TO SHARE OR NOT?

FACTORS INFLUENCING WORD OF MOUTH COMMUNICATION

GOH CHIN WEI

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FACTORS INFLUENCING WORD OF MOUTH COMMUNICATION

By

GOH CHIN WEI

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Othman Yeop Abdullah Graduate School of Business,

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ABSTRAK

Kajian penyelidikan ini dilaksanakan bertujuan untuk menentukan factor-faktor yang mempengaruhi komunikasi mulut dikalangan pengguna telefon bimbit. Selain itu, ia bertujuan adalah untuk mengetahui pengaruh memeriksa lima faktor yang terdiri daripada tanggapan nilai, kualiti perkhimatan, kepuasan pelanggan, kecintaan jenama dan kepercayaan jenama dalam mempengaruhi komunikasi mulut. Perhubungan yang dihipotesiskan diuji menggunakan maklumbalas kaji selidik daripada sampel 400 responden. Kajian ini telah dijalankan di kalangan generasi muda dari Universiti Utara Malaysia (UUM), Sintok Kedah. Data diproses dengan menggunakan kaedah analisis kuantitatif. Data yang diperolehi dianalysis menggunakan perisian "Statistical Package for the Social Sciences" (SPSS) versi 19.0. Kaedah-kaedah yang digunakan dalam menganalisis data adalah Ujian Normal, Ujian Kebolehpercayaan, Analisis Deskriptif, Analisis ANOVA, Analysis Ujian T Sampel Bebas, Ujian Kolerasi Pearson Pekali dan Analisis Regresi Berganda. Dapatan kajian menunjukkan bahawa lima pembolehubah bersandar mempunyai hubungan positif yang kuat dengan komunikasi mulut. Selain itu, hasil kajian menunjukkan bahawa kecintaan jenama mempunyai hubungan positif yang paling kuat dengan komunikasi mulut dengan nilai korelasi 0.802, diikuti dengan kepercayan jenama dengan nilai korelai 0.793. Di samping itu, ujian regressi yang telah dijalankan menunjukkan bahawa kepercayaan jenama dan kecintaan jenama adalah faktor-faktor yang paling kuat mempengaruhi komunikasi mulut.

Kata kunci: Kualiti perkhidmatan, Tanggapan nilai, Kepuasan pelanggan, Kepercayaan jenama, Kecintaan jenama, Komunikasi mulut.

ABSTRACT

The objective of this study is to determine the factors that will influence on word of mouth communication among mobile phone users. In this study, five factors which are perceived value, perceived quality, customers' satisfaction, brand love and brand trust are examined to determine whether these factors influenced word of mouth communication. Hypothesized relationships are tested using survey responses from a sample of 393 respondents. This study was conducted among young adults from Universiti Utara Malaysia (UUM), Sintok Kedah. The data were analysed using Statistical Package for the Social Sciences (SPSS) version 19.0. The methods used in analysing the data are Normality test, Reliability test, Descriptive Analysis, ANOVA, Independent Sample T-Test, Pearson Correlation Analysis and Multiple Regression Analysis. The findings indicated that all the five independent variables have a strong positive relationship with word of mouth. In addition, the results showed that brand love had the strongest significant positive relationship with word of mouth communication with correlation value of 0.802, followed by brand trust with correlation value of 0.793. Pearson correlation analysis that was conducted showed that brand trust and brand love are the strongest factors influencing word of mouth communication.

Keywords: Perceived value, Perceived quality, Customer satisfaction, Brand love, Brand trust, Word of mouth communication.

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CHAPTER 1

INTRODUCTION

1.0 Chapter Introduction

In this chapter, an overview and background of study will be discussed. A problem statement will follow. Next, the purpose and research questions in this study will be outlined. Significant of study and organization of study will also be discussed at the end of the chapter.

1.1 Background of the Study

Satisfying demanding and unique needs and wants of customers and making them loyal towards the offering of any company is the ultimate goal of every organization. In the consumer market, as stated by Taghizadeh, Taghipourian and Khazaei (2013), loyalty is an essential goal and also is a key element for a company to build long-term sustainability and growth since loyal consumers is more willingness to make recommendations, advice and suggestions. Furthermore, being a loyal consumer is not enough if the consumer does not a possess loyalty behavior. This loyalty behavior refers to action that is being done explicitly by consumers such as promoting and sharing companies' offerings to friends and family. This loyalty action is known as word of mouth (WOM). Nowadays marketers are very concerned about word of mouth communication in promoting a service or product. Word of mouth communication is an essential element for consumer marketers. In addition, word of mouth communication is a strong form of promotion and a source of information that significantly influenced consumers' attitudes and behaviors.

Companies are giving an attention on their communications with consumers, especially related to brands, products and services. However, these communications are often interrupted by customer-to-customer interaction. Consumers would like to exchange information and experience with each other in favour to influence each other's attitude and behaviors. This creates threats between companies-customer communication channels (Blazevic et al., 2013). Keller (2007) indicates that there are 3.5 billion word of mouth conversations by consumers daily. These consumers have the intention to influence other people in consumption behaviors which include experiences relate to product, service and brands. Therefore, word of mouth communication is an opportunity and a powerful tool to influence consumers' attitudes and behaviors (Mazzarol, Sweeney and Soutar, 2007).

Word of mouth is an informal conversation and it is interactive, speedy and sincere. Besides, it does not have any commercial biases or prejudice between consumers (Arndt, 1967; Fazlzadeh Bagherzadeh and Mohamadi, 2011). For that reason, numerous people will use friends and family opinions as reference points in their purchase decision when they need some knowledge and information related to a particular brand or products. Consumers will rely more on the advice, opinion and suggestions from people who have knowledge and experienced.

Katz and Lazarsfeld (1955) suggested that the traditional method of marketing tools such as personal selling, printed advertising and radio advertising are losing their effectiveness to persuade consumers. In this relation, 90% of the advertising is viewed by consumers as non-credible while 90% of word of mouth

communicated is treated as credible (Lee Thomas, Mullen and Fraedrich, 2011). Correspondingly, Arndt (1967) also supported that "people's recommendations" were three times effectively than advertising in terms of encouraging people to purchase over 60 diverse items for consumption. This has led to an increased in the effectiveness of word of mouth. Thus, word of mouth has communication become a useful and functional channel for sharing information in the society and it will continually expand in its importance. Word of mouth communication is a potential persuasive force in the transmission detail of information about new products.

Figure 1.1 shows a survey conducted by Small and Medium Sized Businesses (SMBs) Internet Marketing Survey in Year 2013.

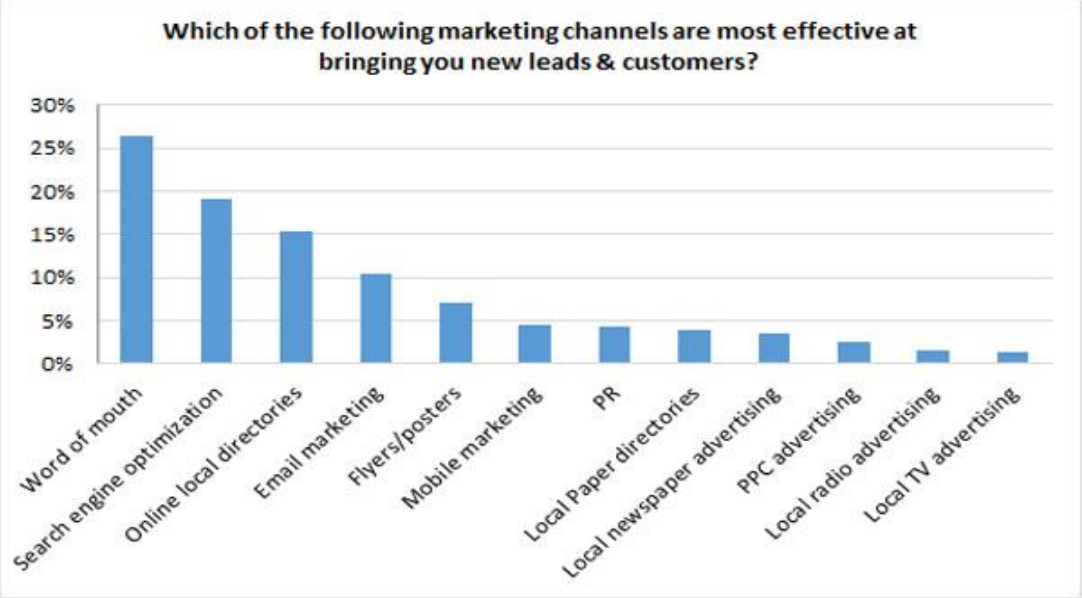

Figure 1.1
Marketing Channels that are Most Effective in bring New Customers
Source: Small and Medium Sized Businesses (SMBs) Internet Marketing Survey (2013)

Word of mouth is one of the best and low cost advertising tools in influencing consumers into brand switching. Day (1971) also concluded that word of mouth is nine times as effective as advertising in attitude switching by the consumer. Figure 1.2 shows the result of a survey recently conducted by Nielsen Company. It shows that consumers have the most trust on word of mouth communication by people they know as compared to other forms of advertising. The study found that 92% of consumers trusted recommendation from their family and friends regarding to product advertising.

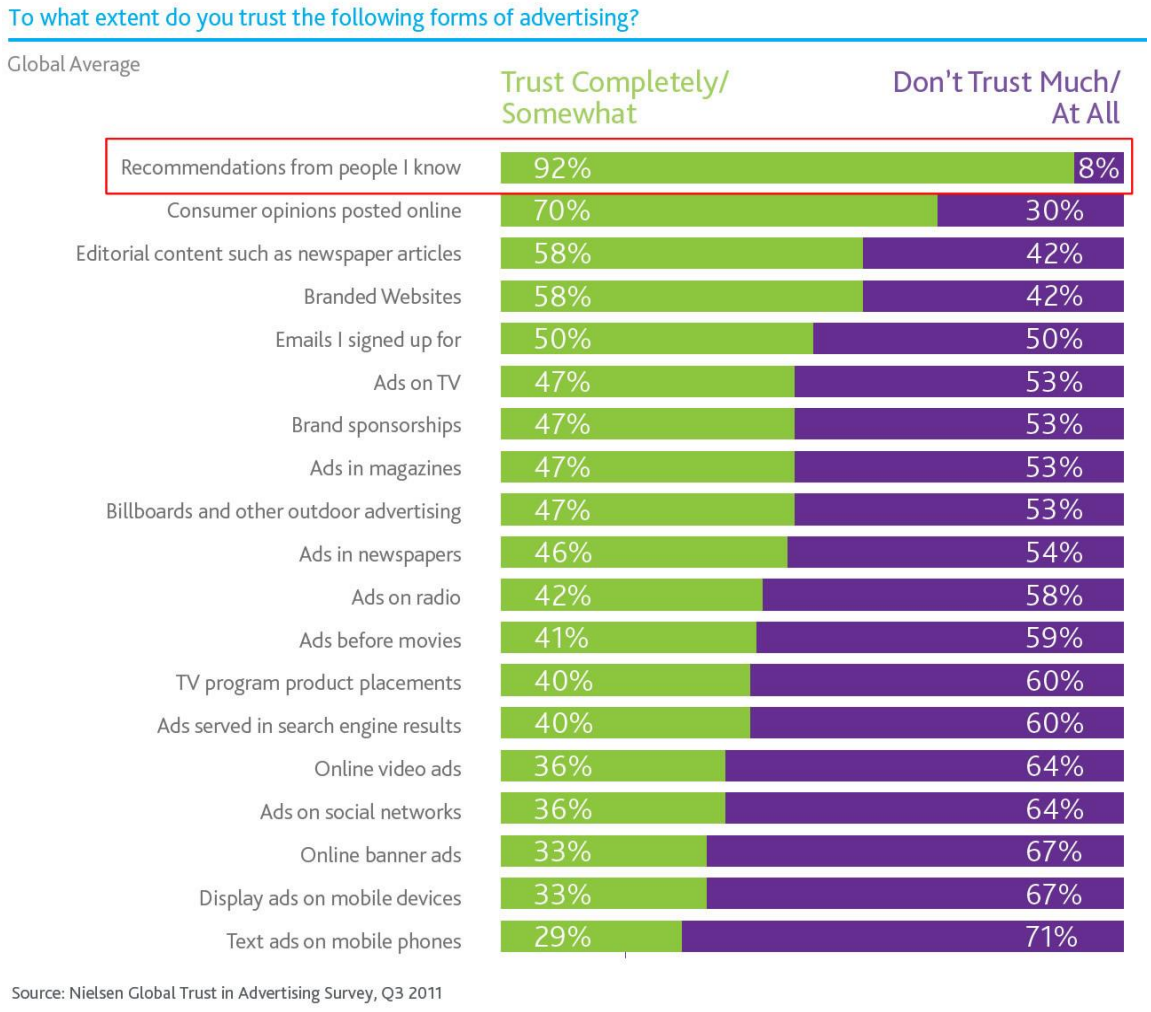

Figure 1.2
The Extent of Consumer's Trust in Different Types of Advertising
Source: Nielsen Advertising Survey, 2011

Similarly, Nielsen's 2013 Global survey related to trust in advertising showed 84% of consumers worldwide are trustworthy on word of mouth recommendations from their trusted families and friends. The result of the study by Nielsen (2013) is shown in Figure 1.3 below.

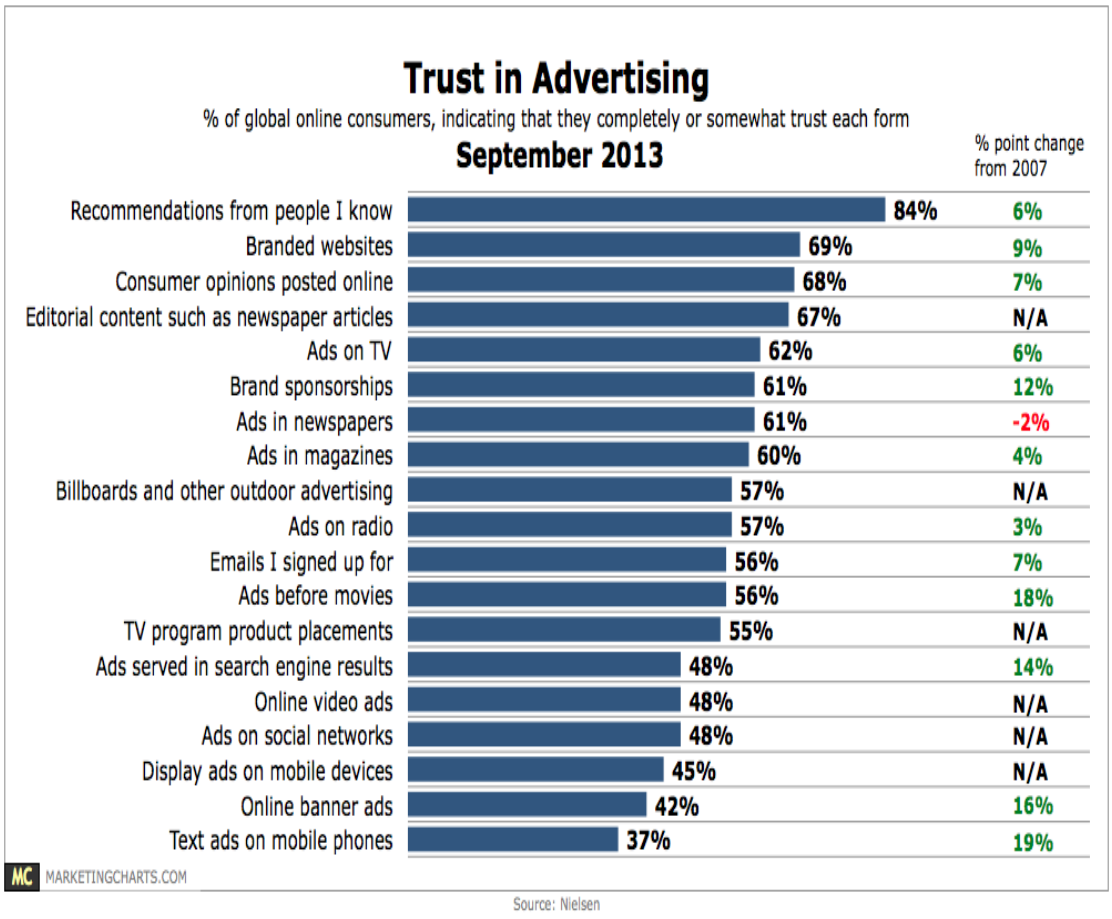

Figure 1.3
Trust in Advertising
Source: Nielsen Advertising Survey, 2013

Nowadays, word of mouth communication plays a critical method in sharing information to consumers and others feel that it is a reliable and credible source for them to make decisions. In addition, word of mouth is a powerful marketing communication since it has a larger influence and impact on any purchase decision by consumers. Therefore, most companies nowadays are encouraging word of mouth communication, especially positive word of mouth among their customers.

Besides, word of mouth communication will help to attract new consumers, which are essential for a firm's in a long term economic success (Hennig-Thurau, Gwinner and Gremler, 2002). It also assists existing consumers to decrease their cognitive dissonance (Wangenheim, 2005). Obviously, word of mouth is one of the approaches enable to reduce consumers' post-decision dissonance (Wangenheim and Bayon, 2003). Thus, consumers can effectively diminish the possible risk in their purchase.

Furthermore, consumers trust each other as they belief message from convey by word of mouth is the real source for the company, thus highlighting the vital word of mouth communication (Ng, David and Dagger, 2011). By developing word of mouth among consumers, companies will have a superior chance to increase their market share since word of mouth exerts a strong influence on the purchase decision process and consumer choice (Casalo, Flavian and Guinaliu, 2008; Bansal and Voyer, 2000).

1.2 Problem Statement

Word of mouth is regarded as critical factor leading towards the success of every company. It is a tactic to achieve competitive advantages and maintain long term economic success by organizations (Kim, Han and Lee, 2001). Furthermore, word of mouth communication not only attract new consumers, it is also able to make current customers more loyal, trustworthy and committed as well as help to improve relationships between company and existing consumers. Besides, in word of mouth communication people will engage in the willingness to share their experiences in specific brand and products. This will influence on consumer attitudes and purchase behavior (Ennew, Banerjee and Li, 2000; Brown, Barry, Dacin and Gunst, 2005). As a result, word of mouth communication is getting additional attention and increasing interest among companies and is becoming an important feature to both practitioners and scholars in the marketing literature.

Most of the studies related to word of mouth were conducted in the United States of America (Molinari, Abratt and Dion, 2008), United Kingdom (Longart, 2010), Pakistan (Yasin and Shamim, 2013), Iran (Yasvari, Ghassemi and Rahrovy, 2012), South Korea (Babin, Lee, Kim and Griffin, 2005), Turkey (Cengiz and Yayla, 2007) and Indonesia (Jiewanto, Laurens and Nelloh, 2012). Other studies included Jan, Abdullah and Shafiq (2013), Wahab and Norizan (2012) and Ghorban and Tahernejad (2012) were conducted in Malaysia to identify the potential antecedent variables that impact word of mouth. Nevertheless, the number of studies conducted in the local context is considered relatively small as compared to studies have conducted in the western countries. Therefore, that there are gaps which needed to be

fulfilled and investigated. This motivates the researcher to address this geographic research gap through conducting the research in the local context.

Past research on word of mouth have been emphasized on determinants such as service quality (Hutchinson, Lai and Wang, 2008), service recovery attributions (Swanson and Kelly, 2001), customer satisfaction (Anderson, 1998), price unfairness (Santos and Basso, 2012), employee performance (Hartline and Jones, 1996), emotions (Ladhari, 2007), and brand trust (Ranaweera and Prabhu, 2003). Although many of these investigations are focused on the antecedents of word of mouth, but the literature shows that there is little attention that are focused on the antecedents of word of mouth when taking into account word of mouth as an important construct (Arndt, 1967; Anderson, 1998; Mazzarol et al., 2007). Besides, there still exists a gap in examining the bivariate relationships between word of mouth and factors such as perceived value, perceived quality, customer satisfaction, brand trust (Matos and Rossi, 2008) and brand love (Ahuvia, 2005) still lacks of investigation toward word of mouth communication in the local context which is in Malaysia (Ahmad Rageh Ismail and Spinelli, 2012). The purpose of this thesis is to close the gap by understanding the antecedents of word of mouth activities in the local context. This study aims to help managers and researchers to have a better understanding how word of mouth affects consumers in their purchase decision. Ultimately, the aim of this study is to explore factors such as perceived value, perceived quality, customer satisfaction, brand love and brand trust that affects word of mouth communication among young adult's mobile phone users in Universiti Utara Malaysia (UUM).

1.3 Research Objectives

1.3.1 Main of objective

The primary purpose of this study is to determine the factors that influence word of mouth communication among mobile phone users.

1.3.2 Specific of objectives

The specific of objectives in this thesis are stated below as:-

1. To determine the significant difference in word of mouth communication between genders among mobile phone users.

2. To determine the significant difference in word of mouth communication between age, ethnic, religion, level of education and the brand preference among mobile phone users.

3. To determine the relationship between the independent variables (perceived value, perceived quality, customer satisfaction, brand love and brand trust) and word of mouth communication.

4. To determine the influence between the independent variables (perceived value, perceived quality, customer satisfaction, brand love, brand trust) towards word of mouth communication.

1.4 Research Questions

Research questions will be developed in order to achieve the above-mentioned the purpose of research in this thesis. The research questions of this study are as follows.

1. Is there any significant difference in word of mouth communication between genders among mobile phone users?

2. Is there any significant difference in word of mouth communication between age, ethnic, religion, level of education and the brand preference among mobile phone users?

