

**TO SHARE OR NOT?
FACTORS INFLUENCING WORD OF MOUTH
COMMUNICATION**

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**TO SHARE OR NOT?
FACTORS INFLUENCING WORD OF MOUTH COMMUNICATION**

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**Thesis Submitted to
Othman Yeop Abdullah Graduate School of Business,
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(Management)**

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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 perkhidmatan, 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 dianalisis menggunakan perisian “Statistical Package for the Social Sciences” (SPSS) versi 19.0. Kaedah-kaedah yang digunakan dalam menganalisis data adalah Ujian Normal, Ujian Kebolehppercayaan, Analisis Deskriptif, Analisis ANOVA, Analisis 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 kepercayaan jenama dengan nilai korelasi 0.793. Di samping itu, ujian regresi 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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TABLE OF CONTENTS

CONTENT	Page
PERMISSIN TO USE	i
ABSTRACT	ii
ABSTRACT	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
LIST OF TABLES	x
LIST OF FIGURES	xii
LIST OF APPENDICES	xiii

CHAPTER 1: INTRODUCTION

1.0 Chapter Introduction	1
1.1 Background of the Study	1
1.2 Problem Statement	7
1.3 Research Objectives	9
1.3.1 Main Objective	9
1.3.2 Specific Objectives	9
1.4 Research Questions	10
1.5 Significant of Study	11
1.6 Organization of Study	12

CHAPTER 2: LITERATURE REVIEW

2.0 Chapter Introduction	::	::	::	::	::	::	::	13
2.1 Dependent Variable	::	::	::	::	::	::	::	13
2.1.1 Word of Mouth Communication				::	::	::	::	13
2.2 Independent Variables	::	::	::	::	::	::	::	17
2.2.1 Perceived Value	::	::	::	::	::	::	::	18
2.2.2 Perceived Quality	::	::	::	::	::	::	::	20
2.2.3 Customer Satisfaction	::	::	::	::	::	::	::	23
2.2.4 Brand Love	::	::	::	::	::	::	::	26
2.2.5 Brand Trust	::	::	::	::	::	::	::	28
2.3 Theoretical Framework	::	::	::	::	::	::	::	30
2.4 Hypothesis Development	::	::	::	::	::	::	::	32
2.5 Chapter Conclusion	::	::	::	::	::	::	::	33

CHAPTER 3: METHODOLOGY

3.0 Chapter Introduction	::	::	::	::	::	::	::	34
3.1 Research Design	::	::	::	::	::	::	::	34
3.2 Population and Sampling	::	::	::	::	::	::	::	35
3.2.1 Sample Size Determination				::	::	::	::	37
3.2.2 Sampling Design	::	::	::	::	::	::	::	38
3.2.3 Unit of Analysis	::	::	::	::	::	::	::	38
3.3 Questionnaire Design	::	::	::	::	::	::	::	39

3.4 Measurement	::	::	::	::	::	::	::	::	40
3.4.1 Measurement of Construct	::	::	::	::	::	::	::	::	41
3.5 Data Collection Method	::	::	::	::	::	::	::	::	46
3.6 Pilot Test	::	::	::	::	::	::	::	::	47
3.7 Data Analysis Strategy	::	::	::	::	::	::	::	::	47
3.7.1 Reliability Test	::	::	::	::	::	::	::	::	48
3.7.2 Normality Test	::	::	::	::	::	::	::	::	49
3.7.3 Descriptive Analysis	::	::	::	::	::	::	::	::	50
3.7.4 Independent Samples T-Test	::	::	::	::	::	::	::	::	50
3.7.5 One-way ANOVA	::	::	::	::	::	::	::	::	50
3.7.6 Correlation Analysis	::	::	::	::	::	::	::	::	51
3.7.7 Multiple Regression Analysis	::	::	::	::	::	::	::	::	52
3.8 Chapter Conclusion	::	::	::	::	::	::	::	::	52

CHAPTER 4: FINDINGS

4.0 Chapter Introduction	::	::	::	::	::	::	::	::	53
4.1 Normality Test	::	::	::	::	::	::	::	::	54
4.2 Descriptive Statistics of Data	::	::	::	::	::	::	::	::	57
4.2.1 Gender of Respondents	::	::	::	::	::	::	::	::	58
4.2.2 Age of Respondents	::	::	::	::	::	::	::	::	58
4.2.3 Ethnic Group of Respondents	::	::	::	::	::	::	::	::	59
4.2.4 Level of Education of Respondents	::	::	::	::	::	::	::	::	59

4.2.5 Religion of Respondents	::	::	::	::	::	::	60
4.2.6 Semester of Respondents	::	::	::	::	::	::	60
4.2.7 Academic College of Respondents	::	::	::	::	::	::	61
4.2.8 Number of Mobile Phones owned by Respondents	::	::					61
4.2.9 Brand Preference by Respondents	::	::	::	::	::	::	62
4.3 Mean and Standard Deviation of Collected Data	::	::	::	::	::	::	63
4.3.1 Perceived Value	::	::	::	::	::	::	64
4.3.2 Perceived Quality	::	::	::	::	::	::	65
4.3.3 Customer Satisfaction	::	::	::	::	::	::	66
4.3.4 Brand Love	::	::	::	::	::	::	67
4.3.5 Brand Trust	::	::	::	::	::	::	68
4.3.6 Word of Mouth	::	::	::	::	::	::	69
4.4 Independent Samples T-Test	::	::	::	::	::	::	70
4.5 One-way ANOVA	::	::	::	::	::	::	72
4.6 Correlation Analysis	::	::	::	::	::	::	76
4.7 Regression Analysis	::	::	::	::	::	::	81
4.7.1 Regression Analysis on Coefficient of Determination (R ²)	::						81
4.7.2 ANOVA Test	::	::	::	::	::	::	82
4.7.3 Regression Analysis of Coefficient	::	::	::	::	::	::	83
4.9 Chapter Conclusion	::	::	::	::	::	::	84

