

The copyright © of this thesis belongs to its rightful author and/or other copyright owner. Copies can be accessed and downloaded for non-commercial or learning purposes without any charge and permission. The thesis cannot be reproduced or quoted as a whole without the permission from its rightful owner. No alteration or changes in format is allowed without permission from its rightful owner.



**CONSUMERS' EVALUATION OF SMEs BRAND EQUITY: THE ROLE OF  
RELATIONSHIP QUALITY AS A MEDIATOR**



**By**  
**SUHAINI BINTI MAT DAUD**

**UUM**  
**Universiti Utara Malaysia**

**Thesis Submitted to  
School of Business Management,  
Universiti Utara Malaysia,  
in Fulfilment of the Requirement for the Degree of Doctor of Philosophy**

## PERMISSION TO USE

In presenting this thesis in fulfillment of the requirement for a post graduate degree from the Universiti Utara Malaysia (UUM), I agree that the Library of this university may make it freely available for inspection. I further agree that permission for copying this thesis in any manner, in whole or in part, for scholarly purposes may be granted by my supervisors or, in their absence, by the Dean of School of Business Management where I did my thesis. It is understood that any copying or publication or use of this thesis or parts of it for financial gain shall not be allowed without my written permission. It is also understood that due recognition shall be given to me and to the UUM in any scholarly use which may be made of any material in my thesis.

Request for permission to copy or to make other use of materials in this thesis, in whole or in part should be addressed to:

Dean of School of Business Management  
Universiti Utara Malaysia  
06010 UUM Sintok  
Kedah Darul Aman



UUM  
Universiti Utara Malaysia

## ABSTRACT

The evaluation of brand equity has often been described as the new research direction, particularly in small and medium enterprises. Accordingly, this study which was conducted in Malaysia investigated the sources of brand equity for Malaysian SMEs brand such as packaging, word of mouth and brand personality with relationship quality as the mediator. Although past researches had investigated the effect of these sources of brand equity, only a few researchers discovered the effect of relationship quality as a mediator between the sources of brand equity and brand equity in the context of SMEs. In this study, the model was developed based on the theory of brand equity and the social exchange theory. The study employed systematic sampling where 538 questionnaires were distributed to the consumers of SMEs food products in Malaysia. The data gathered was analysed using the Structural Equation Model- Partial Least Square (SEM-PLS). The results indicated that packaging, word of mouth and brand personality have significant and positive effects on brand equity. It also showed that relationship quality has a direct relationship with brand equity. Moreover, relationship quality mediates the relationship between the sources of brand equity such as packaging, word of mouth and brand personality, and brand equity. Consequently, the findings of this study have further strengthened the theory on brand equity and the social exchange theory and related literature as well. This study also put forth recommendations for SMEs food industries regarding the best approaches to build brand equity using the strategic sources of brand equity to ensure long-term relationships with customers in the light of the strong competitive advantage. For future research, it would be interesting to incorporate other strategic sources which may contribute to strengthen the theory besides providing the management the know-how for better-informed decisions.

**Keywords:** brand equity, packaging, word of mouth, brand personality, brand relationship quality, small and medium enterprises (SMEs)

## ABSTRAK

Penilaian ekuiti jenama sering digambarkan sebagai hala tuju penyelidikan yang baharu terutamanya untuk perusahaan kecil dan sederhana (PKS). Sehubungan itu, kajian ini dijalankan di Malaysia yang bertujuan untuk mengkaji sumber-sumber ekuiti jenama bagi jenama keluaran PKS Malaysia seperti pembungkusan, komunikasi lisan dan personaliti jenama dengan kualiti hubungan sebagai faktor pengantara. Walaupun penyelidik terdahulu telah mengkaji kesan sumber-sumber ini ke atas ekuiti jenama, namun hanya beberapa orang pengkaji sahaja yang telah mendapati bahawa kesan kualiti hubungan sebagai pengantara antara sumber ekuiti jenama dan ekuiti jenama dalam konteks industri makanan PKS. Dalam kajian ini, model yang dibangunkan adalah berdasarkan Teori Ekuiti Jenama dan Teori Pertukaran Sosial. Kajian ini menggunakan kaedah pensampelan sistematik yang mana sebanyak 538 borang soal selidik telah diedarkan kepada pengguna produk jenama PKS di Malaysia. Data yang diperolehi dianalisis dengan menggunakan “*Structural Equation Model- Partial Least Square (SEM)*”. Dapatan kajian menunjukkan bahawa pembungkusan, komunikasi lisan dan personaliti jenama mempunyai kesan positif dan signifikan ke atas ekuiti jenama. Hasil kajian juga menunjukkan bahawa kualiti hubungan mempunyai kesan hubungan langsung yang positif ke atas ekuiti jenama. Selain itu, kualiti hubungan didapati menjadi pengantara bagi hubungan antara sumber ekuiti jenama seperti pembungkusan, komunikasi lisan dan personaliti jenama serta ekuiti jenama. Oleh itu, penemuan kajian ini mengukuhkan lagi Teori Ekuiti Jenama, Teori Pertukaran Sosial dan juga kajian literatur yang berkaitan. Kajian ini juga mengemukakan cadangan kepada industri makanan PKS berkenaan dengan pendekatan yang terbaik dalam usaha untuk membangunkan ekuiti jenama dengan menggunakan sumber-sumber ekuiti jenama yang strategik. Ia adalah usaha untuk memastikan hubungan jangka panjang dengan pelanggan berdasarkan kelebihan daya saing yang mampan. Oleh itu, adalah disyorkan untuk kajian pada masa hadapan supaya dapat menggabungkan sumber-sumber strategik yang lain yang boleh mengukuhkan lagi teori ini, di samping membantu pihak pengurusan membuat keputusan yang lebih baik.

**Katakunci:** Ekuiti jenama, pembungkusan, komunikasi lisan, personaliti jenama dan kualiti hubungan, Perusahaan Kecil dan Sederhana (PKS).