3. Is there any significant relationship between perceived value, perceived quality, customer satisfaction, brand love and brand trust towards word of mouth communication between mobile phone users?

4. Is there any significant influence between perceived value, perceived quality, customer satisfaction, brand love and brand trust towards word of mouth communication between mobile phone users?

1.5 Significance of Study

This study hopes to provide some valuable results which will help to contribute to both academics and practitioners world. Theoretically, the result of this study could close the gap of understanding the construct of word of mouth in the local context. Moreover, the lack of studies in the context of telecommunication industry being covered by this research is helpful in terms of generalizations of the results derived from the construct of word of mouth. In the research world, a result has to be tested over and over again in different contexts all around the world before being accepted as general knowledge. Hence, the comparison of these results among other research conducted in different industries could increase the generalizations of the results.

Practically, this study will provide fundamental information to help marketers to implement marketing strategies and plan for the future directions in the Malaysian mobile phone market. This research was conducted to understand the word of mouth behavior from the perspective of the customers. This objective becomes important for many firms today since companies' productivity and profitability are an outcome and consequence of word of mouth communication. However, to date, if marketers are focused on understanding and managing the factors of word of mouth, this can be used to create long-term relationships with their customer.

1.6 Organization of Study

Chapter One contains a brief discussion about the topic of this research which is word of mouth. The background of study, its importance and research questions are also mentioned. The objectives of this study are also outlined.

Chapter Two explores the literature review that is the relevant to this study, especially information regarding word of mouth communication. Then, research framework will be shown in this section. At the end of the chapter, the hypothesis of the study is outlined.

Chapter Three discusses the research design. It also explains the population, sampling design, pilot test as well as data collection and measurement scales. Lastly, data analysis methods are highlighted in this chapter.

Chapter Four presents the results and finding of the study. Statistical analysis was conducted using Statistical Package for the Social Sciences (SPSS) software.

Chapter Five presents the discussion, recommendations and the final conclusion of this study. In addition, the limitations of the study are also discussed.

CHAPTER 2

LITERATURE REVIEW

2.0 Chapter Introduction

Literature review enables researcher has a deeper and better understanding of the research problem and opportunity. Word of mouth either in a positive or negative way will be briefly discussed. In addition, all the independent variables of this study will be discussed and explore.

2.1 Dependent Variable

In this study, the dependent variable is word of mouth, which that it is the primary interested variable for the researcher to research and investigate (Sekaran and Bougie, 2010). It represents the effect, outcome or output or is tested to examine (Zikmund, Babin, Carrn and Griffin, 2010).

2.1.1 Word of Mouth Communication

In the marketing context, the term of word of mouth is used to explain the verbal communications among groups, for example family unit and friends and the existing or potential consumers which, either in a positive or negative way (Anne et al., 2000). Arndt (1967) and Singh (1990) defined word of mouth communication as an verbal, informal, individual-to-individual conversation between a receiver and a perceived communicator concerning an evaluation about a brand, product or service offered by

an organization. Word of mouth communication is an old device that are able to develop, express and spread some of opinions about products, brands, and services offered by markets (Lau and Ng, 2001).

Among the various approaches, word of mouth communication is being described as "viral marketing" (Kelly, 2000), "buzz marketing" (Rosen, 2000) and "evangelist marketing" (McConnell, Huba and Kawasaki, 2003). The primary idea of word of mouth communication is to spread the information or ideas concerning the usage, characteristics and performance in a particular products, services, brand and companies. In addition, word of mouth is a transmission from one consumer to another individual either in person or through the medium of communication (Harrison-Walker, 2001).

Consumers are used to communicate to other people when they seem for thoughts and notion of a specific brand, product or company based on experience. Maru, Cermak and Prince (1994) suggested that word of mouth communication is an activity that involve of sharing notion, thoughts, and information among customers from their personal incidents and experience. Word of mouth also represents the consumers' pleasure to propose the brand, product, service to another individual (Dabholkar, Thorpe and Rentz, 1995). In addition, word of mouth communication is determined to encourage dealing a business and expression positive viewpoint to another person in order to recommend a firm, brand or product for both services and goods (Gremler and Gwinner, 2000). Similarly, word of mouth communication is

also able to develop awareness of an innovation of a product and services among consumers (Sheth, 1971).

There are several reasons to justify the powerful implications word of mouth. Firstly, word of mouth communication is trustworthy, reliable and credible as compared to other business-related sources of information which is being managed by firms such as in promotion and sponsorship. This is because every day most of our discussions are definitely with family and friends whom we are trust the most. Secondly, word of mouth is a two-way communication. Hence, word of mouth is an ideal kind of communication. Lastly, word of mouth as a risk reliever because it is enable provides information and the experience about brands and products for potential consumers (Shirsavar, Gilaninia and Almani, 2012).

Word of mouth will result in two different forms of circumstances. It can be either positively or negatively based on the subjective evaluation by consumers upon their experience. Positive word of mouth might result in a person giving positive recommendations to another person regarding a product, brand, services and company. Consumers will praise an organization's brand quality orientation as well as sharing their intimate experiences with family, friends and relatives (East, Hammond and Wright, 2007).

Exclusively, Anderson (1998) describes word of mouth is a communication between a consumer and another individual which relate to classify of goods and

services in pleasurable or vivid experiences. Thus, the positive spread word of mouth could contribute in building the reputation of organizations and retaining consumers. Consequently, word of mouth is identified an important factor for all commercial firms (Harrison-Walker, 2001). Furthermore, a positive word of mouth is capable of encouraging a choice such as in brand choice. It is a key to the relational outcome as well as having powerful to influence consumers into decision making they are willing to take (Harrison-Walker, 2001) and assist existing consumers reduces cognitive post-decision dissonance (Shirsavar et al., 2012).

However, negative word of mouth occurs with the purpose of releasing those negative emotions and feeling when consumers feel irritation, disappointment, and dissatisfaction to products and brands (Matos and Rossi, 2008). Dissatisfied consumers will share their opinion by using negative word of mouth that relates to their unpleasant experiences (Anderson, 1998). In the end, consumers will never return to the products, brands, services, and companies for repurchasing (Ghorban and Tahernejad, 2012). Thus, negative word of mouth will cause chaos and damage to the reputation of companies, lowering prospect of new consumers and discouraging a brand choice. However, both positively and negatively word of mouth has a stronger effect on consumer behavior of purchase and attitude on a product and on business performance (Arndt, 1967). Day (1971) also examined word of mouth and found that word of mouth has the power in changing consumers' attitudes and behaviors from negative or neutral into positive.

Word of mouth is significant sources for the consumers get some information as well as impact consumer evaluations a product and purchase decisions (Mahajan, Muller and Bass, 1990). Apart from that, word of mouth communication represents a highly trusted external source of information for consumers to use in evaluating the organization, products, services and brand (Saha and Theingi, 2009).

In intangible services, consumers rather rely on recommendations, comments and suggestions on a product, service and brand from others who have experienced the service before (Ng et al., 2011). Consequently, word of mouth communication is regarded as the most credible technique of communication and powerful than another source of communication such as printed information (Gremler, Gwinner and Brown, 2001). This shows how the important and powerful word of mouth communication in influencing consumers attitude and purchasing behavior.

2.2 Independent Variables

Independent variables are one that influences the dependent variable in two ways, which is either positively or negatively. They represent the causes of phenomena or they are being tested in order to verify whether they are the causes of the phenomena (Zikmund et al., 2010). In other words, independent variables and dependent variable are related to each other. In this study, the independent variables are Perceived Value, Perceived Quality, Customers Satisfaction, Brand Love and Brand Trust.

2.2.1 Perceived Value

Creating an excellent customer value is an important source for companies to achieve success and competitive advantage (Zeithaml, Berry and Parasuraman, 1996; Parasuraman, 1997; Woodruff, 1997). The term of value is defined as a judgment and evaluation of a customer's preference about product attributes, attribute performance and consequences (Wondruff, 1997). In other words, it refers to how a customer interpreted among the cost of the contribution and offers which are unbiased, fair and deserved for it (Bolton and Lemon, 1999).

Lai, Griffin and Babin (2009) also argued that value is the heart of what consumers pursue from an exchange. Consumers will always consider the extent to which they are received is "value and worthy for money". Apart from that, Zeithaml (1988) and Cronin, Brady and Hult (2000) defined perceived value is a consumers' evaluation of the benefit of a product derived from their judgment on perceptions what is received and given.

Perceived value is a fundamental concept to accomplishment between buyer and seller relationships (Lemon, Rust and Zeithaml, 2001) and contains a difference between the benefits received and sacrifices given. The perceived value is characterized as a transaction between what is received (benefits) and what is given (sacrifice) of components. Received components (benefits) of perceived value include intrinsic attributes such as how the product makes consumers feel (quality) while extrinsic attributes such as reputation and brand image of the product or service.

In contrast, Dodds, Monroe and Grewal (1991) and Cronin et al., (2000) determine the given components (sacrifices) include monetary (prices) and non-monetary (time, energy and effort) considerations. Buyers perceptions of value is stand for a transaction between the quality and benefits they perceive in the product compared with the sacrifice they perceived by paying the price (Monroe, 1990). Furthermore, there are five key factors such as quality, reputation, brand image, price and convenience are able to influence value (Lemon et al., 2001). Hence, a firm must either increase customers' benefits such as quality and/or reduce their sacrifice in time or effort when consumers purchase or acquire products. This will helps to maximize customers' perceived value.

However, there are many previous studies that measure perceived value is related to the price paid by consumers. Dodds et al., (1991) stated that the perception of value will decrease if price of product raise above the acceptable range. Therefore, the function of value is to overview the quality and pricing of products and services. Perceived value is a comprehensive form of customer evaluation of the service, hence these provide a chance for consumers to evaluate and make the comparison with the competitors' offerings (Anderson, 1998). Generally, organizations should offer high value products to consumers because it will help to generate a strong and stable relationship with their consumers. In addition, firms also should offer this value in a unique and exclusive way to build a competitive advantage and in turn enhance their viability (Lai et al., 2009).

Researchers found that perceived value is related to word of mouth communication in previous studies (Hartline and Jones, 1996; Gruen, Osmonbekov and Czaplewski, 2006; Yasvari et al., 2012). Hartline and Jones (1996) proposed that perceived value is significantly related to consumers' behavior such as word of mouth. Consumers who have obtained a higher value tend to be more engaged into the organizations and recommend to other people in order for them to be loyal to the same brands, products or organization (McKee, Simmers and Licata, 2006). Hansen, Samuelsen and Silseth (2008) argued that consumers who found that companies has delivered satisfactory levels of value, consumers might recommend to others to develop the buyer and seller relationship.

2.2.2 Perceived Quality

Perceived quality is a significant element and an imperative approach for a marketer that wants to be successful and survives in this competitive circumstance. Perceived quality has been defined as consumer's judgment about a product or service overall excellent or superiority while evaluating the products or services (Parasuraman, Zeithaml and Berry, 1985; Zeithaml et al., 1996). Hence, an understanding the nature of perceived quality and how it is achieved in organization has become a priority for research.

Perceived quality is consumer evaluation about customization and reliability in product or services. Customization occurs when a service or product meets certain requirements of a customer whereas reliability is referring to the product trustworthy, consistent and free from shortage (Bayraktar, Tatoglu, Turkylimaz, Delen and Zaim, 2012). Similarly, Parasuraman et al., (1985) define perceived quality as customers' assessments of the whole service quality and are determined by the difference between consumer's real service performance and the expectations. Zeithaml (1988) defined the perceived quality as the judgment about an individual or a superiority service's by consumers'.

In general, in critisizing product quality or determine characteristic of service, consumers will base on the assortment of information signal such as intrinsic or extrinsic cues. Zeithaml, Berry and Parasuraman (1988) stated that performance, features, durability, conformance and serviceability is an intrinsic cue in the physical uniqueness of product. In contrast, external attributes such as pricing, name of brand, brand image, retail store image and company reputation are extrinsic cues to review quality of product or service. Consequently, perceived quality has direct influence on purchase decision and behavior of brand loyalty by the consumers, especially the period of consumers have little or without any information about the products and brands that they are going to acquire.

Service quality can be divided into two specific dimensions based on Gronroos service quality model. First, technical quality which relates to what is provided by firms or the consumers perceived to receive. Secondly, functional

quality represents how the service is provided or performed by firms, as well as the image quality which represent the organization's reputation (Gronroos, 2006). Functions of service quality enable customers to evaluate the service as well as to differentiate between the evaluation and expectation of the service. Therefore, service quality is generally recognized as a critical success factor in a firm's endeavors to differentiate itself from its competitors. Both of these two quality perspectives are important in attracting satisfaction and loyalty of consumers (Gronroos, 2006).

SERVQUAL Scale is developed in order to evaluate the quality of a service according to the view of consumers (Parasuraman et al., 1985). Based on SERVQUAL Scale, there are five dimensions of service quality which are tangible, reliability, assurance, empathy and responsiveness. Tangible are factors that consumer can see, hear and touch. For examples, the appearance of tangible environment, tools, workers and channel of communication. Secondly, reliability is the company's ability to perform the promised service dependably and accurately. Thirdly, responsiveness is the customer perception of the willingness of the employee to assist consumers and provide service on time. Fourth is assurance which is factors related to customers' trust and confidence in the service. It is also related to the knowledge and courtesy of employees. Lastly, empathy is defined as care, individualized attention the firm provides to its customers (Berry, Zeithaml and Parasuraman, 1990). This model is well known among researchers and academicians to review the customer perception of service quality for a diversity of service industries.

Parasuraman, Zeithaml and Berry (1988) and Zeithaml et al., (1996) have shown that there exist a positive relationship between service quality and word of mouth. Specifically, superior service quality has been associated with positive word of mouth communication. Besides, consumers tend to recommend the services of organizations to other consumers if they have a positive view on the service quality of the product. However, they have a tendency to announce negative word of mouth about the organizations if the consumers evaluate undesirable service quality.

In addition, there are several studies that have shown service quality is the predictor of word of mouth (Bloemer, Ruyter and Wetzels, 1999). Hence, it can be concluded that the superior the service quality, the more positive word of mouth communication formed by consumers. Otherwise, consumers will spread word of mouth in a negative manner when they identify inferior service quality. There are also similar results found by Bitner (1990). He proved that service quality has strong influence of word of mouth. Dabholkar et al., (1995) has reported a positive association between service quality and the likelihood of recommendation of a product or a service.

2.2.3 Customer Satisfaction

In the field of marketing, satisfaction of customers is a salient consequence for a firm (Oliver, 1997). This model is to build associations between process of buying and consumption. It is an essential outcome of post purchase response that will lead to repurchase intention, re-patronage intentions, loyalty on the brand and word of mouth (Zeithaml et al., 1996; Anderson, 1998; Ghorban and Tahernejad, 2012).

On the other hand, the customer is satisfied when the brand, product and service exceeds or meets consumer needs and expectation (Zeithaml et al., 1996). Customer satisfaction is achieved when the firms meet or go beyond the standard of advantages and benefits (Gruen, 1995). Wang and Head (2007) defined satisfaction as a view of the consumer's distinction between the expectation and value of transactions that was gained in the purchase process. Woodruff, Scott, Schumann, Gardinal and Burns (1991) also supported that satisfaction is an emotional reaction that occur from a procedure to evaluate the service received in contrast to the value of acquire the service.

According to Churchill and Surprenant (1982), customer satisfaction is an outcome of purchase and consumers will use the outcome to make comparisons among rewards and costs of the purchase in relation to the expected consequences. Additionally, customer satisfaction is identified as the response of a consumer on pleasurable to accomplishment of individual needs, wants and desires (Oliver, 1997). It is a judgment that the feature of the product or service (intrinsic), or the product or service itself (extrinsic) is present at a level of consumption-related fulfillment which consist of levels of under or over fulfillment (Oliver, 1997).

Oliver (1980) defined customer satisfaction as the evaluation of a feeling when the sensation surrounding disconfirmed expectation that association with prior feeling about the consumer experience. Hence, the expectancy - disconfirmation model is a necessary to determine of consumer satisfaction (Oliver, 1980). Expectancy-disconfirmation paradigm is the most commonly established models of

consumer satisfaction which stated that consumers form their satisfaction from comparison between their expectations and perceptions in a particular product or services. A consumer will achieve moderate satisfaction neither satisfied nor dissatisfied when confirmation standards occur. Whereas a positively disconfirmed standard is exceeding the expectations will lead to higher satisfaction. For that negatively disconfirmed standard which is under achieving expectations, it will turn the result into dissatisfaction.

Several scholars have investigated that there are association between customer satisfaction and word of mouth. A dissatisfied consumer will likely complain, switching to another product, release out their negative emotions, or engage in negative word of mouth (Oliver, 1997; Anderson, 1998; Zeelenberg and Pieters, 2004). In contrast, consumers satisfied are enjoyable and pleasant with the product and brand that they are purchasing, such as mobile phone will motivate other consumers. They will also express their satisfaction and recommendations about the brands and product to their family and friends so that they too will have the same experiences and behaviour (Babin et al., 2005). Thus, the higher the level of customer satisfaction the more favorable word of mouth will be and this will lead to enhancing market share (Cengiz and Yayla, 2007).

The higher the satisfaction of consumers, the higher will be the expectation of consumers to spread positive word of mouth. Previous research has shown that there is a relationship between customer satisfaction and word of mouth and this has received theoretical and empirical support (Oliver, 1980; Soderlund, 1998; Mangold

and Miller, 1999; Ranaweera and Prabhu, 2003; Babin et al., 2005; Brown et al., 2005). Indeed, there are several researchers supporting that there is a direct positive relationship with satisfied consumers engaging in more word of mouth.

2.2.4 Brand Love

Consumers' love of products and brands is a recent yet quite popular research topic in customer behavior. Brand love as a construct, has drawn a lot of attention from researchers. Brand love is a marketplace phenomenon that refers to a strong or passionate emotion that consumers experience in relation to a specific brand (Shimp and Madden, 1988; Carroll and Ahuvia, 2006). In addition, brand love has been shown to influence important marketing variables such as brand loyalty and word of mouth (Carroll and Ahuvia, 2006).

The word love tends to summon up thoughts of romance and the feeling of love for another person. However, the term brand love is usually used to express feelings on an object, activities and brand favor by consumers (Ahuvia, 2005). Carroll and Ahuvia (2006) defined brand love as the degree of passionate emotional attachment that a satisfied consumer has for a particular brand name where word of mouth is the outcome of brand love. Carroll and Ahuvia (2006) also define the passion for brand, brand attachment, evaluation brand in a positive way, optimistic emotions in response to brand and affirmation of love for the brand are the characteristics of brand love. Ahuvia (2005) also proposes that a consumer will fall in love with the brand if it achieved a high real and desired standard of integration of customer expectation.

Basically, consumer love of a brand is based on the perceptions of brand such as its excellent performance, design and truthfulness as long as the brand or product is worth for the money and having an excellent and important feature (Batra, Ahuvia and Bagozzi, 2012). Consumers will fall in love with the objects when they feel excitement and provide a great value and having a similar view of the objects.

Fournier (1998) suggests that a brand can be viewed as a relationship partner and conclude that love is one of the important elements to maintain consumers' long-term relationships with a particular brand. Love is a motivational state which is capable of sustaining and promotes the well-being of the valued object. Therefore, companies must treat love on a brand as an important aspect to keep an excellent relationship with their consumers.

Carroll and Ahuvia (2006) have shown that there are positively relationship between brand love and word of mouth for the brand. Consumers will recommend through positive word of mouth to other individuals regarding the brand and product if these consumers who love the brand or product. Thus, this work hypothesizes positive direct effects of customer who are satisfied will tend to love the brand which leads to the consumer sharing through word of mouth with the family member and best friend. Carroll and Ahuvia (2006) showed that there are positive association between brand love and post-consumption behaviour such as word of mouth (negative or positive). This means that brand love may turn into a consumer behavior that results in positive or negative as word of mouth communication to their friends, family members and relatives if consumers are deeply in love with the brand.

2.2.5 Brand Trust

Trust has been regarded as the keystone to consumers' behavior. It is also treated as the most desirable character among the relationship between a firm and customers and the relations a brand with consumer (Matzler, Krauter and Bidmon, 2006). Trust is achievable if the companies and consumers belief each other, therefore, it will result in and maintain long-term interests among the potential parties (Crosby, Evans and Cowles, 1990).

Brand trust is defined as the willingness of the average consumer to rely on the ability of the brand to perform its stated function (Chaudhuri and Holbrook, 2001). Brand trust is a necessary relational concept as it is considered an essential component to develop a long period in consumer relations (Garbarino and Jahnson, 1999). In addition, Urban, Sultan and Qualls (2000) defined brand trust is the strongest approach to assembly the association with consumers' dominant marketing tools.

Morgan and Hunt (1994) interpret that trust exists when one party has confidence in an exchange partner's reliability and integrity. The definition is also standardized with the prior definition by Rotter (1967) who defined brand trust is the willingness of two parties to rely on other individual confidently. Consequently, classic view on trust is the speech of an individual or the product and services that can be relied on.

Anderson and Narus (1990) and Chaudhuri and Holbrook (2001) determine that consumers not merely recognize that brand is worthy to trust but also think that it is safe, honest and dependable consumption scenario which is a significant link with brand trust. Alam and Yasin (2010) described brand trust as an individual willingness to rely on a brand and they are willing to maintain a durable relationship with that particular brand, products or services. Hess (1995) reflected that trust as customers' belief that the band are enable to make consumers feel cheerful and satisfied as well as responsive to consumer needs and wants.

