3.1899	5.0301	1.60	5.80
Motorola	3	2.8667	.46188	.26667	1.7193	4.0140	2.60	3.40
Others	25	3.5880	1.31508	.26302	3.0452	4.1308	1.00	6.00
Total	390	3.9674	1.03994	.05266	3.8639	4.0710	1.00	6.00

Test of Homogeneity of Variances

Brand_Loyalty

Levene Statistic	df1	df2	Sig.
1.533	7	382	.154

ANOVA

Brand_Loyalty

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	27.961	7	3.994	3.885	.000
Within Groups	392.735	382	1.028		
Total	420.696	389			

APPENDIX H

PERSON CORRELATION

a) Person correlation (all variable)

		Correlations						
		BL	BR	BC	P	AS	BI	D
BL	Pearson Correlation	1	.742**	.775**	.707**	.545**	.705**	.628**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	390	390	390	390	390	390	390
BR	Pearson Correlation	.742**	1	.790**	.674**	.636**	.806**	.708**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	390	390	390	390	390	390	390
BC	Pearson Correlation	.775**	.790**	1	.704**	.597**	.788**	.702**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	390	390	390	390	390	390	390
P	Pearson Correlation	.707**	.674**	.704**	1	.561**	.704**	.673**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	390	390	390	390	390	390	390
AS	Pearson Correlation	.545**	.636**	.597**	.561**	1	.711**	.644**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	390	390	390	390	390	390	390
BI	Pearson Correlation	.705**	.806**	.788**	.704**	.711**	1	.839**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	390	390	390	390	390	390	390
D	Pearson Correlation	.628**	.708**	.702**	.673**	.644**	.839**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	390	390	390	390	390	390	390

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

BL (Brand Loyalty), BC (Brand Competence), P (price), AD (Advertising Spending), BI (Brand Image), D(Design

b) Person Correlation brand reputation

Descriptive Statistics

	Mean	Std. Deviation	N
Brand_Loyalty	3.9674	1.03994	390
Brand_Reputation	4.4590	.84916	390

Correlations

		Brand_Loyalty	Brand_ Reputation
Brand_Loyalty	Pearson Correlation	1	.742**
	Sig. (2-tailed)		.000
	N	390	390
Brand Reputation	Pearson Correlation	.742**	1
	Sig. (2-tailed)	.000	
	N	390	390

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

c) Person correlation brand competence

Descriptive Statistics

	Mean	Std. Deviation	N
Brand_Loyalty	3.9674	1.03994	390
Brand_Competence	4.2472	.96095	390

Correlations

		Brand_Loyalty	Brand Competence
Brand_Loyalty	Pearson Correlation	1	.775**
	Sig. (2-tailed)		.000
	N	390	390
Brand_Competence	Pearson Correlation	.775**	1
	Sig. (2-tailed)	.000	
	N	390	390

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

d) Person correlation Price

Descriptive Statistics

	Mean	Std. Deviation	N
Brand_Loyalty	3.9674	1.03994	390
Price	4.1168	.81768	390

Correlations

		Brand_Loyalty	Price
Brand_Loyalty	Pearson Correlation	1	.707**
	Sig. (2-tailed)		.000
	N	390	390
Price	Pearson Correlation	.707**	1
	Sig. (2-tailed)	.000	
	N	390	390

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

e) Person correlation advertising spending

Descriptive Statistics

	Mean	Std. Deviation	N
Brand_Loyalty	3.9674	1.03994	390
Advertising_spending	4.2095	.89736	390

Correlations

		Brand_Loyalty	Advertising_spending
Brand_Loyalty	Pearson Correlation	1	.545**
	Sig. (2-tailed)		.000
	N	390	390
Advertising_Spending	Pearson Correlation	.545**	1
	Sig. (2-tailed)	.000	
	N	390	390

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

f) Person correlation brand image

Descriptive Statistics

	Mean	Std. Deviation	N
Brand_Loyalty	3.9674	1.03994	390
Brand_Image	4.4868	.84897	390

Correlations

		Brand_Loyalty	Brand_Image
Brand_Loyalty	Pearson Correlation	1	.705**
	Sig. (2-tailed)		.000
	N	390	390
Brand_Image	Pearson Correlation	.705**	1
	Sig. (2-tailed)	.000	
	N	390	390

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

g) Person correlation design

Descriptive Statistics

	Mean	Std. Deviation	N
Brand_Loyalty	3.9674	1.03994	390
Design	4.5423	.89995	390

Correlations

		Brand_Loyalty	Design
Brand_Loyalty	Pearson Correlation	1	.628 **
	Sig. (2-tailed)		.000
	N	390	390
Design	Pearson Correlation	.628 **	1
	Sig. (2-tailed)	.000	
	N	390	390