## TABLE OF CONTENT

CERTIFICATION OF THESIS WORK .....	i
PERMISSION TO USE .....	i
ABSTRACT .....	ii
ABSTRAK .....	iii
ACKNOWLEDGEMENT .....	iv
TABLE OF CONTENT .....	iv
LIST OF TABLES .....	ix
LIST OF FIGURES .....	xi
LIST OF ABBREVIATIONS .....	xii
<b>CHAPTER ONE: INTRODUCTION</b> .....	<b>1</b>
1.1 Background of the Study .....	1
1.2 Introduction to the Malaysian Small and Medium Enterprises (SMEs) .....	4
1.2.1 Background of Malaysian Small and Medium Enterprises (SMEs) .....	4
1.2.2 Malaysian SMEs Brand Scenario .....	6
1.3 The Statement of the Problem .....	12
1.4 Research Questions .....	20
1.5 Research Objectives .....	21
1.6 Scope of the Study .....	21
1.7 Significance of the Study .....	23
1.7.1 Theoretical Significance .....	23
1.7.2 Practical Significance .....	24
1.8 Definition of Key Terms .....	25
1.9 Organisation of the Thesis .....	27
1.10 Chapter Summary .....	28
<b>CHAPTER TWO: LITERATURE REVIEW</b> .....	<b>29</b>
2.1 Introduction .....	29
2.2 The Concept of Brand Equity .....	29
2.2.1 Dimensions of Brand Equity .....	31
2.2.2 Studies on the Sources of Brand Equity .....	40
2.2.3 Studies on the Sources of Brand equity in Malaysia Context .....	42
2.3 The Sources of Brand Equity .....	46

2.3.1 Packaging .....	47
2.3.2 Word of Mouth (WOM) .....	52
2.3.3 Brand Personality .....	57
2.4 Relationship Quality .....	62
2.4.1 Definition of Relationship Quality .....	64
2.4.2 The Concept of Relationship Quality .....	66
2.4.3 Dimensions of Relationship Quality .....	67
2.5 The Sources of Brand Equity and Relationship Quality .....	72
2.5.1 Packaging and Relationship Quality .....	72
2.5.2 Word of Mouth and Relationship Quality .....	74
2.5.3 Brand Personality and Relationship Quality .....	75
2.6 Relationship Quality and Brand Equity .....	76
2.7 Underpinning Theory .....	78
2.7.1 Brand Equity Theory .....	78
2.7.2 Social Exchange Theory .....	84
2.8 Introduction to Key Research Variables .....	87
2.8.1 Brand Equity .....	87
2.8.2 Packaging .....	88
2.8.3 Word of mouth .....	89
2.8.4 Brand Personality .....	89
2.8.5 Relationship Quality .....	90
2.9 Chapter Summary .....	90
<b>CHAPTER THREE: METHODOLOGY</b> .....	<b>91</b>
3.1 Introduction .....	91
3.2 Theoretical Framework .....	91
3.3 Hypotheses Development .....	97
3.3.1 Relationship between Packaging and Brand Equity .....	97
3.3.2 Relationship between Word of mouth and Brand Equity .....	98
3.3.3 Relationship between Brand Personality and Brand Equity .....	100
3.3.4 Relationship between Packaging and Relationship Quality .....	101
3.3.5 Relationship between Word of Mouth and Relationship Quality .....	102
3.3.6 Relationship between Brand Personality and Relationship Quality .....	103
3.3.7 Relationship between Relationship Quality and Brand Equity .....	103
3.3.8 The Mediating Effect of Relationship Quality on The Relationship between Packaging and Brand Equity .....	104

3.3.9 The Mediating Effect of Relationship Quality on the Relationship between Word of Mouth and Brand Equity. ....	105
3.3.10 The Mediating Effect of Relationship Quality on the Relationship between Brand Personality and Brand Equity. ....	105
3.4 Research Design.....	106
3.5 Product Stimuli .....	106
3.6 Sampling and Population Frame.....	107
3.7 Sampling Techniques.....	109
3.8 Operationalisation and Measurement of Variables.....	111
3.8.1 Brand Equity.....	112
3.8.2 The Sources of Brand Equity .....	115
3.8.3 Relationship Quality.....	118
3.9 Research Instrumentation.....	120
3.10 Pre-testing the Questionnaire.....	120
3.11 Pilot Test .....	121
3.12 Data Collection Procedures and Administration.....	123
3.13 Data Analysis Techniques.....	124
3.13.1 Structural Equation Modelling (SEM) .....	124
3.13.2 Partial Least Squares Path Modelling (PLS-SEM) .....	125
3.14 Model Evaluation: Goodness-of-Fit (GoF).....	130
3.15 Chapter Summary .....	130
<b>CHAPTER FOUR: DATA ANALYSIS AND RESULTS.....</b>	<b>132</b>
4.1 Introduction .....	132
4.2 Response Rate.....	132
4.3 Data Screening.....	133
4.3.1 Missing Data Analysis.....	133
4.3.2 Assessment of Outliers .....	133
4.3.3 Normality Test.....	135
4.3.4 Multicollinearity Test .....	135
4.3.5 Non-response Bias.....	137
4.3.6 Common Method Variance .....	138
4.4 Respondent' Profile .....	140
4.5 Reliability Test.....	141
4.6 Analysis of Research Model .....	142
4.6.1 Assessment of the Measurement Model.....	143