Delgado, Munuera and Yague (2003) defined brand trust as the confident expectations of the brand's reliability and intentions. Thus, there are two elements of trust in marketing and management field. Firstly, reliability is the primary component in brand trust which relates the capability and willingness to fulfill satisfied consumers' promises and exclusive needs and wants. The second component is the intentions that consist of attribution good intentions of brand in relation to the consumer's interest and welfare. As a result, brand trust tends to decrease the uncertainty of consumer's and as a result, it is a risk reduction in purchasing.

Trust will have an effect on the spontaneous manner of consumers when organization and consumers commitment each other. When the organization builds up mutual relationship trust with consumers, companies are enabled to enhance consumer commitment and it will get better word of mouth by consumers. Several studies have found that brand trust has the most important effect on word of mouth. Mak, Kam and Tong (2011) demonstrated that there is positive significant and direct

effect between brand trust and consumers' word of mouth communication. Similarly, Alam and Yasin (2010) found a stronger relation between brand trust and word of mouth.

2.3 Theoretical Framework

The theoretical framework of this study is shown in Figure 2.1. Research framework in this study shows that dependent and independent variables are connects each other purposely to form an analysis (Zikmund et al., 2010; Sekaran and Bougie, 2010). Word of mouth communication is the main variable that is needed to be determined in this study. There are five independent variables which are perceived value, perceived quality, customer satisfaction, band love and brand trust.

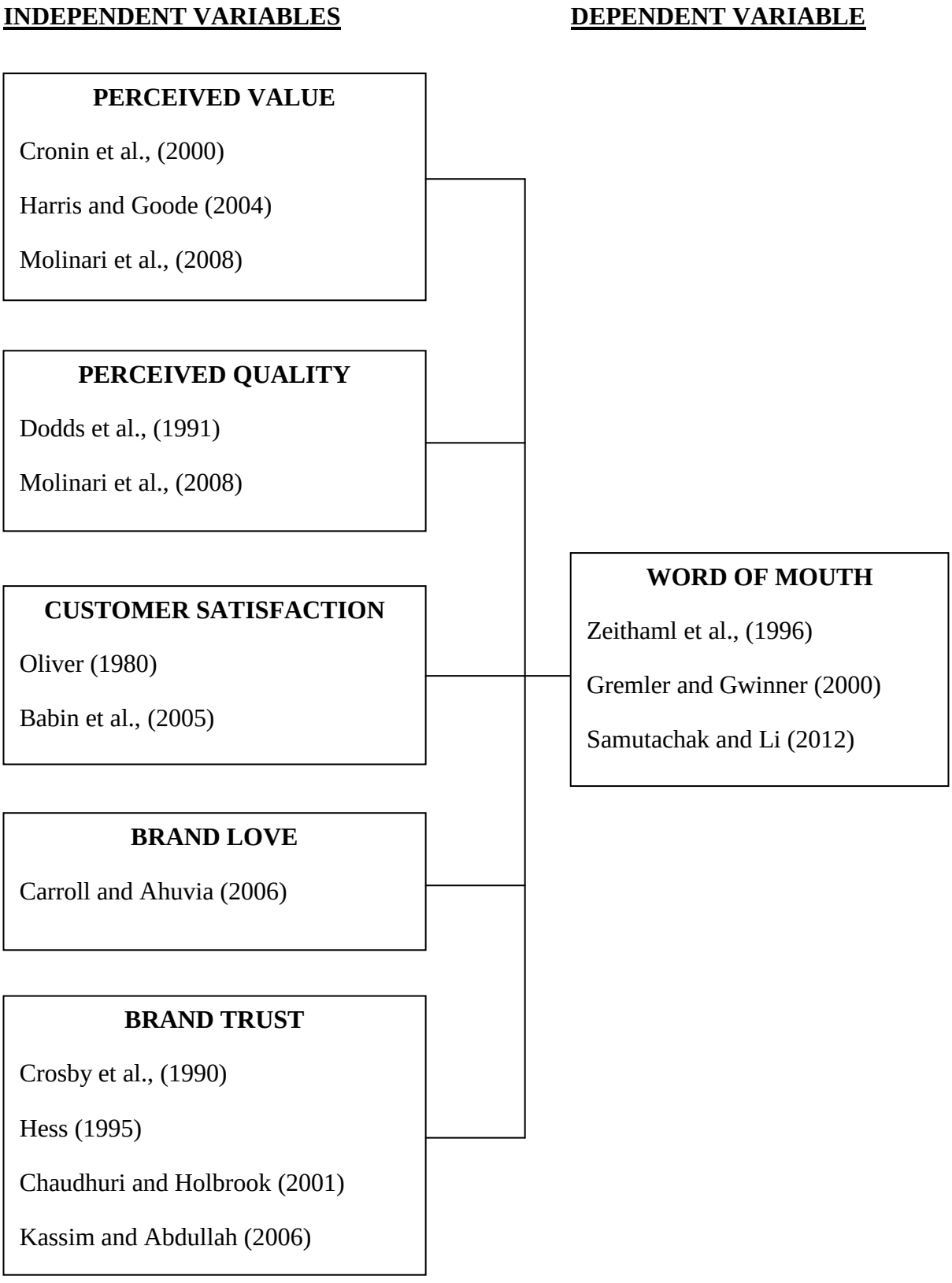

Figure 2.1 Theoretical Framework of the Research

2.4 Hypothesis Development

Hypothesis refers to a statement of a proposition that has not been proved yet and which is empirically testable (Zikmund et al., 2010). It should be written in a manner either it can be accepted or rejected. There are several hypotheses that have been developed in this thesis to determine the relationship among variables as well as to answer the research questions and objectives. These hypotheses of this study are as follows:-

Hypothesis 1

There is a significant difference of word of mouth communication between genders among mobile phone users.

Hypothesis 2

There is a significant difference between word of mouth communication and age (H2a), ethnic (H2b), religion (H2c), level of education (H2d), and brand preferences (H2e) among mobile phone users.

Hypothesis 3

There is a significant relationship between perceived value (H3a), perceived quality (H3b), customer satisfaction (H3c), brand love (H3d), and brand trust (H3e) on word of mouth communication among mobile phone users.

Hypothesis 4

There is a significant influence between perceived value (H4a), perceived quality (H4b), customer satisfaction (H4c), brand love (H4d), and brand trust (H4e) on word of mouth communication among mobile phone users.

2.5 Chapter Conclusion

This chapter was depicted to provide a basic understanding to this study. There are many factors influencing word of mouth communication. Based on the literatures, a research framework was presented for this thesis. Ultimately, the relations among the variables and several hypotheses were developed.

CHAPTER 3

METHOLODOLOGY

3.0 Chapter Introduction

This section discusses the methodology of this thesis. The selection of an appropriate research methodology is the most essential and crucial part to the effectiveness of a research project. But the most of importance is that the methodology selected must complement the research questions and objectives being examined. The topic outline in this chapter is research design, population and sampling size, measurement scales, data collection methods and data analysis strategy used to analyse the data.

3.1 Research Design

An appropriate research design is vital to determine the type of data, data collection technique and sampling methodology in order to achieve the research objectives (Sekaran and Bougie, 2010). In this study, the researcher uses descriptive research which often associated with quantitative findings. As stated by Zikmund et al., (2010), a quantitative research helps the researcher to gain meaningful insights into those relationships among variables, validate relationships, finalizing result, and test the significance of the hypothesis. The quantitative research is designed to identify the research hypothesis. It also attempts to prove whether the hypotheses are correct and have relationships with the variables in this study (Zikmund et al., 2010).

The basic research design utilized in this study is a survey method and using a questionnaire. The collection of primary data was accomplished using a survey method to answer the study's research questions. Besides, the researcher had chosen the method of adopting the similar variables from established construct by other scholars.

In this study, Likert scales are used to measure consumer responses. In terms of the number of scale points, there is no specific rule indicating the suitable number that should be used (one to five-point Likert scales or one to seven-point Likert scales). However, in this study, a six-point scale is used so that it reduces confusion to the respondents. In an even number of ratings on the scale, the respondents have to give the answer either in the positive or negative opinion end of the scale, which that oppose giving a neutral or ambivalent answer choice to the respondents.

3.2 Population and Sampling

Population is the aspect of objects that researcher are interested to be studied which conclusion are to be made (Zikmund et al., 2010). Meanwhile, population sampling is the process to select a smaller group of individual from a target population for the primary purpose of statistical analysis.

Importantly, the population of this current study is Universiti Utara Malaysia (UUM) Sintok, Kedah. The reason for selecting this target population is due to the evidence showing that young adult's covers a huge portion of mobile phone users

(Nielsen, 2012). Table 3.1 shows that the highest percentages of mobile phone users were in the age group 20-24 years old, age groups followed by 25-29 with 15.8% and 30-34 years old with 13.8% respectively (Malaysian Communications and Multimedia Commission, 2012). Therefore, in this study, the researcher will choose the first, second and third highest age group which is 20-24, 25-29 and 30-34 target as respondents. Furthermore, UUM students came from different states around Malaysia so the researcher has the high opportunity to examination with different background students from distinctive states around Malaysia. It will help researcher to get more accurate and detailed data in this research.

Table 3.1
Percentage of Hand Phone Users

Age groups for 2012	2012
Below 15	1.8
15-19	11.4
20-24	17.3
25-29	15.8
30-34	13.8
35-39	10.8
40-44	9.2
45-49	6.5
50-54	5.4
55-59	3.3
60-64	1.9
65 and above	2.9

Source: Malaysian Communications and Multimedia Commission, (2012)

3.2.1 Sample Size Determination

Choosing the right sample size is definitely important because it enables a researcher to generalize the findings from the sample of the population under investigation (Sekaran and Bougie, 2010). Sample size determination table by Sekaran and Bougie (2010) scientific guideline and Roscoe (1975) rule of thumb was used to determine the sample size. There were 22,000 students at Universiti Utara Malaysia (UUM) which lead have study's sample size is 377 as suggested by Sekaran and Bougie (2010). However, the researcher selects a total of 400 respondents as sample size, which follow the rule of thumb set by Roscoe (1975). Roscoe (1975) pointed out that the sample size of more than 30 and less than 500 are suitable for a market research. Therefore, in this survey there are 400 sets of questionnaires to be distributed to respondents.

Table 3.2
Scientific Guideline for a Sample Size Decision

Population size	Number of samples
15,000	375
20,000	377
30,000	379
40,000	380
50,000	381
100,0000	384

Source: Sekaran and Bougie (2010)

3.2.2 Sampling Design

The research was conducted in Universiti Utara Malaysia (UUM) Sintok Kedah. Questionnaires were distributed using convenience random sampling method. As defined, convenience random sampling method is a sample selected based on conveniently of research. In addition, it is also referring to information collected from individual who are convenient and easily to provide it. This method was chosen because it is allowed researcher to gain the data in the way of economics in terms of manpower as well as the time needed.

3.2.3 Unit of Analysis

As defined, a unit of analysis is who and what that are being studied in a research. According to Zikmund et al., (2010), evidence from the social science research has established a unit of analysis which is researcher specifies whether an investigation will collect data about an individual, an organization and departments, a group of organization or individual and industry. Individual selected as the unit of analysis in this thesis are young adults from Universiti Utara Malaysia (UUM), Sintok Kedah. Students are seen as suitable respondent for this research because the highest populations of mobile phone user are young adults, which are age group from 20-24, 25-29 and 30-34 years old.

3.3 Questionnaire Design

The questionnaires were developed in order to collect the information effectively and faster than verbal surveys or interview (Zikmund et al., 2010). The questionnaire is defined as the prepared set of questions itemized used by researcher to provide and collect all the information and respondents will answers on certain variables (Sekaran & Bougie, 2010).

The questions used in the questionnaires are close-ended format in this study. The questions are particular, responses are limited and individual were asked to select an answer that closest to their view (Zikmund et al., 2010). This method helps researcher to gain valuable and appropriate information simultaneously. It also helps respondents to save time in answering the questionnaire. Close-ended format are more easily to complete compared to open-ended questions which need the respondents to write down their own words. Respondents need to take longer time to complete open ended questions in the questionnaire.

In this study, there are 49 questions. The questionnaire comprises section A and B. There are contains nine demographic questions in section A. There are 40 questions in section B that are related to the independent variables and dependent variable which captured questions related to perceived value, perceived quality, customer satisfaction, brand love and brand trust on word of mouth in mobile phone sector users.

Table 3.3
Summary of Questionnaire Design

VARIABLES	NO. OF ITEMS	ITEMS
Section A:		
Demographic Data	9	Section A: Item 1-9
Section B:		
Perceived Value	8	Section B: Item 1-8
Perceived Quality	6	Section B: Item 9-14
Customer Satisfaction	6	Section B: Item 15-20
Brand Love	7	Section B: Item 21-27
Brand Trust	5	Section B: Item 28-32
Word of Mouth	8	Section B: Item 33-40

3.4 Measurement

Measurement is the procedure to determine the total of information on the subject of persons, thought and objects of interest in order to identify the problem or opportunity in the industry (Hair, Bush and Ortinau, 2009). Researcher interprets and makes conclude in study scale by using measurement which computes a research question with a predetermined number of outcomes.

Basically, the researcher computes the outcome is based on a Likert scale. Likert scale is a measurement of approach and manner that have been worked out to allow respondents give the rate based on their agreement, either extremely agree or disagree, which provide the ranging from the very positive to very negative attitude toward some object and topic (Zikmund et al., 2010). Hence, the questions in this study will use six points Likert scale method that respondents respond based on their

understanding on the questions. This research scale items were measured using a six-point Likert-scale. The score ranges for Likert scale measurement are shown in Table 3.4.

Table 3.4
Measurement Scales

Scales	Score
Extremely Disagree	1
Strongly Disagree	2
Disagree	3
Agree	4
Strongly Agree	5
Extremely Agree	6

Source: Zikmund *et al*. (2010)

3.4.1 Measurement of Construct

The data were analysed using Statistical Package for Social Science (SPSS) version 19.0. The questions were adapted from several studies because most of the questions are reliable. This is capable to achieve the objectives of this research that have been set. Table 3.5 shows variables and the number of items.

Measures of scales in this thesis were drawn from prior research to generate the questionnaire. Perceived value was measured with those developed by Cronin et al., (2000) – (3 items), Harris and Goode (2004) – (2 items), Molinari et al., (2008) – (3 items) making a total of 8 items. Perceived quality was adapted from Dodds et al., (1991) – (5 items) and Molinari et al., (2008) – (1 item) making a total of 6 items.

Customer satisfaction was chosen from those developed by Oliver (1980) – (5 items) and Babin et al., (2005) – (1 items) making a total of 6 items.

The brand love scales are developed by Carroll and Ahuvia (2006) – (7 items). While brand trust was adapted from Crosby et al., (1990) – (1 item), Hess (1995) – (1 item), Chaudhuri and Holbrook (2001) – (2 items) and Kassim and Abdullah (2006) – (1 item) making a total of 5 items. Finally, Word of mouth is modified based on a scale developed by Zeithaml et al., (1996) – (3 items), Gremler and Gwinner (2000) – (2 items) and Samutachak and Li (2012) – (3 items) making a total of 8 items.

Table 3.5
Summary of Measurement of Construct

Constructs	No. of Items	Sources and Year
Perceived Value	8	Cronin et al., (2000); Harris and Goode (2004); Molinari et al., (2008).
Perceived Quality	6	Dodds et al., (1991); Molinari et al., (2008).
Customer Satisfaction	6	Oliver (1980); Babin et al., (2005).
Brand Love	7	Carroll and Ahuvia (2006)
Brand Trust	5	Crosby et al., (1990); Hess (1995); Chaudhuri and Holbrook (2001); Kassim and Abdullah (2006).
Word of Mouth	8	Zeithaml et al., (1996); Gremler and Gwinner (2000); Samutachak and Li (2012).

Table 3.6
Perceived Value Construct

STATEMENT
Perceived Value
Cronin et al., 2000
This brand is good value for the money.
This brand considered to be a good buy.
The price for this brand is acceptable and reasonable.
Harris and Goode, 2004
I am happy with the value I get from the money I pay for this brand.
This brand I purchased is worth every cent.
Molinari et al., 2008
This brand provides better quality for the price.
This brand provides the best value.
This brand charges a reasonable price for the quality provided.

Table 3.7
Perceived Quality Construct

STATEMENT
Perceived Quality
Dodds et al., 1991
The likelihood that this brand will be reliable.
The workmanship of this Smartphone brand is high.
This brand is good quality.
The likelihood that this brand is dependable.
This brand is durable.
Molinari et al., 2008
This brand has better overall performance.

Table 3.8
Customer Satisfaction Construct

STATEMENT
Customer Satisfaction
Oliver, 1980
I am very satisfied with this brand and its features.
My choice to get this brand has been a wise one.
I'm feeling good about my decision to get this brand.
I'm did the right thing when I decided to get this brand.
I'm happy with this brand.
Babin et al., 2005
This brand has met my demands and fulfils expectation.

Table 3.9
Brand Love Construct

STATEMENT
Brand Love
Carroll and Ahuvia, 2006
I am passionate about this Smartphone brand.
This brand is totally awesome.
This brand makes me very happy.
This is a wonderful brand.
This brand makes me feel good.
I'm very attached to this brand.
I love this brand.

Table 3.10
Brand Trust Construct

STATEMENT
Brand Trust
Crosby et al., 1990
I would like to have a continuous relationship with this brand.
Hess, 1995
I feel secure when I purchased this brand because I know that it never let me down.
Chaudhuri and Holbrook, 2001
I trust this brand.
I rely on this brand.
Kassim and Abdullah, 2006
This brand always meets its commitments.

Table 3.11
Word of Mouth Construct

STATEMENT
Word of Mouth
Zeithaml et al., 1996
I will say positive things about this brand to family and friends.
I will encourage friends and family to buy this brand.
I will recommend this brand to people whenever anyone seeks my advice.
Gremler and Gwinner, 2000
I have actually recommended this brand to my friends and family.
I am willing to recommend this brand when the topic of mobile phone comes up in conversation.
Samutachak and Li, 2012
I have occasions to mention about this brand that I have used.
I'm pleasure giving information about this brand to my family and friends.
I'm will express my satisfaction of using this brand to my family and friends.

3.5 Data Collection Method

Data were collected from the students of Universiti Utara Malaysia (UUM) in Sintok Kedah. The undergraduate and postgraduate students of Universiti Utara Malaysia (UUM) were chosen as respondents of this study. A study sample size of 377 was recommended but 400 questionnaires were distributed by using a convenience random sampling method with the hope to get back at least 377 usable responses for analysis. The researcher distributed 400 sets of questionnaires at student resident hall, class room, library and Faculty. In order to ensure randomness, every 50 students at each of student resident halls, classroom at DKG 1, 2 and 3, library and Faculty were selected as respondents in this study. The method is, researcher will select the fifth of respondents who enter into the class, followed by a tenth, fifth and etc.

These questionnaires had been given to the students to be completed and it takes no longer than 15 minutes. After that period, the questionnaires were being collected. The survey was conducted approximately for 2 week period. A total of 400 responses were received from the fieldwork, 7 responses were invalid or incomplete, therefore only 393 set of questionnaire were used for the analysis of the study.

3.6 Pilot Test

Pilot test gathers data from respondents which are similar to the real study (Zikmund et al., 2010). A pilot test was performed among the youth adults in Universiti Utara Malaysia (UUM) in this study. Pilot test helps to establish the reliability scale items in research measurement instrumentation before the collection of the main empirical study. Fifty (50) individual from this University were picked to participate in this pilot test. The objective of the pilot test is to ensure that the respondents understand the questions in the questionnaire. On the other hand, it can serve as a guide to spot the potential error such as in grammar and spelling mistake before real survey distribution. Therefore, the pilot test will help to reduce the risk of mistake in the real study. It also enables the researcher to improve the research survey before implementing it on a large scale. It helps to obtain informative, accurate and useful information.

3.7 Data Analysis Strategy

Data obtained were employed using SPSS software 19.0. Reliability analysis was conducted to examine the goodness of the measure, descriptive statistics to test the characteristics of individuals and Independent Samples T-test was used to describe the difference between genders and the dependent variable. One-way ANOVA is used to determine difference of more than three groups. Correlation analysis was used to investigate the relationship among the variables. Multiple regression analysis was used for examining the influence amongst the independent and dependant variables in this study.

3.7.1 Reliability Test

Reliability measurement was conducted to examine the reliability and consistency in the study (Sekaran and Bougie, 2010). Consistency indicates how well the items or variables for measuring a conception that grouping together. Cronbrach's alpha test is conducted to test for the reliability of the instrument. Cronbrach's alpha enables to explain the coefficient alpha values. The correlation is weak if any alpha value is less than 0.70. Cronbach's Alpha values less than 0.60 is considered to have poor reliability. However, the items are acceptable if the value is in the range of 0.70. Table 3.12 shows that the value of Cronbach's Alpha and its internal consistency.

Table 3.12
Internal Consistency Measurement

Cronbach's Alpha	Internal Consistency
$\alpha = 0.9$	Excellent
$0.8 = a < 0.9$	Good
$0.7 = a < 0.8$	Acceptable
$0.6 = a < 0.7$	Questionable
$0.5 = a < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

Source: Sekaran and Bougie (2010)

The result of the reliability test of this study is shown in Table 3.13 below. After the pilot test, it indicates that one of the independent variable, brand trust, the Cronbach Alpha value was low (below than 0.7) which is 0.316. According to Pallant (2005), the researcher may require to remove items with lower correlations. Therefore, this item was removed from the scale if there are values under the column

which is advanced than the overall alpha value. The purpose of this action is to improve the alpha level. Hence, after removing the item, it shows the improvement the alpha level from 0.316 to 0.918. The result shows that the Cronbach Alpha's value obtained for both the pilot test and the real test are fall between 0.879 and 0.959. Consequently, the result of reliability and validity analysis indicate that the measure of variables are considered acceptable reliable in this thesis. It is shown that all the alpha values are above 0.7.