CHAPTER 5: DISCUSSION, RECOMMENDATION AND CONCLUSION

5.0 Chapter Introduction	::	::	::	::	::	::	::	85
5.1 Discussion::	::	::	::	::	::	::	::	85
5.1.1 Descriptive Analysis	::	::	::	::	::	::	::	86
5.1.2 Independent Samples T-Test	::	::	::	::	::	::	::	87
5.1.3 One Way ANOVA	::	::	::	::	::	::	::	88
5.1.4 Correlation Analysis	::	::	::	::	::	::	::	89
5.1.5 Regression Analysis	::	::	::	::	::	::	::	90
5.2 Limitations of Study	::	::	::	::	::	::	::	92
5.3 Recommendations::	::	::	::	::	::	::	::	93
5.4 Chapter Conclusion	::	::	::	::	::	::	::	94
REFERENCES	::	::	::	::	::	::	::	95
APPENDICES	::	::	::	::	::	::	::	113

LIST OF TABLES

TABLE	Page
Table 3.1: Percentage of Hand Phone Users	36
Table 3.2: Scientific Guideline for a Sample Size Decision	37
Table 3.3: Summary of Questionnaire Design	40
Table 3.4: Measurement Scales	41
Table 3.5: Summary of Measurement of Construct	42
Table 3.6: Perceived Value Construct	43
Table 3.7: Perceived Quality Construct	43
Table 3.8: Customer Satisfaction Construct	44
Table 3.9: Brand Love Construct	44
Table 3.10: Brand Trust Construct	45
Table 3.11: Word of Mouth Construct	45
Table 3.12: Internal Consistency Measurement	48
Table 3.13: Reliability Test Results	49
Table 3.14: Pearson Correlation Coefficient Scale	51
Table 4.1: Gender of Respondents	58
Table 4.2: Age of Respondents	58
Table 4.3: Ethnic Group of Respondents	59
Table 4.4: Level of Education of Respondents	59
Table 4.5: Religion of Respondents	60
Table 4.6: Semester of Respondents	60
Table 4.7: Academic College of Respondents	61
Table 4.8: Number of Mobile Phones owned by Respondents	61
Table 4.9: Brand Preferences by Respondents	62
Table 4.10: Mean and Standard Deviation of Variables	63
Table 4.11: Mean and Standard Deviation (Perceived Value)	64

Table 4.12:	Mean and Standard Deviation (Perceived Quality)	::	::	65
Table 4.13:	Mean and Standard Deviation (Customer Satisfaction)		::	66
Table 4.14:	Mean and Standard Deviation (Brand Love)	::	::	67
Table 4.15:	Mean and Standard Deviation (Brand Trust)	::	::	68
Table 4.16:	Mean and Standard Deviation (Word of Mouth)	::	::	69
Table 4.17:	Independent Samples T-Test between Genders and Word of Mouth			71
Table 4.18:	One-way ANOVA between Age and Word of Mouth		::	72
Table 4.19:	One-way ANOVA between Ethnic Group and Word of Mouth			73
Table 4.20:	One-way ANOVA between Religion and Word of Mouth	::		74
Table 4.21:	One-way ANOVA between Level of Education and Word of Mouth			74
Table 4.22:	One-way ANOVA between Brand Preferences and Word of Mouth			75
Table 4.23:	Summary Result of the One-way Anova Analysis	::	::	75
Table 4.24:	Correlation between Perceived Value and Word of Mouth	::		76
Table 4.25:	Correlation between Perceived Quality and Word of Mouth	::		77
Table 4.26:	Correlation between Customer Satisfaction and Word of Mouth			78
Table 4.27:	Correlation between Brand Love and Word of Mouth		::	79
Table 4.28:	Correlation between Brand Trust and Word of Mouth		::	80
Table 4.29:	Summary Result of the Correlation Analysis	::	::	80
Table 4.30:	Regression Analysis on Model Summary	::	::	82
Table 4.31:	Regression Analysis of ANOVA	::	::	82
Table 4.32:	Regression Analysis of Coefficients	::	::	83

LIST OF FIGURES

FIGURE	Page
Figure 1.1: Marketing Channels that are Most Effective in bring New Customers	3
Figure 1.2: The Extent of Consumer’s Trust in Different Forms of Advertising	4
Figure 1.3: Trust in Advertising :: :: :: :: :: ::	5
Figure 2.1: Theoretical Framework of the Research :: :: :: ::	31
Figure 4.1: Number Q-Q Plot of Perceived Value :: :: :: ::	54
Figure 4.2: Number Q-Q Plot of Perceived Quality :: :: :: ::	55
Figure 4.3: Number Q-Q Plot of Customer Satisfaction :: :: ::	55
Figure 4.4: Number Q-Q Plot of Brand Love:: :: :: :: ::	56
Figure 4.5: Number Q-Q Plot of Brand Trust:: :: :: :: ::	56
Figure 4.6: Number Q-Q Plot of Word of Mouth :: :: :: ::	57

LIST OF APPENDICES

Appendix Number.	Title of Appendix
Appendix A	Questionnaire
Appendix B	Reliability Test for Pilot Test
Appendix C	Normality Test
Appendix D	Reliability Test for Real Test
Appendix E	Descriptive Statistic
Appendix F	Descriptive (Mean and Standard Deviation)
Appendix G	Independent Samples T-Test
Appendix H	One-way ANOVA
Appendix I	Pearson Correlation
Appendix J	Multiple Regression

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.

The contents of
the thesis is for
internal user
only

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