4.6.2 Assessment of the Structural Model.....	152
4.6.3 Hypotheses Testing .....	158
4.7 Goodness of Fit of the Overall Model .....	164
4.8 Summary of Hypotheses Results .....	165
4.9 Chapter Summary .....	165
<b>CHAPTER FIVE: DISCUSSION OF RESULTS AND CONCLUSIONS .....</b>	<b>167</b>
5.1 Introduction.....	167
5.2 Discussion of Research Objectives and Results .....	167
5.2.1 The Effect of Packaging, Word of mouth and Brand Personality on Brand Equity.....	168
5.2.2 The Effect of the Sources of Brand Equity on Relationship Quality .....	174
5.2.3 The Effect of Relationship Quality and Brand Equity .....	178
5.2.4 The Mediating Effect of Relationship Quality .....	180
5.3 Contribution of the Research .....	186
5.3.1 Theoretical Contribution .....	186
5.3.2 Practical Contribution.....	189
5.4 Limitations of the Research and Future Directions .....	191
5.5 Conclusion.....	193
<b>REFERENCES.....</b>	<b>195</b>
<b>APPENDIX A: SME Best Brands Product Branding Awards.....</b>	<b>225</b>
<b>APPENDIX B: Letter of Recommendation for Data Collection .....</b>	<b>226</b>
<b>APPENDIX C: Questionnaire .....</b>	<b>228</b>
<b>APPENDIX D: Chi-square Table .....</b>	<b>239</b>
<b>APPENDIX E: Normality Test.....</b>	<b>241</b>
<b>APPENDIX F: Descriptive Statistics of Respondents.....</b>	<b>241</b>
<b>APPENDIX G: Common Method Variance .....</b>	<b>243</b>
<b>APPENDIX H: Measurement Model .....</b>	<b>245</b>
<b>APPENDIX I: Structural Model .....</b>	<b>246</b>

## ACKNOWLEDGEMENT

In the name of ALLAH, the Most Gracious and the Most Merciful. Praise be to ALLAH, Ya Kholiq, the creator and custodian of the universe. Selawat and Salam to our Prophet Muhammad S.A.W, peace and blessings of ALLAH be upon him and his family members, companions and followers.

I would like to acknowledge my sincere appreciation to everyone who helped me in my PhD journey. First and foremost, I would like to express my heartfelt thanks and gratitude to ALLAH Ya Awal Ya Akhir, for His blessings which enabled me to complete this thesis.

Secondly, my sincere gratitude goes to my supervisors, Assoc. Prof. Dr Noor Hasmini binti Hj. Abd. Ghani and Dr Sahadah binti Hj. Abdullah for their knowledge, support, time, spirit and guiding me in this research. I gained invaluable experience and knowledge working with them and I am truly honoured and grateful to have worked under their supervision.

Thirdly, I would like to express my sincere appreciation to Prof. Dr. Osman bin Mohamad, Assoc. Prof. Dr Hasnizam bin Shaari and Assoc. Prof. Dr Abdul Rahim bin Othman for their constructive comments and invaluable suggestions in improving the quality of my thesis. I also greatly appreciate the Ministry of Higher Education, Malaysia and Malaysia Polytechnics for giving me a scholarship to pursue my study.

Fourthly, I would like to convey my deepest appreciation to my beloved family. To my husband – Mohd Irwan Ismail, my childrens - Nor Ifeezul Haikal, Muhammad Iman Fahim, Nur Aisyatul Khalishah and Nur Aisyatul Shafiyyah, my parents – Mat Daud Awang and Rahimah Jaffar, parents in law - Ismail Yusof and Wan Karimah Wan Ghazali, my siblings and the entire family, a million thanks for the untiring prayers, unconditional love, understanding, sacrifice and patience. Thank you for always having faith in me and thank you for always inspires and encourages me to be the best. You are meant the world to me. I could not have pursued my dream without your love and support.

And last but not least, a big thank you to all of the academic and administrative staff in UUM in general and Othman Yeop Abdullah Graduate School of Business, and School of Business Administration in specific for their assistance. My colleagues and friends – Intan Shafina Suid, Dr Intan Maiza Abd Rahman, Dr Azli Muhammad, Nur Akidah Zahari, Azilah Wahid and Salbiah – a million thanks for the support, spirit, advice and encouragement you all gave me.

Alhamdulillah. Thank you Allah, Thank you everyone.

*May Allah reward you all abundantly.*

## LIST OF TABLES

Table 1.1: <i>Putra Brand Awards: Foodstuff Category</i> .....	12
Table 2.1: <i>A Summary of Studies on the Sources of Brand Equity</i> .....	41
Table 2.2: <i>A Summary of Studies on the Sources of Brand Equity: Malaysia Context</i> ..	46
Table 3.1: <i>Sample Size of a Given Population</i> .....	108
Table 3.2: <i>Population in Northern States of Malaysia</i> .....	108
Table 3.3: <i>Name of States and Selected Hypermarket/supermarkets</i> .....	111
Table 3.4: <i>Measurements of Brand Equity</i> .....	114
Table 3.5: <i>Measurement of the Sources of Brand Equity</i> .....	116
Table 3.6: <i>Measurement of Relationship Quality (RQ)</i> .....	119
Table 3.7: <i>Reliability of Cronbach's Alpha in Pilot study</i> .....	122
Table 3.8: <i>Validity Guidelines for Assessing Measurement Model</i> .....	128
Table 4.1: <i>Skewness and Kurtosis</i> .....	135
Table 4.2: <i>Multicollinearity Test</i> .....	136
Table 4.3: <i>Independent Sample T-test Results</i> .....	138
Table 4.4: <i>Demographic Profile of Respondents</i> .....	140
Table 4.5: <i>Reliability Test</i> .....	142
Table 4.6: <i>Item Deleted to Increase AVE Value</i> .....	145
Table 4.7: <i>Internal Consistency of the Initial Model</i> .....	146
Table 4.8: <i>Reliability and Validity of the Measurement Model</i> .....	148
Table 4.9: <i>Discriminant Validity Assessment Fornell-Larcker Criterion</i> .....	150
Table 4.10: <i>Loadings and Crossloadings</i> .....	151
Table 4.11: <i>R<sup>2</sup> Values for the Endogenous Variable</i> .....	154
Table 4.12: <i>Effect Size on Relationship Quality (endogenous construct)</i> .....	155
Table 4.13: <i>Effect Size on Brand Equity (endogenous construct)</i> .....	156
Table 4.14: <i>Predictive Relevance of the Structural Model</i> .....	158
Table 4.15: <i>Hypotheses Testing Results</i> .....	160
Table 4.16: <i>Summary of Mediating Effect Tests</i> .....	163
Table 4.17: <i>Mediating Value</i> .....	163
Table 4.18: <i>Goodness of Fit (R<sup>2</sup>)</i> .....	165
Table 4.19: <i>Summary of the Results of the Structural Model</i> .....	165