Table 3.13
Reliability Test Results

Variables	No. of Items	Cronbach's Alpha	
		Pilot Test	Real Test
Perceived Value	8	0.898	0.933
Perceived Quality	6	0.879	0.891
Customer Satisfaction	6	0.937	0.912
Brand Love	7	0.958	0.955
Brand Trust	5	0.918	0.931
Word of Mouth	8	0.959	0.954

3.7.2 Normality Test

According to Pallant (2005), normality is used to describe a symmetrical, bell shaped curve which has the greatest frequency scores in the middle, with smaller frequencies towards the extremes. Normality can be assessed more formally with the help of Quantile-Quantile probability plot (Q-Q plot). Standard normal distribution indicates that when the points lie approximately on the reference line in a graph.

3.7.3 Descriptive Analysis

Research use descriptive statistics to investigate the data collect from sample of respondents, afterward summary, review and describe demographic statistic (Pallant, 2005). This statistic explains overview of data through frequency distribution, mean and standard deviation to identify differences among groups. This analysis was used to determine the percentage of mobile phone users according to gender, age, ethnic, religion, level of education, number owned by respondents and the brand preference.

3.7.4 Independent Samples T-Test

An independent-samples t-test is conducted to compare the mean score from two different groups of subjects (Zikmund et al., 2010). In this study, a t-test was conducted for difference between gander factor and word of mouth. It was done to test whether there is a significant difference between the mean of male and female respondents on word of mouth in this thesis.

3.7.5 One-way ANOVA

A one-way ANOVA is the analysis of the variance of values (of a dependent variable) by comparing them against another set of values (the independent variable). One-Way ANOVA is used to test from one of the independent variable with three or more groups and one dependent variable. It is a test of the hypothesis that the mean of the tested variable is equal to that of the factor (Griffith, 2010).

3.7.6 Correlation Analysis

Correlation analysis is a statistical summarizing the strength of association between two variables (Griffith, 2010) which is called Pearson's Correlation Analysis. Pearson correlation is a term to indicate the direction, the strength and significant association among the variables (Pallant, 2005). Then, the association among the dependent and independent variables were examined by using correlation analysis in this research. Correlation analysis can be indicated in positive or negative. The positive correlation point out that one variable increases will lead to another factor increase too. A negative correlation show that increases one variable will lead to the other factor decrease simultaneously (Hair et al., 2009).

The Correlation coefficients, r, range from -1.00 to +1.00. The value of r equals -1.00 indicates a perfect negative correlation while the value of r equals +1.00 represent a perfect positive correlation. It represents a perfect link between two variables. However, there are no associations between two variables if r equals 0. Different authors suggest different interpretations; however, Hair et al., (2009) suggests the following guidelines as shown in Table 3.14 below.

Table 3.14
Pearson Correlation Coefficient Scale

Range of Coefficient	Description of Strength
± .81 to ± 1.00	Very strong
± .61 to ± .80	Strong
± .41 to ± .60	Moderate
± .21 to ± .40	Weak
± .00 to ± .20	Weak to no relationship

Source: Hair *et al*. (2009)

3.7.7 Multiple Regression Analysis

Multiple regression analysis is a technique to measure the linear association between dependent and independent variables (Pallant, 2005). Multiple regression analysis is a statistical technique to examine the relations between more than one independent variable and a single dependent variable (Hair et al., 2009). Therefore, researcher uses multiple regressions analysis to test the hypothesis. The test would determine the most significant factors that able to influence word of mouth outcomes.

3.8 Chapter Conclusion

This chapter has critically discussed the research methodology that was employed in collecting data for this study. This section briefly introduced the research design, population and sampling design, sampling size determination, measurement of variables and data collection methods. In addition, the pilot test was conducted in this study was also mentioned.

CHAPTER 4

FINDINGS

4.0 Chapter Introduction

There are many factors that induce to word of mouth communication. In this study, it was divided into five sources, namely perceived value, perceived quality, customer satisfaction, brand love and brand trust. This research was carried out in Universiti Utara Malaysia (UUM) and using 393 young adults as respondents. Apart from that, this section discusses regarding to the elaboration of obtaining results from data analysis. The researcher will report appropriately according to the collected data. The data are analysis by using the software SPSS 19.0 and result will represent in the tables. Researcher uses several statistical tools to analysis the data.

The data of this research presented using the following methods:

- Normality Test
- Demographic data of respondents
- Mean and Standard Deviation;
- One way ANOVA;
- Independent Samples T-test;
- Correlation Analysis;
- Regression Analysis

4.1 Normality Test

Normality refers to the shape of the data distribution for an individual metric variable and its correspondence to the normal distribution (Hair et al., 2009). The researcher uses the result of normal Quantile-Quantile plot to determine graphically whether under normality is or not. Based on the Quantile-Quantile plot theory, the points are closest to the diagonal line then the data consider is normally distributed. Otherwise, the data considered abnormally distributed if the points are far away from the line.

The results of the normality test showed in Figure 4.1 until Figure 4.6. It can be concluded that the data of this study are considered to be normally distributed. The reason is the point is closely with the diagonal line and it does not happen any non-linear pattern.

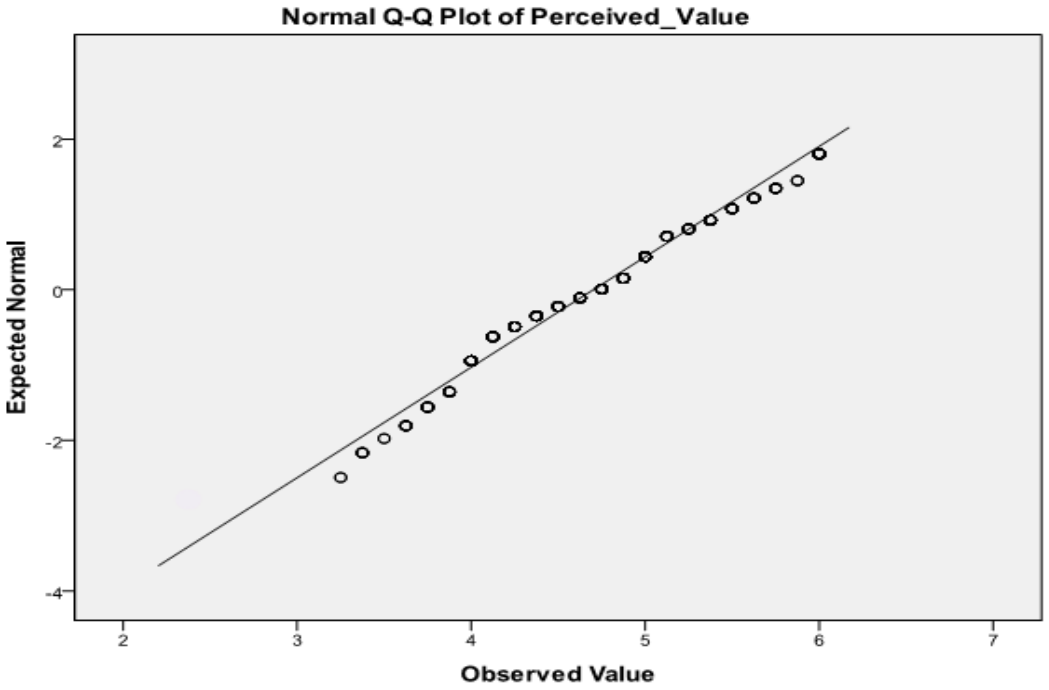

Figure 4.1
Normal Q-Q Plot of Perceived Value

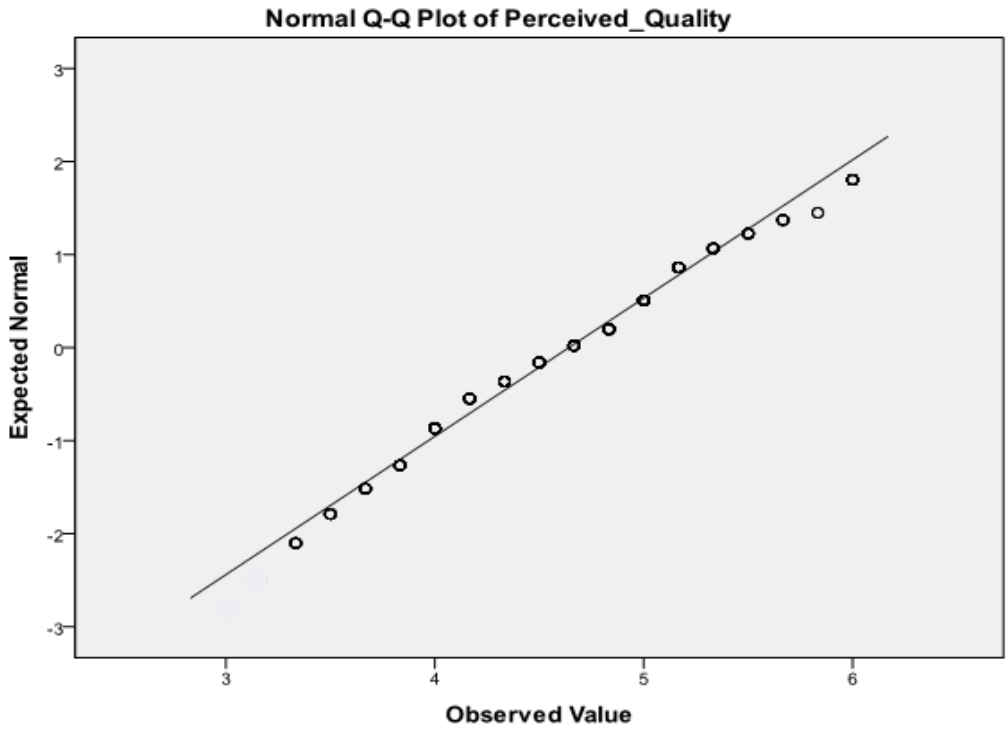

Figure 4.2
Normal Q-Q Plot of Perceived Quality

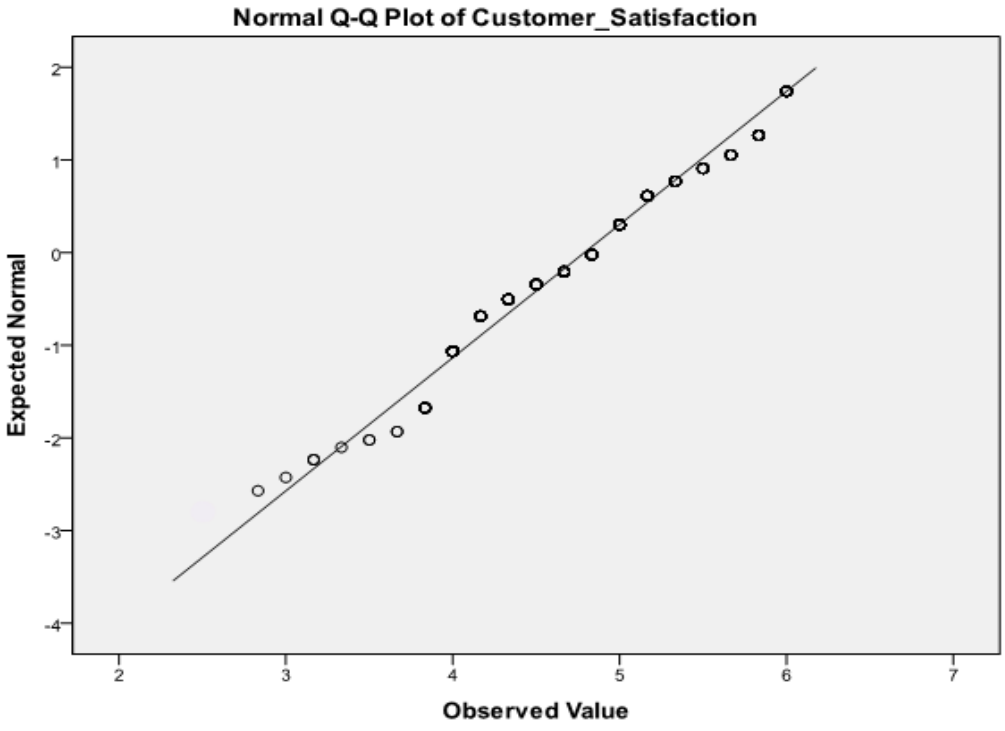

Figure 4.3
Normal Q-Q Plot of Customer Satisfaction

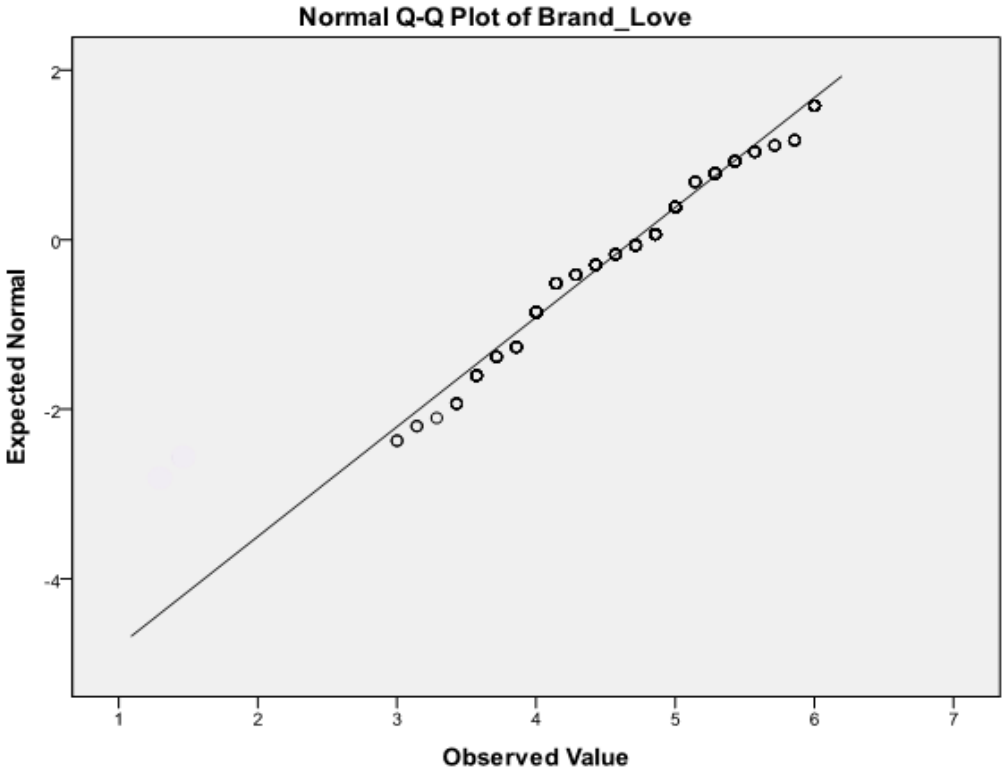

Figure 4.4
Normal Q-Q Plot of Brand Love

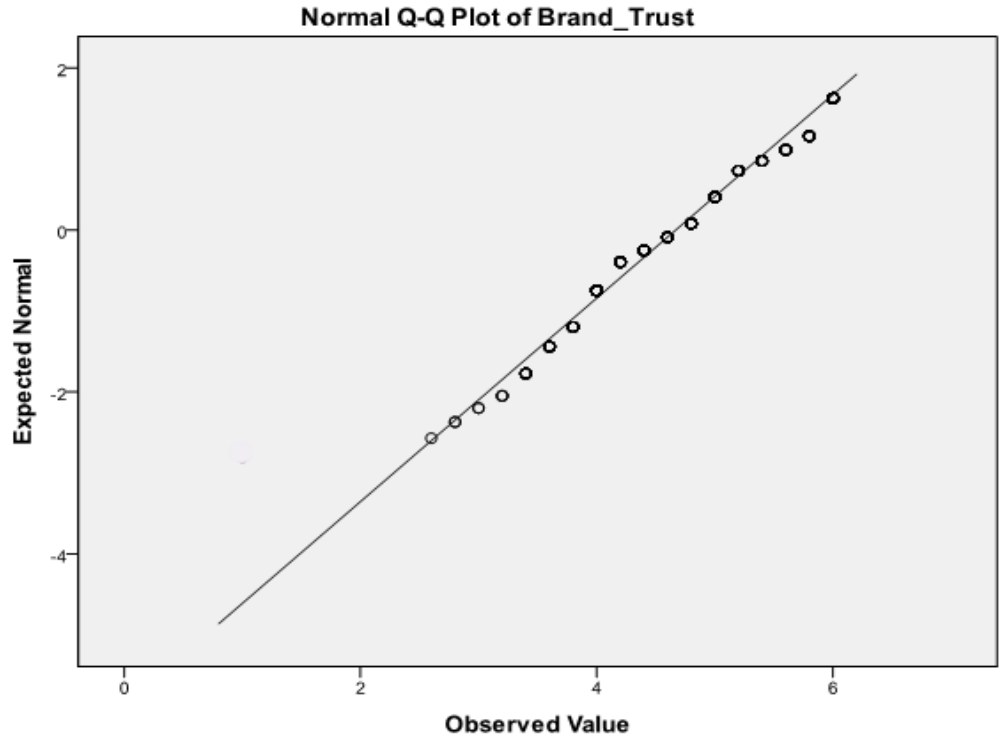

Figure 4.5
Normal Q-Q Plot of Brand Trust

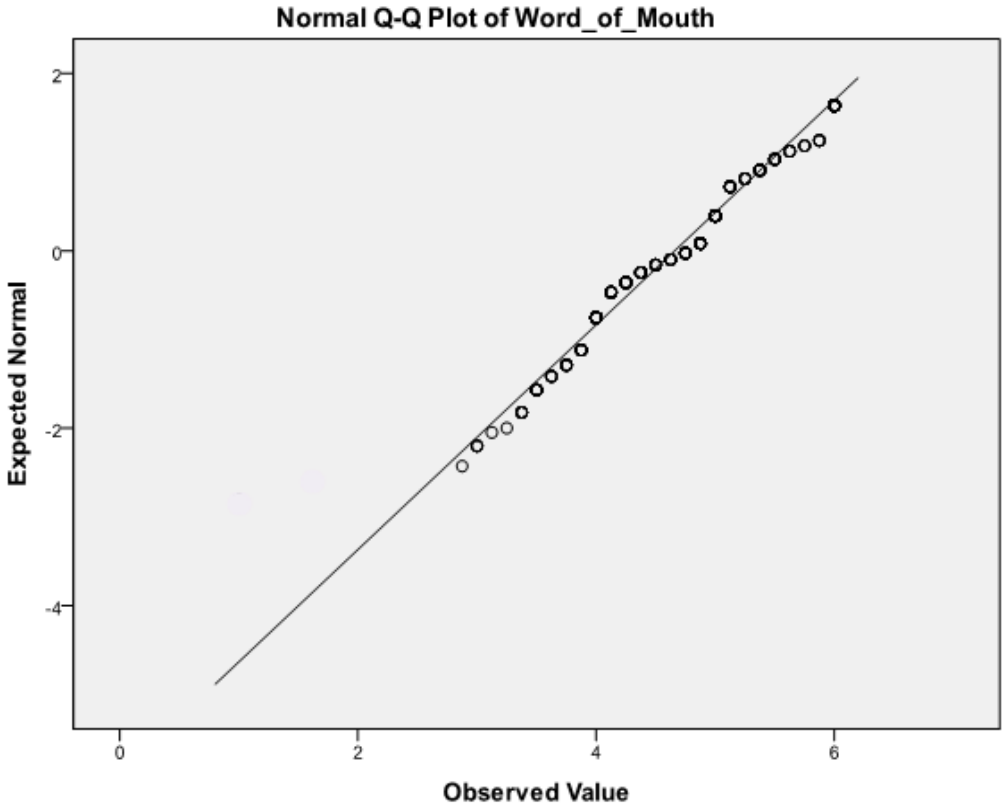

Figure 4.6
Normal Q-Q Plot of Word of Mouth

4.2 Descriptive Statistics of Data

Descriptive statistics are to describe, examine and summarize the primary characteristic of data collected from data quantitatively (Coakes and Steed, 2007). Thus, descriptive statistics is to assists data analysing related to the demographic background of the respondents. It is to gain accurate information and to identify differences among amount genders, age groups, ethnic group, religion, level of education, academic college, the number of mobile phones owned by respondents and brand preferred by the respondents.

4.2.1 Gender of Respondents

The gender of respondents is shown in Table 4.1. In the table, results indicate that the majority of the respondents are females with 257 respondents (65.4%). The remaining 136 respondents (34.6%) are males.

Table 4.1
Gender of Respondents

Gender	No. of Respondents	Percentage
Male	136	34.6
Female	257	65.4
Total	**393**	**100**

4.2.2 Age of Respondents

The age of respondents is shown in Table 4.2. In the table, it demonstrates that the majority respondents were among the age group of 20-24 years old which is 282 respondents or 71.8%. This age group is followed by 25-29 years old and age groups 30-34 years old, making up of 104 respondents or 26.5% and 7 respondents or 1.8%, respectively.