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

APPENDIX I

MULTIPLE REGRESSIONS

Descriptive Statistics

	Mean	Std. Deviation	N
Brand_Loyalty	3.9674	1.03994	390
Brand_Reputation	4.4590	.84916	390
Brand_Competence	4.2472	.96095	390
Price	4.1168	.81768	390
Advertising_spending	4.2095	.89736	390
Brand_Image	4.4868	.84897	390
Design	4.5423	.89995	390

Correlations

		BL	BR	BC	P	AS	BI	D
Pearson Correlation	Brand_Loyalty	1.000	.742	.775	.707	.545	.705	.628
	Brand_Reputation	.742	1.000	.790	.674	.636	.806	.708
	Brand_Competence	.775	.790	1.000	.704	.597	.788	.702
	Price	.707	.674	.704	1.000	.561	.704	.673
	Advertising_spending	.545	.636	.597	.561	1.000	.711	.644
	Brand_Image	.705	.806	.788	.704	.711	1.000	.839
	Design	.628	.708	.702	.673	.644	.839	1.000
Sig. (1-tailed)	Brand_Loyalty	.	.000	.000	.000	.000	.000	.000
	Brand_Reputation	.000	.	.000	.000	.000	.000	.000
	Brand_Competence	.000	.000	.	.000	.000	.000	.000
	Price	.000	.000	.000	.	.000	.000	.000
	Advertising_spending	.000	.000	.000	.000	.	.000	.000
	Brand_Image	.000	.000	.000	.000	.000	.	.000
	Design	.000	.000	.000	.000	.000	.000	.
N	Brand_Loyalty	390	390	390	390	390	390	390
	Brand_Reputation	390	390	390	390	390	390	390
	Brand_Competence	390	390	390	390	390	390	390
	Price	390	390	390	390	390	390	390
	Advertising_spending	390	390	390	390	390	390	390
	Brand_Image	390	390	390	390	390	390	390
	Design	390	390	390	390	390	390	390

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Design, Advertising_spending, Price, Brand_Reputation, Brand_Competence, Brand_Image ^b		Enter

a. Dependent Variable: Brand_Loyalty

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.823 ^a	.677	.672	.59535

a. Predictors: (Constant), Design, Advertising_spending, Price, Brand_Reputation, Brand_Competence, Brand_Image

b. Dependent Variable: Brand_Loyalty

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	284.945	6	47.491	133.988	.000 ^b
	Residual	135.751	383	.354		
	Total	420.696	389			

a. Dependent Variable: Brand_Loyalty

b. Predictors: (Constant), Design, Advertising_spending, Price, Brand_Reputation, Brand_Competence, Brand_Image

Coefficients ^a													
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics		
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	-.604	.181		-3.347	.001	-.959	-.249					
	Brand_Reputation	.312	.067	.255	4.639	.000	.180	.445	.742	.231	.135	.279	3.585
	Brand_Competence	.407	.059	.376	6.957	.000	.292	.522	.775	.335	.202	.288	3.468
	Price	.328	.057	.258	5.775	.000	.216	.440	.707	.283	.168	.423	2.367
	Advertising_spe nding	5.811E-005	.049	.000	-.001	.999	-.096	.096	.545	.000	.000	.475	2.104
	Brand_Image	.056	.085	.046	.655	.513	-.112	.224	.705	.033	.019	.174	5.759
	Design	-.033	.064	-.029	-.520	.603	-.158	.092	.628	-.027	-.015	.279	3.589

a. Dependent Variable: Brand_Loyalty

Casewise Diagnostics^a

Case Number	Std. Residual	Brand_Loyalty	Predicted Value	Residual
39	-3.372	2.00	4.0076	-2.00760
44	-4.404	1.40	4.0217	-2.62168
301	-3.305	2.70	4.6679	-1.96791

a. Dependent Variable: Brand_Loyalty

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.3691	5.8579	3.9674	.85587	390
Std. Predicted Value	-3.036	2.209	.000	1.000	390
Standard Error of Predicted Value	.035	.231	.074	.029	390
Adjusted Predicted Value	1.3986	5.8501	3.9685	.85388	390
Residual	-2.62168	1.61060	.00000	.59074	390
Std. Residual	-4.404	2.705	.000	.992	390
Stud. Residual	-4.429	2.740	-.001	1.004	390
Deleted Residual	-2.65159	1.72568	-.00104	.60492	390
Stud. Deleted Residual	-4.541	2.763	-.002	1.009	390
Mahal. Distance	.361	57.745	5.985	6.787	390
Cook's Distance	.000	.128	.003	.011	390
Centered Leverage Value	.001	.148	.015	.017	390

a. Dependent Variable: Brand_Loyalty