**UUM**  

---

**Universiti Utara Malaysia**

## LIST OF FIGURES

Figure 2.1: <i>Aaker's Brand Equity Theory (Aaker, 1991)</i> .....	81
Figure 2.2: <i>Brand Equity Creation Process Model (BECPM)</i> . ....	82
Figure 3.1: <i>Theoretical Framework</i> .....	92
Figure 4.1: <i>Results of the Measurement Model</i> .....	147
Figure 4.2: <i>Results of the Structural Model</i> .....	153



## LIST OF ABBREVIATIONS

ACCCIM	Associated Chinese Chambers of Commerce & Industry of Malaysia
AVE	Average Variance Extracted
CBBE	Consumer-based Brand Equity
CMV	Common Method Variance
CR	Composite Reliability
GDP	Gross Domestic Product
MATRADE	Malaysia External Trade Development Corporation
SEM	Structural Equation Model
SMEs	Small and Medium Enterprises
SME Corp	Small and Medium Enterprises Corporation
PLS	Partial Least Square
PUNB	Perbadanan Usahawan Nasional Berhad

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 Background of the Study**

In today's business environment, branding is crucial for companies' survival and competitiveness whether they are large companies or Small and Medium Enterprises (SMEs) and is even more important for the SMEs (Noharuddin, 2009). This is because having a strong brand will considerably enhance a firm's performance (Ahmad & Thyagaraj, 2014; Geuens, Weijters, & Wulf, 2009). Brand can be described as a unique name and/or symbol (such as logo, trademark, or package design) intended to distinguish the goods or services of one seller or a group of sellers, and to differentiate goods or services from those of competitors (Aaker, 1991; Keller, 1993). Brand is successful when it is able to differentiate itself from competitors and creates better customer loyalty (Nedeljković-Pravdić, 2010).

Brand is important not only to consumers but also to companies. For consumers, strong brand will simplify their choice process, promise quality, reduce post purchase risk and motivate repeat purchase intention (Aaker, 1996; Keller & Lehmann, 2006). As for companies, brand with high brand strength will benefit them in terms of consumer preference, purchase intention, greater customer loyalty, larger margins gain, market share, less vulnerability to competitive attacks, consumer price insensitivity, additional brand extension opportunities, more cooperation from trade and other intermediaries and resilience to product-harm crisis (Christodoulides & de Chernatony, 2010; Gill &

The contents of  
the thesis is for  
internal user  
only



## REFERENCES

- Aaker, D. A. (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. New York: The Free Press.
- Aaker, D. A. (1996). *Building Strong Brands*. New York: The Free Press.
- Aaker, J., Fournier, S., & Brasel, S. A. (2004). When Good Brands Do Bad. *Journal of Consumer Research*, 31(1), 1–16. <http://doi.org/10.1086/383419>
- Aaker, J. L. (1997). Dimensions of Brand Personality. *Journal of Marketing Research*, 34(3), 347–356. <http://doi.org/10.2307/3151897>
- Aaker, J. L., Benet-Martínez, V., & Garolera, J. (2001). Consumption Symbols as Carriers of Culture: A Study of Japanese and Spanish Brand Personality Constructs. *Journal of Personality and Social Psychology*, 81(3), 492–508. <http://doi.org/10.1037/0022-3514.81.3.492>
- Abdullah, M., Kalam, A., & Akterujjaman, S. M. (2013). Packaging Factors Determining Consumer Buying Decision. *International Journal of Humanities and Management Sciences*, 1(5), 285–289.
- Abidin, S. Z., Effendi, R. A. A. R. A., Ibrahim, R., & Idris, M. Z. (2014). A Semantic Approach in Perception for Packaging in the SME's Food Industries in Malaysia: A Case Study of Malaysia Food Product Branding in United Kingdom. *Procedia - Social and Behavioral Sciences*, 115(Icies 2013), 115–130. <http://doi.org/10.1016/j.sbspro.2014.02.420>
- Abimbola, T. (2001). Branding As A Competitive Strategy for Demand Management in SMEs. *Journal of Research in Marketing and Entrepreneurship*, 3(2), 97–106. <http://doi.org/10.1108/14715200180001480>
- Abimbola, T., & Kocak, A. (2007). Brand, Organization Identity and Reputation: SMEs as Expressive Organizations: A Resources-Based Perspective. *Qualitative Market Research: An International Journal*, 10(4), 416–430. <http://doi.org/10.1108/13522750710819748>
- ACCIM, M. (2012). *SMEs Survey 2012*.
- Agariya, A. K., Johari, A., Sharma, H. K., Chandrul, U. N. S., & Singh, D. (2012). The Role of Packaging in Brand Communication. *International Journal of Scientific & Engineering Research*, 3(2), 1–13. Retrieved from <http://www.ijser.org/researchpaper%5CThe-Role-of-Packaging-in-Brand-Communication.pdf>
- Agarwal, M. K., & Rao, V. R. (1996). An Empirical Comparison of Consumer-based Measures of Brand Equity. *Marketing Letters*, 7(3), 237–247. <http://doi.org/10.1007/BF00435740>
- Aggarwal, P. (2004). The Effects of Brand Relationship Norms on Consumer Attitudes and Behavior. *Journal of Consumer Research*, 31(1), 87–101. <http://doi.org/10.1086/383426>