Table 4.2
Age of Respondents

Age	No. of Respondents	Percentage
20-24	282	71.8
25-29	104	26.5
30-34	7	1.8
Total	**393**	**100**

4.2.3 Ethnic Group of Respondents

The ethnic group of respondents is shown in Table 4.3. The table shows that majority of the respondents are Malay which are 222 respondents (56.5%), followed by Chinese which are 136 respondents (34.6%), Indian which are 19 respondents (4.8%) and the rest are belong to others which is 16 respondents (4.1%).

Table 4.3
Ethnic Group of Respondents

Ethnic group	No. of Respondents	Percentage
Malay	222	56.5
Chinese	136	34.6
Indian	19	4.8
Others	16	4.1
Total	**393**	**100**

4.2.4 Level of Education of Respondents

The level of education of respondents is shown in Table 4.4. The result shows that 314 respondents (79.9%) are Degree students, 53 respondents (13.5%) are Master students and the rest 26 respondents (6.6%) are PhD students.

Table 4.4
Level of Education of Respondents

Education Level	No. of Respondents	Percentage
Degree	314	79.9
Master	53	13.5
PhD	26	6.6
Total	**393**	**100**

4.2.5 Religion of Respondents

The religion of the respondents is shown in Table 4.5. Most respondents are Muslim which is 232 respondents (59.0%), followed by Buddhist which is 121 respondents (30.8%), Christian with 19 respondents (4.8%), Hindu with 18 respondents (4.6%) and the rest are others with 3 respondents (0.8%).

Table 4.5
Religion of Respondents

Religion	No. of Respondents	Percentage
Muslims	232	59.0
Christians	19	4.8
Buddhists	121	30.8
Hindus	18	4.6
Others	3	0.8
Total	**393**	**100**

4.2.6 Semester of Respondents

Table 4.6 shows the semester of respondents. The majority of the respondents are 4-6 semesters with 261 respondents (66.4%), followed by 1-3 semesters with 90 respondents (22.9%) and the rest is 7-9 semester with 42 respondents (10.7%).

Table 4.6
Semester of Respondents

Semester	No. of Respondents	Percentage
1-3 semester	90	22.9
4-6 semester	261	66.4
7-9 semester	42	10.7
Total	**393**	**100**

4.2.7 Academic College of Respondents

Table 4.7 shows academic college of respondents. The majority of respondents are from college of COB which is 242 respondents (61.6%); followed by COLGIS which is 97 respondents (24.7%) and the rest are from CAS which is 54 respondents (13.7%).

Table 4.7
Academic College of Respondents

College	No. of Respondents	Percentage
COB	242	61.6
CAS	54	13.7
COLGIS	97	24.7
Total	**393**	**100**

Note: COB=College of Business, CAS=College of Arts and Science, COLGIS=College of Law, Government and International Business

4.2.8 Number of Mobile Phones owned by Respondents

The Table 4.8 shows the number of mobile phones owned by the respondents. The majority of respondents owned two mobile phones with 185 respondents (47.1%), followed by 173 respondents (44.0%) who owned one mobile phone. On the other hand, there are 35 respondents (8.9%) who owned more than 3 of mobile phones.

Table 4.8
Number of Mobile Phones owned by Respondents

No. Mobile Phone	No. of Respondents	Percentage
1	173	44.0
2	185	47.1
More than 3	35	8.9
Total	**393**	**100**

4.2.9 Brand Preferences by Respondents

Table 4.9 shows that the most brand preferred by the respondents. The most brands preferred by respondents if they want to buy a mobile phone is Samsung brand which is 189 respondents (48.1%), followed by Apple brand with 88 respondents (22.4%), and the Sony brand with 50 respondents (12.7%). On the other hand, Nokia was had 26 respondents (6.6%), HTC with 15 respondents (3.8%), Lenovo which is 12 respondents (3.1%), Blackberry with 7 respondents (1.8%) and the others brand is 6 respondents (1.5%).

Table 4.9
Brand Preferences by Respondents

Brand Preference	No. of Respondents	Percentage
Apple	88	22.4
Samsung	189	48.1
HTC	15	3.8
Sony	50	12.7
Nokia	26	6.6
Lenovo	12	3.1
Blackberry	7	1.8
Others	6	1.5
Total	**393**	**100**

4.3 Mean and Standard Deviations of Collected Data

Mean and standard deviation scores of the independent variables was shown in Table 4.10 (perceived value, perceived quality, customer satisfaction, brand love, brand trust) and dependent variable namely word of mouth. Generally, the mean scores for all the 40 items show a positive mean value range from 4.53 to 4.88. The variable of customer satisfaction has the highest mean value which was 4.79 while the variable of perceived quality has the lowest mean value which was 4.64.

Table 4.10
Mean and Standard Deviation of Variables

Construct	Dimension	Mean	Standard Deviation
Independent Variables	Perceived Value	4.70	0.68
	Perceived Quality	4.64	0.67
	Customer Satisfaction	4.79	0.70
	Brand Love	4.71	0.77
	Brand Trust	4.67	0.80
Dependent Variable	Word of Mouth	**4.66**	**0.79**

4.3.1 Perceived Value

The mean and standard deviation of independent variable "perceived value" is being represented in the Table 4.11 below. The most dominant factor in measuring perceived value is item "*This brand considered to be a good buy*" with mean value of 4.82. Whereas, the item "*This brand I purchased is worth every cent*" scored the lowest mean value which is 4.62. The overall average mean for perceived value is 4.70.

Table 4.11
Mean and Standard Deviation (Perceived Value)

Items	**Mean**	**Standard Deviation**
This brand is good value for the money.	4.77	0.80
This brand considered to be a good buy.	4.82	0.80
The price for this brand is acceptable and reasonable.	4.64	0.83
I am happy with the value I get from the money I pay for this brand.	4.73	0.83
This brand I purchased is worth every cent.	4.62	0.84
This brand provides better quality for the price.	4.70	0.855
This brand provides the best value.	4.69	0.85
This brand charges a reasonable price for the quality provided.	4.64	0.81
Average (Perceived Value)	**4.70**	**0.68**

4.3.2 Perceived Quality

The mean and standard deviation of independent variable "perceived quality" is being represented in the Table 4.12 below. The item "*This brand is good quality*" has the highest value of mean which is 4.80 while the lowest mean value is item "*The likelihood that this brand is dependable*" which is 4.53. The overall average mean for perceived quality is 4.64.

Table 4.12
Mean and Standard Deviation (Perceived Quality)

Items	**Mean**	**Standard Deviation**
The likelihood that this brand will be reliable.	4.60	0.80
The workmanship of this brand is high.	4.59	0.84
This brand is good quality.	4.80	0.83
The likelihood that this brand is dependable.	4.53	0.85
This brand is durable.	4.58	0.89
This brand has better overall performance.	4.75	0.80
Average (Perceived Quality)	**4.64**	**0.67**

4.3.3 Customer Satisfaction

Mean and standard deviation of items in measuring "customer satisfaction" is shown in Table 4.13. The item "*I'm happy with this brand*" has the highest mean which is 4.88. Whereas, the item "*My choice to get this brand has been a wise one*" scored the lowest value mean which is 4.68. The overall average mean for customer satisfaction is 4.79.

Table 4.13
Mean and Standard Deviation (Customer Satisfaction)

Items	Mean	Standard Deviation
I am very satisfied with this brand and its features.	4.87	0.86
My choice to get this brand has been a wise one.	4.68	0.84
I'm feeling good about my decision to get this brand.	4.83	0.80
I'm did the right thing when I decided to get this brand.	4.75	0.86
I'm happy with this brand.	4.88	0.79
This brand has met my demands and fulfils my expectation.	4.72	0.85
Average (Customer Satisfaction)	**4.79**	**0.70**

4.3.4 Brand Love

Mean and standard deviation of items in measuring "brand love" is shown in the Table 4.14. The item "*This brand makes me very happy*" has the highest mean which is 4.74 and the item "*I am passionate about this brand*" has the lowest mean value which is 4.61. The overall overage mean for brand love is 4.71.

Table 4.14
Mean and Standard Deviation (Brand Love)

Items	**Mean**	**Standard Deviation**
I am passionate about this brand.	4.61	0.88
This brand is totally awesome.	4.69	0.89
This brand makes me very happy.	4.74	0.87
This is a wonderful brand.	4.66	0.88
This brand makes me feel good.	4.76	0.81
I'm very attracted to this brand.	4.74	0.90
I love this brand.	4.74	0.89
Average (Brand Love)	**4.71**	**0.77**

4.3.5 Brand Trust

Mean and standard deviation of items in measuring "brand trust" is shown in the Table 4.15. The item "*I trust this brand*" has the highest mean value which is 4.79 while the lowest mean value is item "*I rely on this brand*" which is 4.56. The overall average mean for brand trust is 4.67.

Table 4.15
Mean and Standard Deviation (Brand Trust)

Items	Mean	Standard Deviation
I would like to have a continuous relationship with this brand.	4.65	0.93
I feel secure when I purchased this brand because I know that it never let me down.	4.66	0.87
I trust this brand.	4.79	0.86
I rely on this brand.	4.56	0.96
This brand always meets its commitments.	4.69	0.88
Average (Brand Trust)	**4.67**	**0.80**

4.3.6 Word of Mouth

Mean and standard deviation scores of items in measuring "word of mouth" is shown in the Table 4.16. The highest mean which is 4.74 is item "*I will say positive things about this brand to family and friends*" while the lowest mean which is "*I have occasions to mention about this brand that I have used*". The overall average mean for word of mouth is 4.66.

Table 4.16

Mean and Standard Deviation (Word of Mouth)

Items	Mean	Standard Deviation
I will say positive things about this brand to family and friends.	4.74	0.82
I will encourage family and friends to buy this brand.	4.69	0.89
I will recommend this brand to people whenever anyone seeks my advice.	4.65	0.89
I have actually recommended this brand to my family and friends.	4.60	1.02
I am willing to recommend this brand when the topic of mobile phone comes up in conversation.	4.64	0.91
I have occasions to mention about this brand that I have used.	4.54	0.96
I'm pleasure giving information about this brand to my family and friends.	4.69	0.89
I'm will express my satisfaction of using this brand to my family and friends.	4.73	0.87
Average (Word of Mouth)	**4.66**	**0.79**

4.4 Independent Samples T-Test

To Achieve Objective 1:

Independent samples T-test was conducted to examine the existence of differences among the means of variables for two groups of samples that do not depend on one another (Hair et al., 2009).

Therefore, in order to achieve Objective 1, independent samples T-test was used to verify whether there is any significant difference exists among word of mouth communication and genders among mobile phone users. Thus, independent sample T-Test will be used to investigate the hypothesis 1:-

Hypothesis 1

H1: There is a significant difference of word of mouth between genders (male and female) among mobile phone users.

Independent samples T-Test between genders and word of mouth is tabulated in Table 4.17. The results show that the mean value for male respondents (mean = 4.78, standard deviation = 0.84) is higher than the mean value for female respondents (mean = 4.60, standard deviation = 0.76). This indicates that male respondents have a higher tendency to recommend information as compared to female respondents.

Based on Table 4.17, p-value of 0.058 (larger than .05) for Levene's test shows that the sample is Equal variance assumed. On the other hand, the results show that there are significant difference in the mean scores on word of mouth between male and female respondents (t-value = 2.169, p = 0.031) since the value Sig is equal or below than 0.05. Therefore, based on the analysis above, it can be concluded that H1 is accepted whereby there is a significant difference of word of mouth communication between genders among mobile phone users.

Table 4.17
Independent Samples T-Test between Genders and Word of Mouth

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	**Sig.**	**t**	**df**	**Sig. (2-tailed)**
WOM	**Equal variances assumed**	3.609	0.058	2.169	391	0.031
	Equal variances not assumed			2.103	252.279	0.036

	Gender	**N**	**Mean**	**Standard Deviation**	**T**	**Significant Value (2-tailed)**
Word of Mouth	**Male**	136	4.78	0.84	2.169	0.031
	Female	257	4.60	0.76		

4.5 One-Way Analysis of Variance

To Achieve Objective 2:

In this research, One-way ANOVA is to evaluate whether there exist a significant different among the population in this study. Therefore, in order to achieve Objective 2, One-way ANOVA will be tested to determine the significant difference of word of mouth communication between the factors such as age groups, ethnic group, religion, level of education and the brand preference mobile phone by respondents in this study. Hence, One-way ANOVA will be used to test hypothesis 2:-

Hypothesis 2

H2a: There is a significant difference between word of mouth communication and age group among mobile phone users.

As depicted in Table 4.18, there is a significant difference between age group and word of mouth communication with significant level at 0.013 ($F= 4.409$, $p < 0.05$). Therefore, based on the analysis above, H2a is accepted.

Table 4.18
One-way ANOVA between Age and Word of Mouth

Test of Homogeneity Variances			
WOM	**Levene Statistic**	**df1**	**df2**	**Sig.**
	0.122	2	390	0.885

		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
WOM	Between Groups	5.405	2	2.702	4.409	0.013
	Within Groups	239.007	390	0.613		
	Total	244.411	392			

H2b: There is a significant difference between word of mouth communication and ethnic group among mobile phone users.

Based on Table 4.19, it shows that there is no significant difference between ethnic (Malay, Chinese, Indian and others) on word of mouth, which is a significant level at 0.356 (F= 1.084, p > 0.05). Thus, based on the analysis above, H2b is rejected.

Table 4.19
One-way ANOVA between Ethnic Group and Word of Mouth

Test of Homogeneity Variances			
WOM	**Levene Statistic**	**df1**	**df2**	**Sig.**
	1.278	3	389	0.281

		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
WOM	Between Groups	2.026	3	0.675	1.084	0.356
	Within Groups	242.386	389	0.623		
	Total	244.411	392			

H2c: There is a significant difference between word of mouth communication and religion among mobile phone users.

Based on Table 4.20, it shows that there is no significant difference between religion (Muslim, Buddhist, Christian, Hindu and others) on word of mouth communication which is a significant level at 0.490 (F= 0.856, p > 0.05). Therefore, based on the analysis above, H2c is rejected.

Table 4.20
One-way ANOVA between Religion and Word of Mouth

Test of Homogeneity Variances			
WOM	**Levene Statistic**	**df1**	**df2**	**Sig.**
	0.866	4	388	0.484

		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
WOM	Between Groups	2.139	4	0.535	0.856	0.490
	Within Groups	242.272	388	0.624		
	Total	244.411	392			

H2d: There is a significant difference between word of mouth communication and level of education among mobile phone users.

Based on Table 4.21, it shows that there is a significant difference between level of education on word of mouth, which is a significant level at 0.004 ($F= 5.601$, $p < 0.05$). Based on the analysis above, H2d is accepted.

Table 4.21
One-way ANOVA between Level of Education and Word of Mouth

Test of Homogeneity Variances			
WOM	**Levene Statistic**	**df1**	**df2**	**Sig.**
	0.122	2	390	0.885

		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
WOM	Between Groups	6.824	2	3.412	5.601	0.004
	Within Groups	237.587	390	0.609		
	Total	244.411	392			

H2e: There is a significant difference between word of mouth communication and brand preferences among mobile phone users.

Based on Table 4.22, there is a significant difference exists among the most brand preference on word of mouth, which is a significant level at 0.001 (F= 3.694, $p < 0.05$). Therefore, based on the analysis above, H2e is accepted.

Table 4.22
One-way ANOVA between Brand Preferences and Word of Mouth

Test of Homogeneity Variances			
WOM	**Levene Statistic**	**df1**	**df2**	**Sig.**
	0.548	7	385	0.798

		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
WOM	Between Groups	15.381	7	2.197	3.694	0.001
	Within Groups	229.031	385	0.595		
	Total	244.411	392			

The summary of the result of the One-way Anova analysis are as follows:

Table 4.23
Summary Result of the One-way Anova Analysis

Hypothesis	**Accepted or Rejected**
Hypothesis 2a	Accepted
Hypothesis 2b	Rejected
Hypothesis 2c	Rejected
Hypothesis 2d	Accepted
Hypothesis 2e	Accepted

4.6 Correlation Analysis

To Achieve Objective 3:

The Pearson correlation analysis was used to describe the level of strength and dissection of the relationship between two variables which is dependent variable and independent variables. Thus, in order to achieve Objective 3, the Pearson correlation to determine the relationship between the independent variables such as perceived value, perceived quality, customer satisfaction, brand love and brand trust on word of mouth communication. Pearson correlation will be used to test hypothesis 3:-

H3a: There is a significant relationship between perceived value and word of mouth communication among mobile phone users.

Table 4.24 represents the Pearson Correlation result among perceived value and word of mouth communication. There is a significant relationship between perceived value and word of mouth with sig value 0.000 ($p < 0.01$, Sig. 2-tailed). Then, the positive value of Pearson correlation with $r = 0.699$, it signifies that there are strong relationship between perceived value and word of mouth. Therefore, H3a is accepted.

Table 4.24
Correlation between Perceived Value and Word of Mouth

		Word of Mouth
Perceived Value	Pearson Correlation	.699**
	Sig. (2-tailed)	.000
	N	393

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

H3b: There is a significant relationship between perceived quality and word of mouth communication among mobile phone users.

Table 4.25 represents the Pearson Correlation result between perceived quality and word of mouth. There is a significant relationship between perceived quality and word of mouth with significant value 0.000 ($p < 0.01$, Sig. 2-tailed). Then, the positive value of Pearson correlation with $r = 0.726$, it signifies that there are strong relationship between perceived quality and word of mouth. Therefore, H3b is accepted.

Table 4.25
Correlation between Perceived Quality and Word of Mouth

		Word of Mouth
Perceived Quality	Pearson Correlation	.726**
	Sig. (2-tailed)	.000
	N	393

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

H3c: There is a significant relationship between customer satisfaction and word of mouth communication among mobile phone users.

Table 4.26 represents the Pearson Correlation result between customer satisfaction and word of mouth. There is a significant relationship between customer satisfaction and word of mouth with significant value 0.000 ($p < 0.01$, Sig. 2-tailed). Then, the positive value of the Pearson correlation with $r = 0.755$, it signifies that there are strong relationship between customer satisfaction and word of mouth. Hence, H3c is accepted.

Table 4.26
Correlation between Customer Satisfaction and Word of Mouth

		Word of Mouth
Customer Satisfaction	Pearson Correlation	.755**
	Sig. (2-tailed)	.000
	N	393

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

H3d: There is a significant relationship between brand love and word of mouth communication among mobile phone users.

Table 4.27 represents the Pearson Correlation result between brand love and word of mouth. There is a significant relationship between brand love and word of mouth with significant value 0.000 ($p < 0.01$, Sig. 2-tailed). The positive value of Pearson correlation with $r = 0.802$, it signifies that there are strong relationship between brand love and word of mouth. Therefore, H3d is accepted.

Table 4.27
Correlation between Brand Love and Word of Mouth

		Word of Mouth
Brand Love	Pearson Correlation	.802**
	Sig. (2-tailed)	.000
	N	393

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

H3e: There is a significant relationship between brand trust and word of mouth communication among mobile phone users.

Table 4.28 represents the Pearson Correlation result between brand trust and word of mouth. There is a significant relationship between brand trust and word of mouth with significant value 0.000 ($p < 0.01$, Sig. 2-tailed). The positive value of Pearson correlation with $r = 0.793$, it signifies that there are strong relationship between brand trust and word of mouth. Therefore, H3e is accepted.

Table 4.28
Correlation between Brand Trust and Word of Mouth

		Word of Mouth
Brand Trust	Pearson Correlation	.793**
	Sig. (2-tailed)	.000
	N	393

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

The summary of the result of the correlation analysis are as follows:

Table 4.29
Summary Result of the Correlation Analysis

Hypothesis	**Accepted or Rejected**
Hypothesis 3a	Accepted
Hypothesis 3b	Accepted
Hypothesis 3c	Accepted
Hypothesis 3d	Accepted
Hypothesis 3e	Accepted

4.7 Regression Analysis

To Achieve Objective 4:

Multiple regression analysis is to evaluate the link between greater than two variables in the study. In other word, multiple regression analysis is to examine how a dependent variable Y is connected to two or more than independent variables (Anderson, Sweeney and Williams, 2011). In order to achieve Objective 4, multiple regression analysis will be tested to determine the significant influence between independent variables specifically perceived value, perceived quality, customer satisfaction, brand love and brand trust toward word of mouth communication. Hence, regression analysis will be used to test the hypothesis 4:-

Hypothesis 4

There is significant influence between perceived value (H4a), perceived quality (H4b), customer satisfaction (H4c), brand love (H4d), and brand trust (H4e) on word of mouth among mobile phone users.

4.7.1 Regression Analysis on Coefficient of Determination (R2)

Coefficient of determination (R2) is a statistical technique to measure and explains how the variance can predict their relationship with another variable. The objectives R2 is indicated the changes of the dependent variable which is word of mouth with the changes of the independent variables specifically perceived value, perceived quality, customer satisfaction, brand love and brand trust.

The model summary of multiple regression analysis for this study was shown in Table 4.30. From this Table, the value of adjusted R2 was 0.714. The independent variables such as perceived value, perceived quality, customer satisfaction, brand love and brand trust were explaining that 71.4% of the changes in the dependent variable (word of mouth) as tested in the model. That mean it had 71.4% of influences to the word of mouth (dependent variable).

Table 4.30
Regression Analysis on Model Summary

Model	R	R Square
1	0.845	0.714

4.7.2 ANOVA Test

The bigger value F-ratio, the more variance in the dependent variable is explained by the variables (Hair et al., 2009). Besides, if the p-value is greater than 0.05, it indicates that the result is insignificant. However, if the p-value is below than 0.05, the result shows significant. In the regression analysis of ANOVA table 4.31, the F-ratio is 192.788 and there are significant at the 0.000 level. This result shows that there is a strong relationship between independent variables and a dependent variable.