- Ahmad, A., & Thyagaraj, K. S. (2014). Brand Personality and Brand Equity Research : Past Developments and Future Directions. *The IUP Journal of Brand Management*, *XI*(3), 19–56.
- Akter, S., Ambra, J. D., & Ray, P. (2011). Trustworthiness in mHealth Information Services : An Assessment of A Hierarchical Model with Mediating and Moderating Effects Using Partial Least Squares ( PLS ). *Journal of the American Society for Information Science and Technology*, *62*(1), 100–116. <http://doi.org/10.1002/asi>
- Alam, S. S., & Norjaya, M. Y. (2010). The Antecedents of Online Brand Trust: Malaysian Evidence. *Journal of Business Economics and Management*, *11*(2), 210–226. <http://doi.org/10.3846/jbem.2010.10>
- Alamgir, M., Nasir, T., Shamsuddhoha, M., & Nedelea, A. (2011). Influence of Brand Name on Consumer Decision Making Process: An Empirical Study on Car Buyers. *The USV Annals of Economics and Public Administration*, *10*(2), 142–153.
- Altshuler, L., & Tarnovskaya, V. V. (2010). Branding Capability of Technology Born Globals. *Journal of Brand Management*, *18*(3), 212–227. <http://doi.org/10.1057/bm.2010.47>
- Ambroise, L., Ben Sliman, S., Bourgeat, P., Barnier, V. De, Ferrandi, J.-M., Merunka, D., ... Valette-Florence, P. (2005). The Impact of Brand Personality on Attitude and Commitment Towards the Brand. In *Proceedings of the 32nd International Research Seminar in Marketing, Marketing Communications and Consumer Behavior, La Londe les Maures* (pp. 67–81).
- Amir, H. (2013, June). Sokonglah Barangan Buatan Malaysia. *Dewan Ekonomi*, 23–24.
- Ampuero, O., & Vila, N. (2006). Consumer Perceptions of Product Packaging. *Journal of Consumer Marketing*, *23*(2), 100–112. <http://doi.org/10.1108/07363760610655032>
- Anderson, E. W. (1998). Customer Satisfaction and Word of Mouth. *Journal of Service Research*, *1*(1), 5–17. <http://doi.org/10.1177/109467059800100102>
- Anderson, E. W., Fornell, C., & Lehmann, D. R. (1994). Customer Satisfaction, Market Share, and Profitability: Findings from Sweden. *Journal of Marketing*, *58*(3), 53–66. <http://doi.org/10.2307/1252310>
- Anderson, R. E., & Swaminathan, S. (2011). Customer Satisfaction and Loyalty in E-Markets: A PLS Path Modeling Approach. *The Journal of Marketing Theory and Practice*, *19*(2), 221–234. <http://doi.org/10.2753/MTP1069-6679190207>
- Ankomah Opoku, R., Abratt, R., Bendixen, M., & Pitt, L. (2007). Communicating Brand Personality: Are the Web Sites Doing the Talking For Food SMEs? *Qualitative Market Research: An International Journal*, *10*(4), 362–374. <http://doi.org/10.1108/13522750710819702>
- Anselmsson, J., Johansson, U., & Persson, N. (2007). Understanding Price Premium for Grocery Products: A Conceptual Model of Customer-based Brand Equity. *Journal of Product & Brand Management*, *16*(6), 401–414. <http://doi.org/10.1108/10610420710823762>

- Arens, F. W. (1996). *Contemporary Advertising*. Irwin, United States of America: Mcgraw-hill Higher Education.
- Armstrong, J. S., & Overton, T. S. (1977). Estimating Nonresponse Bias in Mail Surveys. *Journal of Marketing Research*, 14(3), 396–402. Retrieved from <http://cogprints.org/5205/>
- Arora, R., & Stoner, C. (2009). A Mixed Method Approach to Understanding Brand Personality. *Journal of Product & Brand Management*, 18(4), 272–283. <http://doi.org/10.1108/10610420910972792>
- Asamoah, E. S. (2014). Customer based Brand Equity (CBBE) and The Competitive Performance of SMEs in Ghana. *Journal of Small Business and Enterprise Development*, 21(1), 117–131. <http://doi.org/10.1108/JSBED-10-2013-0154>
- Association of Accredited Advertising Agents, M. (2017). Putra Brand Award. Retrieved April 21, 2017, from <http://aaaa.org.my>
- Athanasopoulou, P. (2009). Relationship Quality: A Critical Literature Review and Research Agenda. *European Journal of Marketing*, 43(5/6), 583–610.
- Atilgan, E., Aksoy, S., & Akinci, S. (2005). Determinants of the Brand Equity: A Verification Approach in the Beverage Industry in Turkey. *Marketing Intelligence & Planning*, 23(3), 237–248. <http://doi.org/10.1108/02634500510597283>
- Aurier, P., & de Lanauze, G. S. (2012). Impacts of Perceived Brand Relationship Orientation on Attitudinal Loyalty: An Application to Strong Brands in the Packaged Goods Sector. *European Journal of Marketing*, 46(11/12), 1602–1627.
- Avis, M. (2012). Brand Personality Factor Based Models : A Critical Review. *Australian Marketing Journal*, 20(1), 89–96.
- Azad, N., & Hassanabadi, M. (2013). An Empirical Survey on Factors Influencing on Packaging Dairy Products. *Management Science Letters*, 3(7), 2113–2118. <http://doi.org/10.5267/j.msl.2013.06.007>
- Azad, N., & Masoumi, M. (2012). The Impact of Packaging on Product Competition. *Management Science Letters* 2, 2(2), 2789–2794. <http://doi.org/10.5267/j.msl.2012.10.008>
- Azad, N., Rafiee, M., & Hamdavi-pour, L. (2012). The Role of Children's Food Packaging Characteristics on Parent's Purchasing Decision. *Management Science Letters*, 2(3), 827–832. <http://doi.org/10.5267/j.msl.2011.11.016>
- Azizi, S., & Kapak, S. J. (2013). Factors Affecting Overall Brand Equity : The Case of Shahrvand Chain Store. *Management & Marketing*, XI(1), 92–103.
- Azmi, A. M., & Salniza, M. S. (2012). The Influence of Market Orientation , Brand Equity on SMEs Performances. In *Knowledge Management International Conference* (pp. 391–396).
- Azoulay, A., & Kapferer, J.-N. (2003). Do Brand Personality Scales Really Measure Brand Personality. *Brand Management*, II(2), 143–155.

- Babbie, E. R. (2013). *The Basics of Social Research* (6th Editio). Canada: Cengage Learning.
- Bagozzi, R. P., & Yi, Y. (1988). On the Evaluation of Structural Equation Models. *Journal of the Academy of Marketing Science*, 16(1), 74–94.
- Baisya, R. K. (2013). *Branding in a Competitive Marketplace* (First). New Delhi: SAGE Publications India Pvt Ltd.
- Baladi, J. (2011). *The Brutal Truth About Asian Branding: And How to Break the Vicious Cycle*. Singapore: John Wiley & Sons (Asia) Pte. Ltd.
- Balakrishnan, B. K., Lee, S., Md. Shuaib, A. S., & Marmaya, N. H. (2009). The Impact of Brand Personality on Brand Preference and Loyalty: Empirical Evidence From Malaysia. *Business Education & Accreditation*, 1(1), 109–119.
- Balakrishnan, B., Saufi, R. A., & Amran, H. H. (2008). The Impact of Brand Personality on Brand Preference: A Study on Malaysian's Perception Towards Domestic and Asian Car Brands. In *South Dakota International Business Conference* (pp. 50–66).
- Baldauf, A., Cravens, K. S., & Binder, G. (2003). Performance Consequences of Brand Equity Management: Evidence from Organizations in The Value Chain. *Journal of Product & Brand Management*, 12(4), 220–236. <http://doi.org/10.1108/10610420310485032>
- Baldauf, A., Cravens, K. S., Diamantopoulos, A., & Zeugner-Roth, K. P. (2009). The Impact of Product-Country Image and Marketing Efforts on Retailer-Perceived Brand Equity: An Empirical Analysis☆. *Journal of Retailing*, 85(4), 437–452. <http://doi.org/10.1016/j.jretai.2009.04.004>
- Bambauer-Sachse, S., & Mangold, S. (2011). Brand Equity Dilution Through Negative Online Word-of-Mouth Communication. *Journal of Retailing and Consumer Services*, 18(1), 38–45. <http://doi.org/10.1016/j.jretconser.2010.09.003>
- Baron, R. M., & Kenny, D. a. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51(6), 1173–1182. <http://doi.org/10.1037//0022-3514.51.6.1173>
- Bartlett, J. E., Kotrlik, J. W., & Higgins, C. C. (2001). Organizational Research: Determining Appropriate Sample Size in Survey Research. *Information Technology, Learning, and Performance Journal*, 19(1), 43–50. <http://doi.org/10.1109/LPT.2009.2020494>
- Becker, J. M., Klein, K., & Wetzels, M. (2012). Hierarchical Latent Variable Models in PLS-SEM: Guidelines for Using Reflective-Formative Type Models. *Long Range Planning*, 45(5–6), 359–394. <http://doi.org/10.1016/j.lrp.2012.10.001>
- Beloucif, A., Donaldson, B., & Kazanci, U. (2004). Insurance Broker–Client Relationships: An Assessment of Quality and Duration. *Journal of Financial Services Marketing*, 8(4), 327–342. <http://doi.org/10.1057/palgrave.fsm.4770130>
- Bendre, S. M., Barnett, V., & Lewis, T. (1994). *Outliers in Statistical Data* (2nd Editio).

New York: Wiley.

- Beneke, J., Mathews, O., Munthree, T., & Pillay, K. (2015). The Role of Package Color in Influencing Purchase Intention of Bottled Water: Implications for SME's and Entrepreneurs. *Journal of Research in Marketing and Entrepreneurship*, 17(2). <http://doi.org/http://dx.doi.org/10.1108/02683940010305270>
- Berthon, P., Ewing, M. T., & Napoli, J. (2008). Brand Management in Small to Medium-Sized Enterprises. *Journal of Small Business Management*, 46(1), 27–45.
- Bhayani, A. (2016). Word of mouth in Consumers Purchase Decisions : The Moderating Role of Product Type. In *21st IAMB Conference, International Academy of Management and Business* (pp. 1–13). Canada: International Academy of Management and Business.
- Biedenbach, G., Bengtsson, M., & Marell, A. (2015). Brand Equity, Satisfaction and Switching Costs: An Examination of Effects in the Business-to-business Setting. *Marketing Intelligence & Planning*, 33(2), 164–178. <http://doi.org/10.1108/02634501011078138>
- Blackston, M. (1995). The Qualitative Dimension of Brand Equity. *Journal of Advertising Research*.
- Blumberg, C., Cooper, D., & Schindler, S. (2008). *Research methods*. Boston: Irwin.
- Bojei, J., & Alwie, A. (2010). The Influence of Relationship Quality on Loyalty in Service Sector. *International Journal of Economics and Management*, 4(1), 81–100.
- Bove, L. L., & Johnson, L. W. (2001). Customer Relationships With Service Personnel: Do We Measure Closeness, Quality or Strength? *Journal of Business Research*, 54(3), 189–197. [http://doi.org/10.1016/S0148-2963\(00\)00122-3](http://doi.org/10.1016/S0148-2963(00)00122-3)
- Bresciani, S., & Eppler, M. J. (2010). Brand New Ventures? Insights on Start-ups' Branding Practices. *Journal of Product & Brand Management*, 19(5), 356–366. <http://doi.org/10.1108/10610421011068595>
- Brown, T. J., Barry, T. E., Dacin, P. A., & Gunst, R. F. (2005). Spreading the Word: Investigating Antecedents of Consumers' Positive Word-of-Mouth Intentions and Behaviors in a Retailing Context. *Journal of the Academy of Marketing Science*, 33(2), 123–138. <http://doi.org/10.1177/0092070304268417>
- Buil, I., de Chernatony, L., & Martínez, E. (2008). A Cross-National Validation of The Consumer-based Brand Equity Scale. *Journal of Product & Brand Management*, 17(6), 384–392. <http://doi.org/10.1108/10610420810904121>
- Buil, I., de Chernatony, L., & Martínez, E. (2013). Examining the Role of Advertising and Sales Promotions in Brand Equity Creation. *Journal of Business Research*, 66(1), 115–122. <http://doi.org/10.1016/j.jbusres.2011.07.030>
- Buil, I., Martínez, E., & Chernatony, L. De. (2013). The Influence of Brand Equity on Consumer Responses. *Journal of Consumer Marketing*, 30(1), 62–74. <http://doi.org/10.1108/07363761311290849>