Table 4.31
Regression Analysis of ANOVA

Model	F	Sig.
1	192.788	0.000

4.7.3 Regression Analysis of Coefficient

Regression analysis of Coefficient tests the coefficient among independent variables and dependent variable. Beta demonstrates the highest value in independent variables the higher influence toward dependent variable.

Table 4.32
Regression Analysis of Coefficients

Model	B	Beta	t	Significant
(Constant)	0.023		0.142	0.887
Perceived Value	0.170	0.147	3.165	0.002
Perceived Quality	0.123	0.105	2.053	0.041
Customer Satisfaction	0.118	0.104	1.821	0.069
Brand Love	0.292	0.286	4.566	0.000
Brand Trust	0.284	0.286	4.835	0.000

a. Dependent Variable: Word of Mouth

According to Pallant (2005), the largest beta coefficient means the factor has the strongest contribution to influence the dependent variable. The result of Regression Analysis of Coefficient is shown in Table 4.32 above. This Table showed that Beta of perceived value is 0.147, perceived quality is 0.105, customer satisfaction is 0.104, brand love is 0.286 and brand trust is 0.286. Hence, brand love and brand trust has the highest influence on the dependent variable word of mouth communication.

In addition, the factor is a significant contribution to the influence toward dependent variable if the signed value is below than 0.05. If the value is above than 0.05, the factor is not contributing any significant influence on dependent variable (Griffith, 2010). Based on the result analysis, there are four of independent variables are significant influence toward word of mouth communication which is perceived value (P=0.002), perceived quality (P=0.041), brand love (P=0.000) and brand trust (P=0.000). Consequently, hypothesis 4a, 4b, 4d and 4e is accepted. However, one of independent variable, customer satisfaction (p=0. 069) is not a significant influence of word of mouth communication. Therefore, H4c is rejected.

4.9 Chapter Conclusion

This chapter is dedicated to test the hypothesis which are constructed and presented in Chapter 2. The result has been obtained using specific analytical methods in Independent Samples T-Test, One-Way ANOVA, Pearson correlation and regression analysis. As a conclusion, the result in this study shows that all independent variables were significant relationship with word of mouth communication and it shows that there is positive strongly relationship between independent variable and word of mouth communication. Besides, there are four independent variables (perceived value, perceived quality, brand love and brand trust) were significant influenced on word of mouth communication. However, one of independent variable, customer satisfaction was not a significant influence of word of mouth communication. In addition, it is found that brand love and brand trust have the strongest influence toward word of mouth communication among mobile phone users.

CHAPTER 5

DISCUSSION, RECOMMENDATIONS AND CONCLUSION

5.0 Chapter Introduction

This section was mainly discussion of the findings as discussed in previous chapters. This chapter consists of three parts (1) Discussion – summarized the respondent background information and major results from the analysis that are carried out; (2) Limitations of the study – explain about limitation in order to recognize the limitation in the study and it could be overcome and combating these limitations in the future; (3) Recommendations – explain about the recommendation to an organization to look deep into the finding and suggestion for other researcher for other research topic and (4) Conclusion – briefly concludes.

5.1 Discussion

The main objective of this study is to determine the factors that influence word of mouth communication among mobile phone users. This study was conducted from young adult's mobile phone users in Universiti Utara Malaysia (UUM), Sintok Kedah. Statistical Packages of Social Science (SPSS) 19.0 were used to analyze the data.

5.1.1 Descriptive Analysis

Demographic factors such as genders, age groups, ethnic group, religion, level of education, semester, academic college, the number of mobile phones owned by respondents as well as the brand preference of respondents were used to describe the characteristic of the respondents. In terms of gender of respondents, the most of the respondents were female with 257 respondents (65.4%) and 136 respondents (34.6%) were male. In terms of age, the majority respondents are among the age group of 20-24 years, which is 282 respondents or 71.8%.

In terms of ethnic group of respondents, the result showed that the majority of the respondents are Malay with 222 respondents (56.5%), followed by Chinese with 136 respondents (34.6%), Indian with 19 respondents (4.8%) and the rest is others which are 16 respondents (4.1%). On the other hand, with respect to the religion, the majority of the respondents are Muslim with 232 respondents (59.0%), followed by Buddhist which is 121 respondents (30.8%), Christian with 19 respondents (4.8%), Hindu with 18 respondents (4.6%) and the rest is others with 3 respondents (0.8%).

From the aspect of the highest education level obtained from respondents, the most leading number on level of study are Degree students with 314 respondents (79.9%), then Master students with 53 respondents (13.5%) and lastly is PhD with 26 respondents (6.6%). Among these respondents, the majority of the respondents are 4-6 semesters with 261 respondents (66.4%), followed by 1-3 semesters with 90 respondents (22.9%) and the rest is 7-9 semester with 42 respondents (10.7%). On the other hand, the majority of the respondents are from college of COB with 242

respondents (61.6%), college of COLGIS with 97 respondents (24.7%), and college of CAS with 54 respondents (13.7%).

Results from the study also showed that the majority of respondents owned two of mobile phones with 185 respondents (47.1%), followed by 173 respondents (44.0%) who owned one mobile phone only and there are 35 respondents (8.9%) who owned more than 3 of mobile phones. On the other hand, in term of the most preferred brand mobile phone of respondents, the most brand preferred is Samsung brand with 189 respondents (48.1%), followed by Apple brand with 88 respondents (22.4%) and next is Sony brand with 50 respondents (12.7%). On the other hand, Nokia had 26 respondents (6.6%), HTC with 15 respondents (3.8%), Lenovo 12 respondents (3.1%), Blackberry with 7 respondents (1.8%) and the others brand is 6 respondents (1.5%).

5.1.2 Independent Samples T-Test

According to the analysis conducted using independent samples T-Test, H1 is accepted whereby there is a significant difference among male and female of mobile phone users on word of mouth (t-value = 2.169, p = 0.031) since the sig value equal or below than 0.05. The result indicates there is a significant difference among male and female respondents in the word of mouth communication. There are similar finding reported by Kempf and Palan (2006) and Garbarino and Strahlievitz (2004) found that genders have significant difference toward word of mouth communication.

5.1.3 One Way Analysis of Variance

According to the analysis conducted using One-way ANOVA, H2a is accepted and hence, there is a significant difference between age groups on word of mouth (F=4. 409, $p < 0.05$) with significant level at 0.013. There are similarly findings reported by Munaf et al., (2009) who found age have significant difference toward word of mouth.

In addition, there is no significant difference among ethnic group (Malay, Chinese, Indian and others) on word of mouth communication (F=1. 084, $P > 0.05$) which is a significant level at 0.356. Hence, based on the analysis One-way ANOVA, H2b is rejected. Similarly, the result of One-way ANOVA also indicates that there are no significant differences between religion (Islam, Buddhist, Christian, Hindu and others) on word of mouth communication (F= 0.856, $P > 0.05$) which is a significant level at 0.490. Hence, H2c is rejected.

Based on the analysis of One-way ANOVA, it was found that there is a significant difference between level of education on word of mouth communication (F=5. 601, $p < 0.05$) with significant level at 0.004. Hence, H2d is accepted. Similarly, the result of One-way ANOVA shows that there are significant differences between the brand preferences on word of mouth communication (F= 3.694, $p < 0.05$) which is a significant level at 0.001. Therefore, H2e is accepted.

5.1.4 Correlation Analysis

First, the results of correlation analysis that have been conducted demonstrate that there is a significant relationship between perceived value and word of mouth with significant value at 0.000 ($p < 0.01$, Sig. 2-tailed). Subsequently, the positive value of Pearson correlation with $r = 0.699$, it is signifies that there are strong relationship between perceived value and word of mouth. Therefore, H3a is accepted. This result agrees with other studies that are well-established in existing literature (Muhammad Ishtiaq Ishaq, 2012; Mohammad Ali Abdolvand and Abdollah Norouzi, 2012).

Similarly, the result of correlation analysis shows that there is a significant relationship between perceived quality and word of mouth with significant value at 0.000 ($p < 0.01$, Sig. 2-tailed). Then, the positive value of the Pearson correlation with $r = 0.726$, it signifies that there are strong relationship between perceived quality and word of mouth. Thus, H3b is accepted. This finding corresponds with other studies which found that perceived quality is correlated to word of mouth communication (Molinari et al., 2008).

The results of correlation analysis tested showed that there exist a significant relationship between customer satisfaction and word of mouth with significant value at 0.000 ($p < 0.01$, Sig. 2-tailed). Next, the positive value of Pearson correlation with $r = 0.755$, it signifies that there are strong relationship between customer satisfaction and word of mouth communication. Therefore, H3c is accepted. As claimed by Saha and Theingi (2009) that showed that consumers who were satisfied with the mobile phone brand were more likely to provide word of mouth recommendations to their family and friends.

In terms of brand love and word of mouth, correlation analysis shows that there is a significant relationship between brand love and word of mouth with significant value at 0.000 ($p < 0.01$, Sig. 2-tailed). After that, the positive value of the Pearson correlation with $r = 0.802$, it signifies that there are strong relationship between brand love and word of mouth. Therefore, H3d is accepted. The results obtained from this study are similar to other different studies by Ahmed Rageh Ismail and Spinelli (2012).

Lastly, the result of Pearson Correlation test on brand trust and word of mouth showed that there exists a significant relationship between brand trust and word of mouth with significant value at 0.000 ($p < 0.01$, Sig. 2-tailed). The positive value of the Pearson correlation with $r = 0.793$, it signifies that there are strong relationship between brand trust and word of mouth. Therefore, H3e is accepted. Previous studies made by Deari and Balla (2013) and Gremler et al., (2001) also found that brand trust is a supportive factor in word of mouth communication.

5.1.5 Regression Analysis

In this study, the result of regression analysis shows that Beta value of perceived value is 0.147, perceived quality is 0.105, customer satisfaction is 0.104, brand love is 0.286 and brand trust is 0.286. Therefore, brand love and brand trust has the highest influence of word of mouth communication among mobile phone users in Universiti Utara Malaysia (UUM).

The result of regression analysis has indicated that the four independent variables are significant predictors toward word of mouth communication which are perceived value (P=0.002), perceived quality (P=0.041), brand love (P=0.000) and brand trust (P=0.000). Hence, hypothesis 4a, 4b, 4d and 4e is accepted. A study by Hutchinson et al., (2008) and Sun and Qu (2011) provided similar results that perceived value is a significant influence of word of mouth. Furthermore, Hutchinson et al., (2008) suggested that perceived quality has influence towards word of mouth communication. As claimed by Gremler et al., (2001), this study also showed brand trust is a significant influence with word of mouth. Besides, the findings in this current context which that brand love has a significant influence toward word of mouth is consistent with the findings of previous studies (Loureiro and Kaufmann, 2012).

However, one of independent variable customer satisfaction (p=0. 069) is not a significant influence of word of mouth. Therefore, H4c is rejected. The results found were similar to the results reported in a study conducted by Jiewanto et al., (2012).

5.2 Limitations of the Study

This study has few acknowledged limitations. Therefore, some limitations in the research should take note and put some effort to solve them in order to serve as a venue and an opportunity to future research in the mobile phone sector.

The limitation of this thesis is sample size. A sample size of 400 respondents is considered to be small. For that reason, a researcher might adopt in the future study by using the wider sample size of consumers in order to make the result more appropriately and accurately.

Secondly, the limitation of the study is related to the place where the research is being conducted. This study was conducted in Universiti Utara Malaysia (UUM) single place which it is cannot lead the generalizations of the findings and the results may not able to imply to other local university and private college.

Thirdly, the findings in this study may have limited generalizations which are not necessarily generalizations to other contexts. Students as a sample somewhat may restrict the generalizations of the result for a broad population of mobile phone users in Malaysia. Therefore, future research is recommended with different samples. It would be more significant if the same findings testing in the different types of consumers such as white-collar and professional executive's officer from another city across the country.

5.3 Recommendations

This research adopts five determinants as the independent variables in order to examine the significant relationship and influence toward word of mouth. Yet, there might exist other determinants that might also give impact on word of mouth, such as brand loyalty (Carpenter and Fairhurst, 2005), marketing mix (Cengiz and Yayla, 2007), commitment (Hennig-Thurau et al., 2002) and service recovery (Maxham, 2001). Meanwhile, future research should be analysing these factors in more detail.

Secondly, this study considered general overview of the extensive knowledge about word of mouth. In the future research should be investigated in more deeply understanding the antecedents of word of mouth intention or actual behavior. Besides, it is also suggested examining whether in positively word of mouth or negatively word of mouth.

Thirdly, even though most of word of mouth was investigated in offline, such as in face-to-face conversation. Hence, the comparison of online versus offline word of mouth also is value and worth to investigate in Malaysia in the future.

This research was carried out in mobile phone sector. The researcher suggests that it can investigate into another conversation category in the future research. Different conversation category will show the different output thus it helps firm to recognize the differences between the category sectors and take some suitable actions.

5.4 Chapter Conclusion

First and foremost, the purpose is to determine the factors influence word of mouth communication among mobile phone users in this study. Findings of correlation analysis show that all independent variables (perceived value, perceived quality, customer satisfaction, brand love and brand trust) have a strong positive relationship with the dependent variable (word of mouth). In addition, the findings of the study evidence that four factors that are perceived value, perceived quality, brand love and brand trust have a positive influence on word of mouth. Hence, brand love and brand trust has the highest influence on the dependent variable word of mouth. Apple and Samsung brands are the leading player in the mobile phone industry as many respondents are more preferred if they want to buy a mobile phone.

This study is important to practitioners since it is measurable knowledge of levels of satisfaction and customer perceptions toward quality and value as well as customer behavior in love and trust on brand. To sum it up, this study provides an understanding of the factors that drives word of mouth by a consumer. Word of mouth communication can be a main potential source for business in the future therefore it is very significant to marketers. Thus, companies would take advantage of the word of mouth that their consumers would bring to companies and generate profitability for them.

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APPENDIX A

QUESTIONNAIRE

Dear respected respondents:

Thanks you for your time responding to this questionnaire. You are invited to participate in this research entitled factors influencing word of mouth communication.

As a participant in a scientific investigation, you have the right for:

Confidentiality of responses

Your survey questionnaire is to be answered anonymously so that you identity is protected. Once you return the questionnaire, there is no way in which to identify any study participant. Additionally, all data from the study will be reported in numerical from using aggregated categories.

Please respond to every item in this questionnaire following the instruction in every section. Your participation is voluntary and there is no right or wrong answers. Therefore, please answer as honestly as possible.

We realize that you are busy and thus, we have designed this questionnaire so that it should not take you longer than fifteen minutes to answer.

Once again, thank you for your time and consideration.

Sincerely yours,

Goh Chin Wei 813541

MSc. Management

Section A: Demographic profile

(This section intends to get information on the respondents' demographic background) Please fill the empty space and mark "√" in the appropriate box.

1. What is you gender?

☐ Male ☐ Female

2. Your age:_____ years old

3. Ethnic

☐ Malay ☐ Chinese ☐ Indian ☐ Others (Please state): _____

4. Religion

☐ Islam ☐ Christian ☐ Buddhist

☐ Hindu ☐ Others (please state): _____

5. Level of education

☐ Bachelor of _____Semester: _____

☐ Master of _____ Semester: _____

☐ PHD in _____Semester: _____

6. College

☐ COB ☐ CAS ☐ COLGIS

7. How many mobile phones do you have now?

☐ 0 ☐ 1 ☐ 2 ☐ ≥ 3 or more

Section B: Effects of Perceived Value, Perceived Quality, Customer Satisfaction, Brand Love, and Brand Trust on Word of Mouth.

Please review each of the following statements and circle the item that best represents you.

The **most brand that I prefer** if I want to buy a mobile phone. (**Choose ONLY one)**

- ☐ Apple
- ☐ Samsung
- ☐ HTC
- ☐ Sony
- ☐ Nokia
- ☐ LG
- ☐ Blackberry
- ☐ Other (please state): _____

Kindly be reminded that your answer to the following statements is based on your **MOST PREFFERED BRAND** of mobile phone **ONLY** as stated above.

Extremely disagree	Strongly disagree	Disagree	Agree	Strongly agree	Extremely agree
1	2	3	4	5	6

No	Descriptive Item	1	2	3	4	5	6
1	This brand is good value for the money.	1	2	3	4	5	6
2	This brand considered to be a good buy.	1	2	3	4	5	6
3	The price for this brand is acceptable and reasonable.	1	2	3	4	5	6
4	I am happy with the value I get from the money I pay for this brand.	1	2	3	4	5	6
5	This brand I purchased is worth every cent.	1	2	3	4	5	6
6	This brand provides better quality for the price.	1	2	3	4	5	6
7	This brand provides the best value.	1	2	3	4	5	6
8	This brand charges a reasonable price for the quality provided.	1	2	3	4	5	6
9	The likelihood that this brand will be reliable.	1	2	3	4	5	6
10	The workmanship of this brand is high.	1	2	3	4	5	6
11	This brand is good quality.	1	2	3	4	5	6
12	The likelihood that this brand is dependable.	1	2	3	4	5	6
13	This brand is durable.	1	2	3	4	5	6
14	This brand has better overall performance.	1	2	3	4	5	6

15	I am very satisfied with this brand and its features.	1	2	3	4	5	6
16	My choice to get this brand has been a wise one.	1	2	3	4	5	6
17	I'm feeling good about my decision to get this brand.	1	2	3	4	5	6
18	I'm did the right thing when I decided to get this brand.	1	2	3	4	5	6
19	I'm happy with this brand.	1	2	3	4	5	6
20	This brand has met my demands and fulfils my expectation.	1	2	3	4	5	6
21	I am passionate about this brand.	1	2	3	4	5	6
22	This brand is totally awesome.	1	2	3	4	5	6
23	This brand makes me very happy.	1	2	3	4	5	6
24	This is a wonderful brand.	1	2	3	4	5	6
25	This brand makes me feel good.	1	2	3	4	5	6
26	I'm very attracted to this brand.	1	2	3	4	5	6
27	I love this brand.	1	2	3	4	5	6
28	I would like to have a continuous relationship with this brand.	1	2	3	4	5	6
29	I feel secure when I purchased this brand because I know that it never let me down.	1	2	3	4	5	6
30	I trust this brand.	1	2	3	4	5	6
31	I rely on this brand.	1	2	3	4	5	6
32	This brand always meets its commitments.	1	2	3	4	5	6
33	I will say positive things about this brand to family and friends.	1	2	3	4	5	6
34	I will encourage family and friends to buy this brand.	1	2	3	4	5	6
35	I will recommend this brand to people whenever anyone seeks my advice.	1	2	3	4	5	6
36	I have actually recommended this brand to my family and friends.	1	2	3	4	5	6
37	I am willing to recommend this brand when the topic of mobile phone comes up in conversation.	1	2	3	4	5	6
38	I have occasions to mention about this brand that I have used.	1	2	3	4	5	6
39	I'm pleasure giving information about this brand to my family and friends.	1	2	3	4	5	6
40	I'm will express my satisfaction of using this brand to my family and friends.	1	2	3	4	5	6

Thank you for your kind cooperation and valuable time.