- Buletin Pengguna. (2009). Kempen Beli Barangan Buatan Malaysia. *Kementerian Perdagangan Dalam Negeri Dan Hal Ehwal Pengguna*, 3–4.
- Cavana, R. Y., Delahaye, B. L., & Sekaran, U. (2001). *Applied Business Research: Qualitative and Quantitative Methods*. John Wiley & Sons Australia.
- Chang, S.-J., Van Witteloostuijn, A., & Eden, L. (2010). From the Editors: Common Method Variance in International Business Research. *Journal of International Business Studies*, 41(2), 178–184. <http://doi.org/10.1057/jibs.2009.88>
- Chattopadhyay, T., Dutta, R. N., & Sivani, S. (2010). Media Mix Elements Affecting Brand Equity: A Study of The Indian Passenger Car Market. *IIMB Management Review*, 22(4), 173–185. <http://doi.org/10.1016/j.iimb.2010.09.001>
- Chattopadhyay, T., Shivani, S., & Krishnan, M. (2010). Marketing Mix Elements Influencing Brand Equity and Brand Choice. *IIMA The Journal for Decision Makers*, 35(3), 67–85.
- Chaudhuri, A., & Holbrook, M. B. (2001). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of Marketing*, 65(2), 81–93. <http://doi.org/10.1509/jmkg.65.2.81.18255>
- Che-ha, N., & Hashim, S. (2007). Brand Equity , Customer Satisfaction & Loyalty : Malaysian Banking Sector. *International Review of Business Research Papers*, 3(5), 123–133.
- Chen, A. C.-H. (2001). Using Free Association to Examine the Relationship Between the Characteristics of Brand Associations and Brand Equity. *Journal of Product & Brand Management*, 10(7), 439–451. <http://doi.org/10.1108/10610420110410559>
- Chen, C., & Myagmarsuren, O. (2011). Brand Equity , Relationship Quality , Relationship Value , and Customer Loyalty: Evidence from The Telecommunications Services. *Total Quality Management*, 22(9), 957–974.
- Cheung, C. M. K., & Thadani, D. R. (2012). The Impact of Electronic Word-of-Mouth Communication: A Literature Analysis and Integrative Model. *Decision Support Systems*, 54(1), 461–470. <http://doi.org/10.1016/j.dss.2012.06.008>
- Chin, W. W. (1998a). Issues and Opinion on Structural Equation Modeling. *MIS Quarterly*, 22(March), vii–xvi. <http://doi.org/Editorial>
- Chin, W. W. (1998). The Partial Least Squares Approach to Structural Equation Modeling. In *Modern Method for Business Research* (pp. 295–336). New Jersey: Lawrence Erlbaum Associates, Inc.
- Chin, W. W. (1998b). The Partial Least Squares Approach to Structural Equation Modeling. In *Modern Methods for Business Research* (pp. 295–336). Mahwah, New Jersey: Lawrence Erlbaum Associates.
- Chin, W. W., & Newsted, P. R. (1999). Structural Equation Modeling Analysis with Small Samples Using Partial Least Square. In *Statistical Strategies for Small Sample Research* (pp. 307–341). SAGE Publications.
- Christodoulides, G., Cadogan, J. W., & Veloutsou, C. (2015). Consumer-based Brand

- Equity Measurement: Lessons Learned from an International Study. *International Marketing Review*, 32(3/4), 307–328.
- Christodoulides, G., & de Chernatony, L. (2010). Consumer Based Brand Equity Conceptualization & Measurement: A Literature Review. *International Journal of Market Research*, 52, 44–53.
- Cobb-Walgren, C. J., Ruble, C. A., & Donthu, N. (1995). Brand Equity , Brand Preference , and Purchase Intent. *Journal of Advertising*, XXIV(3), 25–40.
- Cohen, J. W. (1988). *Statistical Power Analysis for Behavioral Sciences* (2nd Editio). Hillsdale, New Jersey: Lawrence Erlbaum Associates.
- Compeau, D., Higgins, C. A., & Huff, S. (1999). Social Cognitive Theory and Individual Reactions to Computing Technology: A Longitudinal Study. *MIS Quarterly*, 23(2), 145–158. <http://doi.org/10.2307/249749>
- Cooper, D. R., & Schindler, P. S. (2006). *Business Research Methods* (11th ed.). McGraw-Hill International Edition.
- Correia Loureiro, S. M., Lopes, R., & Kaufmann, H. R. (2014). How Brand Personality , Brand Identification and Service Quality Influence Service Brand Equity. *Cogent Business & Management*, 1, 1–12. <http://doi.org/10.1080/23311975.2014.981329>
- Creswell, J. W. (2013). *Qualitative Inquiry & Research Design: Choosing Among Five Approaches* (3rd Editio). Thousand Oaks, California: Sage Publications Inc.
- Crosby, L. A., Evans, K. R., & Cowles, D. (1990). Relationship Quality in Services Selling: An Interpersonal Influence Perspective. *Journal of Marketing*, 54(3), 68–81. <http://doi.org/http://dx.doi.org.ezproxy.cityu.edu.hk/10.2307/1251817>
- Dainton, M., & Zelle, E. D. (2011). *Applying Communication Theory for Professional Life: A Practical Introduction* (2nd Editio). Thousand Oaks, California: Sage Publications Inc.
- Das, G. (2014). Does Brand Personality Vary Across Retail Brands and Gender? An Empirical Check. *Journal of Strategic Marketing*, (October), 37–41. <http://doi.org/10.1080/0965254X.2014.914065>
- Davcik, N. S. (2013). An Empirical Investigation of Brand Equity: Drivers and Their Consequences. *British Food Journal*, 115(9), 1342–1360. <http://doi.org/10.1108/BFJ-01-2012-0005>
- Davis, S. M. (2002). *Brand Asset Management: Driving Profitable Growth Through Your Brands* (2nd Editio). San Francisco: John Wiley & Sons, Inc.
- de Matos, C. A., & Rossi, C. A. V. (2008). Word-of-Mouth Communications in Marketing: A Meta-Analytic Review of the Antecedents and Moderators. *Journal of the Academy of Marketing Science*, 36(4), 578–596. <http://doi.org/10.1007/s11747-008-0121-1>
- De Wulf, K., Odekerken-Schröder, G., & Iacobucci, D. (2001). Investments in Consumer Relationships: A Cross-Country and Cross-Industry Exploration. *Journal of Marketing*, 65(4), 33–50. <http://doi.org/10.1509/jmkg.65.4.33.18386>