APPENDIX B

RELIABILITY TEST FOR PILOT TEST

a) Perceived Value

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded[a]	0	.0
	Total	50	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.898	8

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 good value for the money	34.10	25.153	.663	.887
This brand considered to be a good buy	33.92	26.524	.651	.888
The price for this brand is acceptable and reasonable	34.28	25.267	.589	.895
I am happy with the value I get from the money I pay for this brand	34.18	25.865	.559	.897
This brand I purchased is worth every cent	34.26	24.033	.810	.872
This brand provides better quality for the price	34.00	24.531	.761	.877
This brand provides the best value	34.06	25.486	.679	.885
This brand charges a reasonable price for the quality provided	34.06	24.915	.775	.877

b) Perceived Quality

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded[a]	0	.0
	Total	50	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.879	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
The likelihood that this brand will be reliable	24.62	14.567	.584	.874
The workmanship of this brand is high	24.68	13.283	.736	.850
This brand is good quality	24.38	13.383	.760	.847
The likelihood that this brand is dependable	24.82	12.600	.763	.845
This brand is durable	24.80	12.980	.598	.879
This brand has better overall performance	24.40	14.041	.732	.854

c) Customer Satisfaction

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded[a]	0	.0
	Total	50	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.937	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I am very satisfied with this brand and its features	25.54	14.539	.672	.942
My choice to get this brand has been a wise one	25.68	13.569	.802	.926
I'm feeling good about my decision to get this brand.	25.52	13.520	.881	.916
I'm did the right thing when I decided to get this brand	25.50	13.724	.862	.919
I'm happy with this brand	25.38	13.465	.855	.919
This brand has met my demands and fulfills my expectation	25.58	13.636	.805	.926

d) Brand Love

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded[a]	0	.0
	Total	50	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.958	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I am passionate about this brand	29.90	24.663	.831	.953
This brand is totally awesome	29.90	23.765	.870	.950
This brand makes me very happy	29.82	23.579	.890	.949
This is a wonderful brand	29.90	23.929	.874	.950
This brand makes me feel good	29.80	23.837	.896	.948
I'm very attracted to this brand	29.78	25.032	.806	.955
I love this brand	29.82	23.171	.827	.955

e) Brand Trust

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded[a]	0	.0
	Total	50	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.918	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I would like to have a continuous relationship with this brand	19.74	10.686	.840	.888
I feel secure when I purchased this brand because I know that it never let me down	19.90	10.541	.864	.883
I trust this brand	19.68	10.712	.874	.882
I rely on this brand	19.82	11.049	.754	.907
This brand always meets its commitments	19.74	12.604	.617	.930

f) Word of Mouth

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded[a]	0	.0
	Total	50	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.959	8

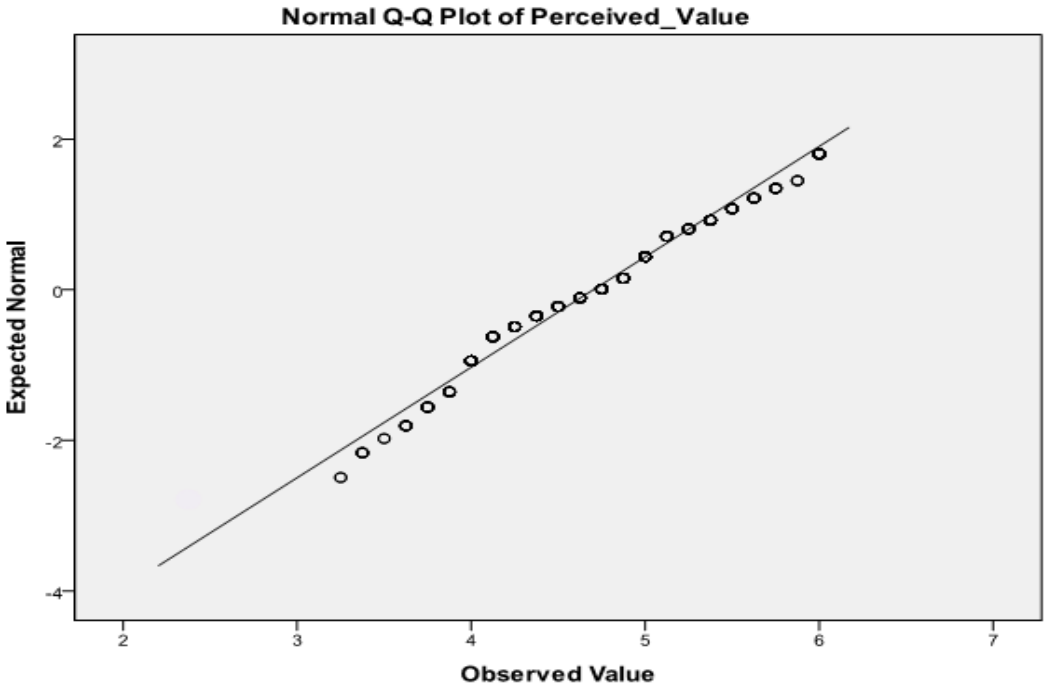
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I will say positive things about this brand to family and friends	34.72	37.634	.776	.957
I will encourage family and friends to buy this brand	34.70	37.071	.908	.949
I will recommend this brand to people whenever anyone seeks my advice	34.88	36.312	.911	.949
I have actually recommended this brand to my family and friends	35.00	34.653	.893	.950
I am willing to recommend this brand when the topic of mobile phone comes up in conversation	34.86	36.613	.890	.950
I have occasions to mention about this brand that I have used	34.84	37.158	.787	.956
I'm pleasure giving information about this brand to my family and friends	34.66	38.678	.774	.957
I'm will express my satisfaction of using this brand to my family and friends	34.52	38.581	.822	.954

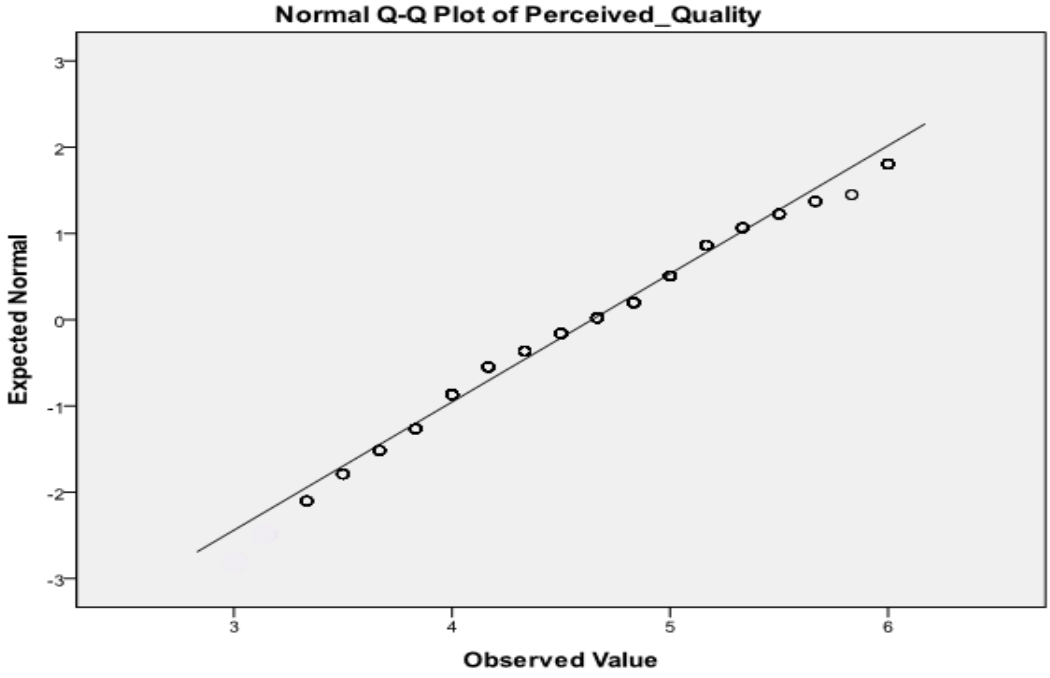
APPENDIX C

NORMALITY TEST

a) Perceived Value

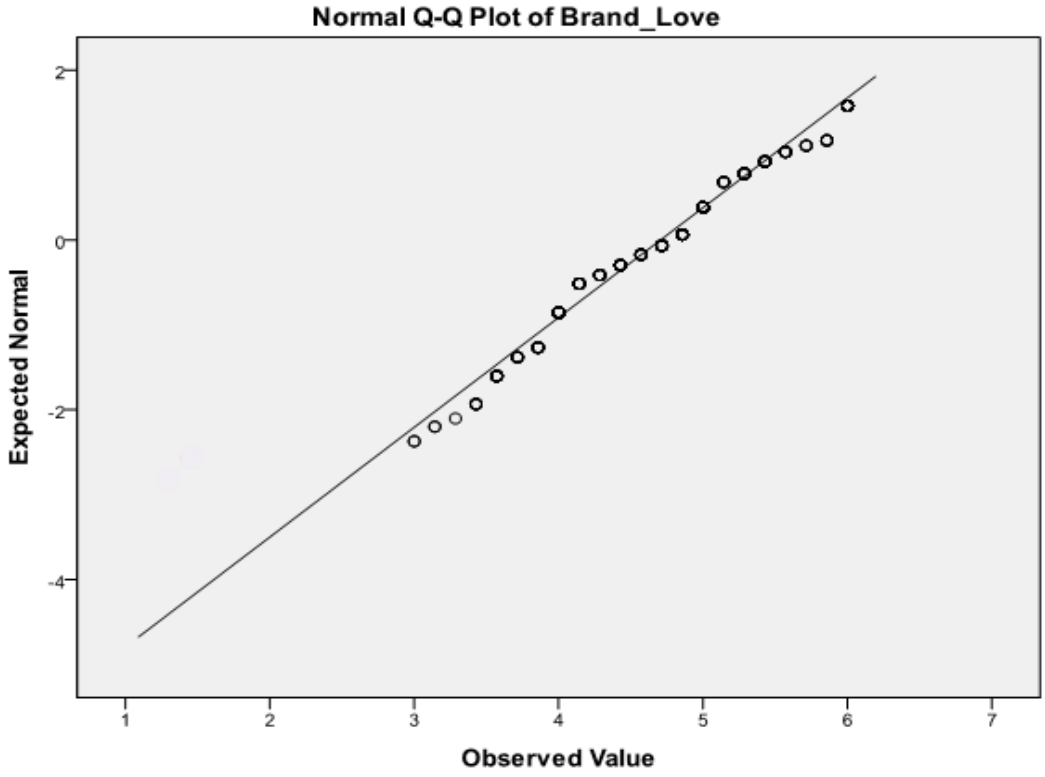


b) Perceived Quality

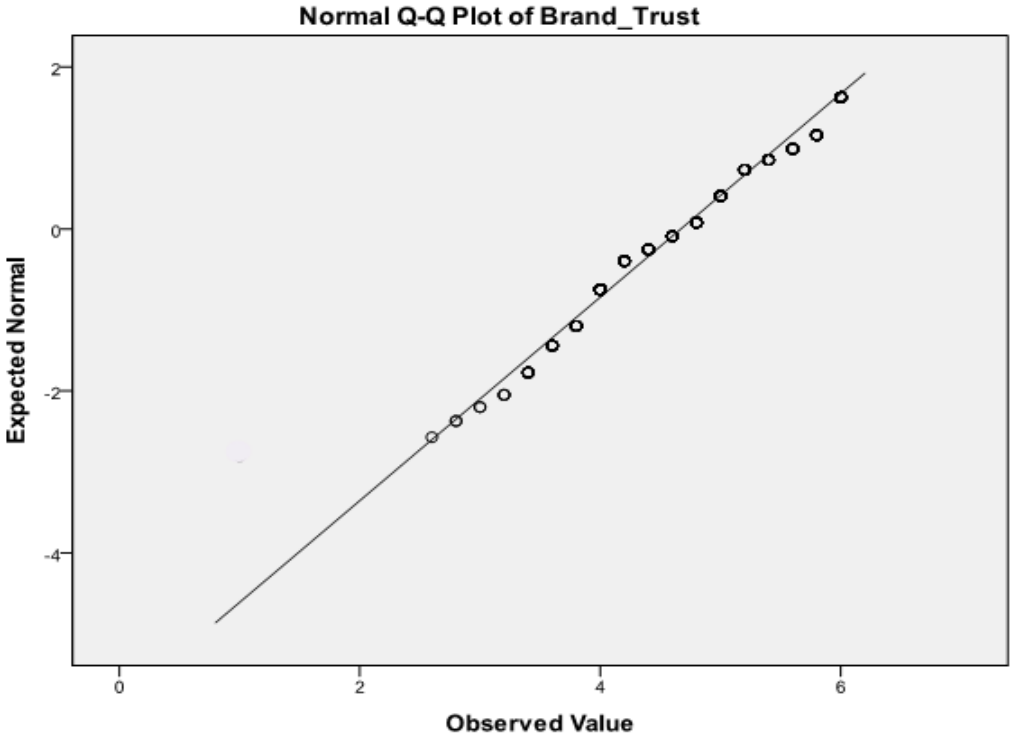


c) Customer Satisfaction

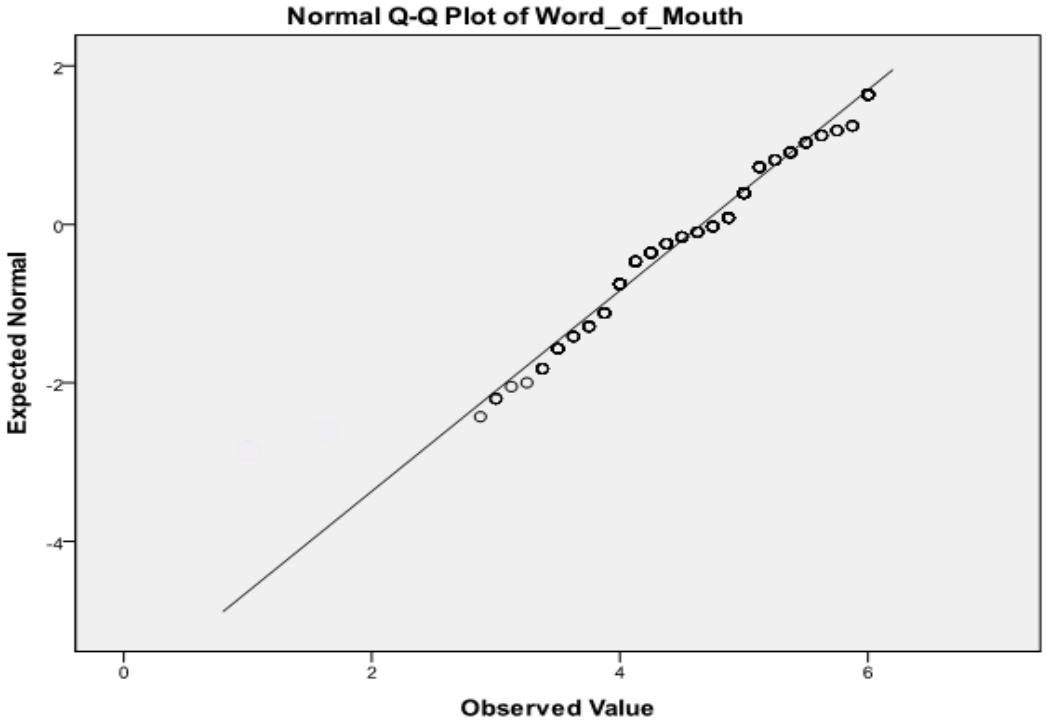
d) Brand Love



e) Brand Trust



F) Word of Mouth



APPENDIX D

RELIABILITY TEST FOR REAL TEST

a) Perceived Value

Case Processing Summary

		N	%
Cases	Valid	393	100.0
	Excluded[a]	0	.0
	Total	393	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.933	8

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 good value for the money	32.85	23.084	.781	.923
This brand considered to be a good buy	32.79	22.945	.802	.921
The price for this brand is acceptable and reasonable	32.97	23.129	.746	.925
I am happy with the value I get from the money I pay for this brand	32.88	22.820	.785	.922
This brand I purchased is worth every cent	32.99	23.171	.723	.927
This brand provides better quality for the price	32.91	22.788	.763	.924
This brand provides the best value	32.92	22.836	.767	.924
This brand charges a reasonable price for the quality provided	32.97	23.183	.763	.924

b) Perceived Quality

Case Processing Summary

		N	%
Cases	Valid	393	100.0
	Excluded[a]	0	.0
	Total	393	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.891	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
The likelihood that this brand will be reliable	23.25	11.643	.737	.868
The workmanship of this brand is high	23.26	11.494	.719	.870
This brand is good quality	23.06	11.578	.714	.871
The likelihood that this brand is dependable	23.32	11.518	.699	.873
This brand is durable	23.27	11.358	.693	.875
This brand has better overall performance	23.10	11.806	.696	.874

c) Customer Satisfaction

Case Processing Summary

		N	%
Cases	Valid	393	100.0
	Excluded[a]	0	.0
	Total	393	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.912	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I am very satisfied with this brand and its features	23.86	12.665	.654	.910
My choice to get this brand has been a wise one	24.06	12.826	.651	.910
I'm feeling good about my decision to get this brand.	23.91	12.091	.838	.884
I'm did the right thing when I decided to get this brand	23.98	11.910	.802	.889
I'm happy with this brand	23.85	12.249	.819	.887
This brand has met my demands and fulfills my expectation	24.02	12.143	.770	.894

d) Brand Love

Case Processing Summary

		N	%
Cases	Valid	393	100.0
	Excluded[a]	0	.0
	Total	393	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.955	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I am passionate about this brand	28.33	22.493	.725	.957
This brand is totally awesome	28.24	21.496	.845	.948
This brand makes me very happy	28.20	21.571	.866	.946
This is a wonderful brand	28.27	21.312	.885	.944
This brand makes me feel good	28.18	22.033	.872	.946
I'm very attracted to this brand	28.20	21.302	.872	.946
I love this brand	28.20	21.489	.851	.947

e) Brand Trust

Case Processing Summary

		N	%
Cases	Valid	393	100.0
	Excluded[a]	0	.0
	Total	393	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.931	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I would like to have a continuous relationship with this brand	18.70	10.324	.783	.922
I feel secure when I purchased this brand because I know that it never let me down	18.69	10.353	.844	.910
I trust this brand	18.56	10.349	.855	.908
I rely on this brand	18.78	10.007	.809	.917
This brand always meets its commitments	18.66	10.511	.803	.918

f) Word of Mouth

Case Processing Summary

		N	%
Cases	Valid	393	100.0
	Excluded[a]	0	.0
	Total	393	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.954	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I will say positive things about this brand to family and friends	32.54	31.764	.803	.950
I will encourage family and friends to buy this brand	32.58	30.795	.844	.947
I will recommend this brand to people whenever anyone seeks my advice	32.63	30.740	.853	.946
I have actually recommended this brand to my family and friends	32.68	29.781	.818	.949
I am willing to recommend this brand when the topic of mobile phone comes up in conversation	32.64	30.406	.861	.946
I have occasions to mention about this brand that I have used	32.74	30.312	.828	.948
I'm pleasure giving information about this brand to my family and friends	32.59	30.978	.821	.948
I'm will express my satisfaction of using this brand to my family and friends	32.54	31.234	.810	.949

APPENDIX E

DESCRIPTIVE STATISTIC

Frequency Table

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	136	34.6	34.6	34.6
	Female	257	65.4	65.4	100.0
	Total	393	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-24 years old	282	71.8	71.8	71.8
	25-29 years old	104	26.5	26.5	98.2
	30-34 years old	7	1.8	1.8	100.0
	Total	393	100.0	100.0	

Ethnic

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	222	56.5	56.5	56.5
	Chinese	136	34.6	34.6	91.1
	Indian	19	4.8	4.8	95.9
	Others	16	4.1	4.1	100.0
	Total	393	100.0	100.0	

Religion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Muslim	232	59.0	59.0	59.0
	Christian	19	4.8	4.8	63.9
	Buddhist	121	30.8	30.8	94.7
	Hindu	18	4.6	4.6	99.2
	Others	3	.8	.8	100.0
	Total	393	100.0	100.0	

Level of study at UUM

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Degree	314	79.9	79.9	79.9
	Master	53	13.5	13.5	93.4
	PHD	26	6.6	6.6	100.0
	Total	393	100.0	100.0	

Semester

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-3 semester	90	22.9	22.9	22.9
	4-6 semester	261	66.4	66.4	89.3
	7-9 semester	42	10.7	10.7	100.0
	Total	393	100.0	100.0	

College

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	COB	242	61.6	61.6	61.6
	CAS	54	13.7	13.7	75.3
	COLGIS	97	24.7	24.7	100.0
	Total	393	100.0	100.0	

How many mobile phones do you have now

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	173	44.0	44.0	44.0
	2	185	47.1	47.1	91.1
	More than 3	35	8.9	8.9	100.0
	Total	393	100.0	100.0	

The most brand that i prefer if i want to buy a mobile phone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Apple	88	22.4	22.4	22.4
	Samsung	189	48.1	48.1	70.5
	HTC	15	3.8	3.8	74.3
	Sony	50	12.7	12.7	87.0
	Nokia	26	6.6	6.6	93.6
	Lenovo	12	3.1	3.1	96.7
	Blackberry	7	1.8	1.8	98.5
	Others	6	1.5	1.5	100.0
	Total	393	100.0	100.0	

APPENDIX F

DESCRIPTIVE

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

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic
Perceived Value	393	2.38	6.00	4.7017	.68177
Perceived Quality	393	3.00	6.00	4.6421	.67288
Customer Satisfaction	393	2.50	6.00	4.7892	.69571
Brand Trust	393	1.00	6.00	4.6692	.79584
Word of Mouth	393	1.00	6.00	4.6594	.78962
Brand Love	393	1.29	6.00	4.7056	.77297
Valid N (listwise)	393				

b) Perceived Value

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
This brand is good value for the money	393	1	6	4.77	.803
This brand considered to be a good buy	393	1	6	4.82	.802
The price for this brand is acceptable and reasonable	393	2	6	4.64	.827
I am happy with the value I get from the money I pay for this brand	393	3	6	4.73	.831
This brand I purchased is worth every cent	393	1	6	4.62	.843
This brand provides better quality for the price	393	2	6	4.70	.855
This brand provides the best value	393	2	6	4.69	.845
This brand charges a reasonable price for the quality provided	393	3	6	4.64	.805
Perceived Value	393	2.38	6.00	4.7017	.68177
Valid N (listwise)	393				

c) Perceived Quality

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
The likelihood that this brand will be reliable	393	2	6	4.60	.799
The workmanship of this brand is high	393	2	6	4.59	.840
This brand is good quality	393	1	6	4.80	.829
The likelihood that this brand is dependable	393	1	6	4.53	.854
This brand is durable	393	2	6	4.58	.889
This brand has better overall performance	393	2	6	4.75	.804
Perceived Quality	393	3.00	6.00	4.6421	.67288
Valid N (listwise)	393				

d) Customer Satisfaction

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I am very satisfied with this brand and its features	393	1	6	4.87	.863
My choice to get this brand has been a wise one	393	1	6	4.68	.836
I'm feeling good about my decision to get this brand.	393	2	6	4.83	.804
I'm did the right thing when I decided to get this brand	393	1	6	4.75	.862
I'm happy with this brand	393	2	6	4.88	.793
This brand has met my demands and fulfills my expectation	393	1	6	4.72	.850
Customer Satisfaction	393	2.50	6.00	4.7892	.69571
Valid N (listwise)	393				

e) Brand Love

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I am passionate about this brand	393	1	6	4.61	.875
This brand is totally awesome	393	1	6	4.69	.891
This brand makes me very happy	393	1	6	4.74	.865
This is a wonderful brand	393	1	6	4.66	.880
This brand makes me feel good	393	1	6	4.76	.806
I'm very attracted to this brand	393	1	6	4.74	.891
I love this brand	393	1	6	4.74	.887
Brand Love	393	1.29	6.00	4.7056	.77297
Valid N (listwise)	393				

f) Brand Trust

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I would like to have a continuous relationship with this brand	393	1	6	4.65	.925
I feel secure when I purchased this brand because I know that it never let me down	393	1	6	4.66	.869
I trust this brand	393	1	6	4.79	.862
I rely on this brand	393	1	6	4.56	.959
This brand always meets its commitments	393	1	6	4.69	.876
Brand Trust	393	1.00	6.00	4.6692	.79584
Valid N (listwise)	393				

g) Word of Mouth

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I will say positive things about this brand to family and friends	393	1	6	4.74	.824
I will encourage family and friends to buy this brand	393	1	6	4.69	.888
I will recommend this brand to people whenever anyone seeks my advice	393	1	6	4.65	.886
I have actually recommended this brand to my family and friends	393	1	6	4.60	1.018
I am willing to recommend this brand when the topic of mobile phone comes up in conversation	393	1	6	4.64	.913
I have occasions to mention about this brand that I have used	393	1	6	4.54	.952
I'm pleasure giving information about this brand to my family and friends	393	1	6	4.69	.890
I'm will express my satisfaction of using this brand to my family and friends	393	1	6	4.73	.873
Word of Mouth	393	1.00	6.00	4.6594	.78962
Valid N (listwise)	393				

APPENDIX G

INDEPENDENT SAMPLES T-TEST

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Word of Mouth	Male	136	4.7776	.83731	.07180
	Female	257	4.5968	.75741	.04725

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Word of Mouth	Equal variances assumed	3.609	.058	2.169	391	.031	.18078	.08334	.01694	.34463
	Equal variances not assumed			2.103	252.279	.036	.18078	.08595	.01152	.35005

APPENDIX H

One-way ANOVA

a) Age

Descriptives

Word of Mouth

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min	Max
					Lower Bound	Upper Bound		
20-24 years old	282	4.5860	.78819	.04694	4.4936	4.6784	1.00	6.00
25-29 years old	104	4.8413	.77060	.07556	4.6915	4.9912	3.38	6.00
30-34 years old	7	4.9107	.73850	.27913	4.2277	5.5937	4.00	6.00
Total	393	4.6594	.78962	.03983	4.5810	4.7377	1.00	6.00

Test of Homogeneity of Variances

Word of Mouth

Levene Statistic	df1	df2	Sig.
.122	2	390	.885

ANOVA

Word of Mouth

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.405	2	2.702	4.409	.013
Within Groups	239.007	390	.613		
Total	244.411	392			

Multiple Comparisons

Word of Mouth

Tukey HSD

(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
20-24 years old	25-29 years old	-.25535*	.08981	.013	-.4666	-.0441
	30-34 years old	-.32472	.29954	.525	-1.0294	.3800
25-29 years old	20-24 years old	.25535*	.08981	.013	.0441	.4666
	30-34 years old	-.06937	.30568	.972	-.7885	.6498
30-34 years old	20-24 years old	.32472	.29954	.525	-.3800	1.0294
	25-29 years old	.06937	.30568	.972	-.6498	.7885

*. The mean difference is significant at the 0.05 level.

b) Ethnic

Descriptives

Word of Mouth

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min	Max
					Lower Bound	Upper Bound		
Malay	222	4.6931	.81380	.05462	4.5855	4.8008	1.00	6.00
Chinese	136	4.6011	.74776	.06412	4.4743	4.7279	3.00	6.00
Indian	19	4.8487	.91152	.20912	4.4093	5.2880	3.25	6.00
Others	16	4.4609	.61019	.15255	4.1358	4.7861	3.00	5.13
Total	393	4.6594	.78962	.03983	4.5810	4.7377	1.00	6.00

Test of Homogeneity of Variances

Word of Mouth

Levene Statistic	df1	df2	Sig.
1.278	3	389	.281

ANOVA

Word of Mouth

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.026	3	.675	1.084	.356
Within Groups	242.386	389	.623		
Total	244.411	392			

Multiple Comparisons

Word of Mouth

Tukey HSD

(I) Ethnic	(J) Ethnic	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Malay	Chinese	.09203	.08596	.708	-.1298	.3138
	Indian	-.15555	.18868	.843	-.6424	.3313
	Others	.23219	.20433	.667	-.2950	.7594
Chinese	Malay	-.09203	.08596	.708	-.3138	.1298
	Indian	-.24758	.19333	.576	-.7464	.2512
	Others	.14017	.20863	.908	-.3981	.6785
Indian	Malay	.15555	.18868	.843	-.3313	.6424
	Chinese	.24758	.19333	.576	-.2512	.7464
	Others	.38775	.26784	.470	-.3033	1.0788
Others	Malay	-.23219	.20433	.667	-.7594	.2950
	Chinese	-.14017	.20863	.908	-.6785	.3981
	Indian	-.38775	.26784	.470	-1.0788	.3033

c) Religion

Descriptives

Word of Mouth

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min	Max
					Lower Bound	Upper Bound		
Muslim	232	4.6886	.80381	.05277	4.5846	4.7926	1.00	6.00
Christian	19	4.7237	.86761	.19904	4.3055	5.1419	3.38	6.00
Buddhist	121	4.5826	.72986	.06635	4.4513	4.7140	3.00	6.00
Hindu	18	4.8125	.92380	.21774	4.3531	5.2719	3.25	6.00
Others	3	4.1667	.72169	.41667	2.3739	5.9594	3.75	5.00
Total	393	4.6594	.78962	.03983	4.5810	4.7377	1.00	6.00

Test of Homogeneity of Variances

Word of Mouth

Levene Statistic	df1	df2	Sig.
.866	4	388	.484

ANOVA

Word of Mouth

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.139	4	.535	.856	.490
Within Groups	242.272	388	.624		
Total	244.411	392			

Multiple Comparisons

Word of Mouth

Tukey HSD

(I) Religion	(J) Religion	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Muslim	Christian	-.03511	.18856	1.000	-.5519	.4817
	Buddhist	.10593	.08861	.754	-.1369	.3488
	Hindu	-.12392	.19334	.968	-.6538	.4060
	Others	.52191	.45916	.787	-.7365	1.7803
Christian	Islam	.03511	.18856	1.000	-.4817	.5519
	Buddhist	.14104	.19500	.951	-.3934	.6755
	Hindu	-.08882	.25991	.997	-.8011	.6235
	Others	.55702	.49092	.788	-.7884	1.9025
Buddhist	Islam	-.10593	.08861	.754	-.3488	.1369
	Christian	-.14104	.19500	.951	-.6755	.3934
	Hindu	-.22986	.19962	.779	-.7770	.3172
	Others	.41598	.46184	.897	-.8498	1.6817
Hindu	Islam	.12392	.19334	.968	-.4060	.6538
	Christian	.08882	.25991	.997	-.6235	.8011
	Buddhist	.22986	.19962	.779	-.3172	.7770
	Others	.64583	.49277	.685	-.7047	1.9964
Others	Islam	-.52191	.45916	.787	-1.7803	.7365
	Christian	-.55702	.49092	.788	-1.9025	.7884
	Buddhist	-.41598	.46184	.897	-1.6817	.8498
	Hindu	-.64583	.49277	.685	-1.9964	.7047

d) Level of Education

Descriptives

Word of Mouth

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min	Max
					Lower Bound	Upper Bound		
Degree	314	4.6087	.78173	.04412	4.5219	4.6955	1.00	6.00
Master	53	4.9929	.77149	.10597	4.7803	5.2056	3.38	6.00
PHD	26	4.5913	.78387	.15373	4.2747	4.9080	3.00	6.00
Total	393	4.6594	.78962	.03983	4.5810	4.7377	1.00	6.00

Test of Homogeneity of Variances

Word of Mouth

Levene Statistic	df1	df2	Sig.
.122	2	390	.885

ANOVA

Word of Mouth

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.824	2	3.412	5.601	.004
Within Groups	237.587	390	.609		
Total	244.411	392			

Multiple Comparisons

Word of Mouth

Tukey HSD

(I) Level of study at UUM	(J) Level of study at UUM	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Degree	Master	-.38425*	.11591	.003	-.6569	-.1116
	PHD	.01733	.15928	.993	-.3574	.3921
Master	Degree	.38425*	.11591	.003	.1116	.6569
	PHD	.40158	.18688	.082	-.0381	.8413
PHD	Degree	-.01733	.15928	.993	-.3921	.3574
	Master	-.40158	.18688	.082	-.8413	.0381

*. The mean difference is significant at the 0.05 level.

e) The Most Brand Preference

Descriptives

Word of Mouth

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min	Max
					Lower Bound	Upper Bound		
Apple	88	4.9560	.72690	.07749	4.8019	5.1100	3.00	6.00
Samsung	189	4.5053	.76480	.05563	4.3956	4.6150	1.63	6.00
HTC	15	5.0250	.73527	.18985	4.6178	5.4322	4.00	6.00
Sony	50	4.6000	.85863	.12143	4.3560	4.8440	1.00	6.00
Nokia	26	4.5577	.71522	.14027	4.2688	4.8466	3.50	6.00
Lenovo	12	4.8958	.81679	.23579	4.3769	5.4148	4.00	6.00
Blackberry	7	4.6429	.84603	.31977	3.8604	5.4253	3.88	6.00
Others	6	4.7292	.99818	.40750	3.6816	5.7767	3.00	6.00
Total	393	4.6594	.78962	.03983	4.5810	4.7377	1.00	6.00

Test of Homogeneity of Variances

Word of Mouth

Levene Statistic	df1	df2	Sig.
.548	7	385	.798

ANOVA

Word of Mouth

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	15.381	7	2.197	3.694	.001
Within Groups	229.031	385	.595		
Total	244.411	392			

Multiple Comparisons

Word of Mouth

(I) The most brand that I prefer if I want to buy a mobile phone	(J) The most brand that I prefer if I want to buy a mobile phone	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Apple	Samsung	.45067*	.09954	.000	.1473	.7540
	HTC	-.06903	.21545	1.000	-.7257	.5876
	Sony	.35597	.13659	.157	-.0603	.7723
	Nokia	.39827	.17216	.289	-.1264	.9230
	Lenovo	.06013	.23735	1.000	-.6632	.7835
	Blackberry	.31311	.30289	.969	-.6100	1.2362
	Others	.22680	.32543	.997	-.7650	1.2186
Samsung	Apple	-.45067*	.09954	.000	-.7540	-.1473
	HTC	-.51971	.20690	.193	-1.1503	.1108
	Sony	-.09471	.12266	.994	-.4685	.2791
	Nokia	-.05240	.16133	1.000	-.5441	.4393
	Lenovo	-.39054	.22961	.687	-1.0903	.3092
	Blackberry	-.13757	.29687	1.000	-1.0423	.7672
	Others	-.22388	.31984	.997	-1.1986	.7509
HTC	Apple	.06903	.21545	1.000	-.5876	.7257
	Samsung	.51971	.20690	.193	-.1108	1.1503
	Sony	.42500	.22706	.571	-.2670	1.1170
	Nokia	.46731	.25008	.573	-.2949	1.2295
	Lenovo	.12917	.29872	1.000	-.7812	1.0396
	Blackberry	.38214	.35305	.960	-.6938	1.4581
	Others	.29583	.37257	.993	-.8396	1.4313
Sony	Apple	-.35597	.13659	.157	-.7723	.0603
	Samsung	.09471	.12266	.994	-.2791	.4685
	HTC	-.42500	.22706	.571	-1.1170	.2670
	Nokia	.04231	.18649	1.000	-.5260	.6107
	Lenovo	-.29583	.24793	.934	-1.0515	.4598
	Blackberry	-.04286	.31126	1.000	-.9915	.9058
	Others	-.12917	.33323	1.000	-1.1448	.8864
Nokia	Apple	-.39827	.17216	.289	-.9230	.1264
	Samsung	.05240	.16133	1.000	-.4393	.5441
	HTC	-.46731	.25008	.573	-1.2295	.2949
	Sony	-.04231	.18649	1.000	-.6107	.5260
	Lenovo	-.33814	.26917	.914	-1.1585	.4822
	Blackberry	-.08516	.32843	1.000	-1.0861	.9158
	Others	-.17147	.34932	1.000	-1.2361	.8932

Lenovo	Apple	-.06013	.23735	1.000	-.7835	.6632
	Samsung	.39054	.22961	.687	-.3092	1.0903
	HTC	-.12917	.29872	1.000	-1.0396	.7812
	Sony	.29583	.24793	.934	-.4598	1.0515
	Nokia	.33814	.26917	.914	-.4822	1.1585
	Blackberry	.25298	.36682	.997	-.8650	1.3709
	Others	.16667	.38564	1.000	-1.0087	1.3420
Blackberry	Apple	-.31311	.30289	.969	-1.2362	.6100
	Samsung	.13757	.29687	1.000	-.7672	1.0423
	HTC	-.38214	.35305	.960	-1.4581	.6938
	Sony	.04286	.31126	1.000	-.9058	.9915
	Nokia	.08516	.32843	1.000	-.9158	1.0861
	Lenovo	-.25298	.36682	.997	-1.3709	.8650
	Others	-.08631	.42910	1.000	-1.3941	1.2215
Others	Apple	-.22680	.32543	.997	-1.2186	.7650
	Samsung	.22388	.31984	.997	-.7509	1.1986
	HTC	-.29583	.37257	.993	-1.4313	.8396
	Sony	.12917	.33323	1.000	-.8864	1.1448
	Nokia	.17147	.34932	1.000	-.8932	1.2361
	Lenovo	-.16667	.38564	1.000	-1.3420	1.0087
	Blackberry	.08631	.42910	1.000	-1.2215	1.3941

*. The mean difference is significant at the 0.05 level.

APPENDIX I

PEARSON CORRELATION

Descriptive Statistics

	Mean	Std. Deviation	N
Perceived Value	4.7017	.68177	393
Perceived Quality	4.6421	.67288	393
Customer Satisfaction	4.7892	.69571	393
Brand Love	4.7056	.77297	393
Brand Trust	4.6692	.79584	393
Word of Mouth	4.6594	.78962	393

Correlations

		Perceived Value	Perceived Quality	Customer Satisfaction	Brand Love	Brand Trust	Word of Mouth
Perceived Value	Pearson Correlation	1	.758**	.771**	.706**	.665**	.699**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	393	393	393	393	393	393
Perceived Quality	Pearson Correlation	.758**	1	.801**	.743**	.748**	.726**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	393	393	393	393	393	393
Customer Satisfaction	Pearson Correlation	.771**	.801**	1	.810**	.778**	.755**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	393	393	393	393	393	393
Brand Love	Pearson Correlation	.706**	.743**	.810**	1	.874**	.802**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	393	393	393	393	393	393
Brand Trust	Pearson Correlation	.665**	.748**	.778**	.874**	1	.793**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	393	393	393	393	393	393
Word of Mouth	Pearson Correlation	.699**	.726**	.755**	.802**	.793**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	393	393	393	393	393	393

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

a) Perceived Value

Descriptive Statistics

	Mean	Std. Deviation	N
Perceived Value	4.7017	.68177	393
Word of Mouth	4.6594	.78962	393

Correlations

		Perceived Value	Word of Mouth
Perceived Value	Pearson Correlation	1	.699**
	Sig. (2-tailed)		.000
	N	393	393
Word of Mouth	Pearson Correlation	.699**	1
	Sig. (2-tailed)	.000	
	N	393	393

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

b) Perceived Quality

Descriptive Statistics

	Mean	Std. Deviation	N
Perceived Quality	4.6421	.67288	393
Word of Mouth	4.6594	.78962	393

Correlations

		Perceived Quality	Word of Mouth
Perceived Quality	Pearson Correlation	1	.726**
	Sig. (2-tailed)		.000
	N	393	393
Word of Mouth	Pearson Correlation	.726**	1
	Sig. (2-tailed)	.000	
	N	393	393

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

c) Customer Satisfaction

Descriptive Statistics

	Mean	Std. Deviation	N
Customer Satisfaction	4.7892	.69571	393
Word of Mouth	4.6594	.78962	393

Correlations

		Customer Satisfaction	Word of Mouth
Customer Satisfaction	Pearson Correlation	1	.755**
	Sig. (2-tailed)		.000
	N	393	393
Word of Mouth	Pearson Correlation	.755**	1
	Sig. (2-tailed)	.000	
	N	393	393

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

d) Brand Love

Descriptive Statistics

	Mean	Std. Deviation	N
Brand Love	4.7056	.77297	393
Word of Mouth	4.6594	.78962	393

Correlations

		Brand Love	Word of Mouth
Brand Love	Pearson Correlation	1	.802**
	Sig. (2-tailed)		.000
	N	393	393
Word of Mouth	Pearson Correlation	.802**	1
	Sig. (2-tailed)	.000	
	N	393	393

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

e) Brand Trust

Descriptive Statistics

	Mean	Std. Deviation	N
Brand Trust	4.6692	.79584	393
Word of Mouth	4.6594	.78962	393

Correlations

		Brand Trust	Word of Mouth
Brand Trust	Pearson Correlation	1	.793**
	Sig. (2-tailed)		.000
	N	393	393
Word of Mouth	Pearson Correlation	.793**	1
	Sig. (2-tailed)	.000	
	N	393	393

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

APPENDIX J

MULTIPLE REGRESSION

Descriptive Statistics

	Mean	Std. Deviation	N
Word of Mouth	4.6594	.78962	393
Perceived Value	4.7017	.68177	393
Perceived Quality	4.6421	.67288	393
Customer Satisfaction	4.7892	.69571	393
Brand Love	4.7056	.77297	393
Brand Trust	4.6692	.79584	393

Correlations

		Word of Mouth	Perceived Value	Perceived Quality	Customer Satisfaction	Brand Love	Brand Trust
Pearson Correlation	Word of Mouth	1.000	.699	.726	.755	.802	.793
	Perceived Value	.699	1.000	.758	.771	.706	.665
	Perceived Quality	.726	.758	1.000	.801	.743	.748
	Customer Satisfaction	.755	.771	.801	1.000	.810	.778
	Brand Love	.802	.706	.743	.810	1.000	.874
	Brand Trust	.793	.665	.748	.778	.874	1.000
Sig. (1-tailed)	Word of Mouth	.	.000	.000	.000	.000	.000
	Perceived Value	.000	.	.000	.000	.000	.000
	Perceived Quality	.000	.000	.	.000	.000	.000
	Customer Satisfaction	.000	.000	.000	.	.000	.000
	Brand Love	.000	.000	.000	.000	.	.000
	Brand Trust	.000	.000	.000	.000	.000	.
N	Word of Mouth	393	393	393	393	393	393
	Perceived Value	393	393	393	393	393	393
	Perceived Quality	393	393	393	393	393	393
	Customer Satisfaction	393	393	393	393	393	393
	Brand Love	393	393	393	393	393	393
	Brand Trust	393	393	393	393	393	393

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	Brand Trust, Perceived Value, Perceived Quality, Customer Satisfaction, Brand Love	.	Enter

a. All requested variables entered.

b. Dependent Variable: Word_of_Mouth

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.845[a]	.714	.710	.42535

a. Predictors: (Constant), Brand_Trust, Perceived_Value, Perceived_Quality, Customer_Satisfaction, Brand_Love

b. Dependent Variable: Word_of_Mouth

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	174.395	5	34.879	192.788	.000[a]
	Residual	70.016	387	.181		
	Total	244.411	392			

a. Predictors: (Constant), Brand_Trust, Perceived_Value, Perceived_Quality, Customer_Satisfaction, Brand_Love

b. Dependent Variable: Word_of_Mouth

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	.023	.162		.142	.887	-.296	.341
	Perceived Value	.170	.054	.147	3.165	.002	.064	.276
	Perceived Quality	.123	.060	.105	2.053	.041	.005	.242
	Customer Satisfaction	.118	.065	.104	1.821	.069	-.009	.245
	Brand Love	.292	.064	.286	4.566	.000	.166	.418
	Brand Trust	.284	.059	.286	4.835	.000	.169	.400

a. Dependent Variable: Word_of_Mouth

Casewise Diagnostics[a]

Case Number	Std. Residual	Word_of_Mouth	Predicted Value	Residual
3	3.274	5.50	4.1075	1.39247
50	-3.173	3.63	4.9746	-1.34955
104	-5.111	3.50	5.6739	-2.17390
115	-3.383	1.00	2.4388	-1.43880
215	-3.304	4.25	5.6554	-1.40542
220	-3.631	3.75	5.2945	-1.54452
258	-3.852	2.88	4.5136	-1.63863
277	3.175	4.88	3.5247	1.35030

a. Dependent Variable: Word_of_Mouth

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.2869	5.9462	4.6594	.66700	393
Std. Predicted Value	-3.557	1.929	.000	1.000	393
Standard Error of Predicted Value	.024	.156	.049	.018	393
Adjusted Predicted Value	2.3707	5.9472	4.6602	.66633	393
Residual	-2.17390	1.39247	.00000	.42263	393
Std. Residual	-5.111	3.274	.000	.994	393
Stud. Residual	-5.156	3.305	-.001	1.006	393
Deleted Residual	-2.21283	1.41892	-.00087	.43327	393
Stud. Deleted Residual	-5.336	3.348	-.002	1.013	393
Mahal. Distance	.281	51.664	4.987	5.413	393
Cook's Distance	.000	.186	.004	.016	393
Centered Leverage Value	.001	.132	.013	.014	393

a. Dependent Variable: Word_of_Mouth