- Delgado-Ballester, E., & Munuera-Alemán, J. L. (2005). Does Brand Trust Matter to Brand Equity? *Journal of Product & Brand Management*, 14(3), 187–196. <http://doi.org/10.1108/10610420510601058>
- Deliya, M. M., & Parmar, B. J. (2012). Role of Packaging on Consumer Buying Behavior–Patan District. *Global Journal of Management ...*, 12(10), 2249–4588. Retrieved from <http://www.journalofbusiness.org/index.php/GJMBR/article/view/732>
- Department of Statistics, M. (2012). *Economic Census 2011: Profile of Small and Medium Enterprise*. Malaysia.
- Department of Statistics, M. (2016). Current Population Estimates, Malaysia; 2014-2016. <http://doi.org/10.1017/CBO9781107415324.004>
- Deutsch, M. (1975). Equity, Equality, and Need: What Determines Which Value Will Be Used as the Basis of Distributive Justice? *Journal of Social Issues*, 31(3), 137–149. <http://doi.org/10.1111/j.1540-4560.1975.tb01000.x>
- Ding, C. G., & Tseng, T. H. (2015). On the Relationships among Brand Experience, Hedonic Emotions and Brand Equity. *European Journal of Marketing*, 49(7/8), 994–105. <http://doi.org/http://dx.doi.org/10.1108/MRR-09-2015-0216>
- Dorsch, M. J., Swanson, S. R., & Kelley, S. W. (1998). The Role of Relationship Quality in the Stratification of Vendors as Perceived by Customers. *Journal of the Academy of Marketing Science*, 26(2), 128–142. <http://doi.org/10.1177/0092070398262004>
- Doucette, W. R. (1996). The Influence of Relational Norms and Trust on Customer Satisfaction in Interfirm Exchange Relationships. *Journal of Customer Satisfaction, Dissatisfaction and Complaining Behaviour*, 9, 95–103.
- Dwyer, F. R., & Oh, S. (1987). Output Sector Munificence Effects on the Internal Political Economy of Marketing Channels. *Journal of Marketing Research*, XXIV, 347–358.
- Dwyer, F. R., Schurr, P. H., & Oh, S. (1987). Buyer-Seller Developing Relationships. *Journal of Marketing*, 51(2), 11–27.
- Ebeid, A. Y. (2014). Distribution Intensity , Advertising , Monetary Promotion , and Customer-Based Brand Equity : An Applied Study in Egypt. *International Journal of Marketing Studies*, 6(4), 113–123. <http://doi.org/10.5539/ijms.v6n4p113>
- Emari, H., Jafari, A., & Mogaddam, M. (2012). The Mediatory Impact of Brand Loyalty and Brand Image on Brand Equity. *African Journal of Business Management*, 6(17), 5692–5701. <http://doi.org/10.5897/AJBM11.788>
- Esch, F.-R., Langner, T., Schmitt, B. H., & Geus, P. (2006). Are Brands Forever? How Brand Knowledge and Relationships Affect Current and Future Purchases. *Journal of Product & Brand Management*, 15(2), 98–105. <http://doi.org/10.1108/10610420610658938>
- Esmailpour, F., & Abdolvand, M. A. (2016). The Impact of Country of Origin Image



- on Brand Loyalty: Evidence from Iran. *Asia Pacific Journal of Marketing*, 28(4), 709–723. <http://doi.org/http://dx.doi.org/10.1108/MRR-09-2015-0216>
- Euromonitor, I. (2015). Packaged Food in Malaysia. *Euromonitor Industry Report*, (May).
- Falk, R. F., & Miller, N. B. (1992). *A Primer for Soft Modeling*. Ohio: The University of Akron Press.
- Farhana, M. (2012). Brand Elements Lead to Brand Equity: Differentiate or Die. *Information Management and Business Review*, 4(4), 223–233.
- Farquhar, P. H. (1989). Managing Brand Equity. *Journal of Marketing Research*, 1(September), 24–33.
- Fauziah, S. A., Farzana, Q., Rohaizat, B., & Mohd Naquiuddin, M. M. (2014). Branding Leadership in Malaysian SMEs. *Procedia - Social and Behavioral Sciences*, 130, 54–58. <http://doi.org/10.1016/j.sbspro.2014.04.007>
- Fauziah, S. A., Rosmini, O., Siti Zaleha, A. R., & Muslim, A. (2012). Leadership Branding for Sustainable Customer Engagement. *World Academy of Science, Engineering and Technology*, 62, 153–160.
- Feldwick, P. (1996). What is Brand Equity Anyway, and How Do You Measure It? *Journal of the Market Research Society*, 38, 85–104. Retrieved from <http://www.mendeley.com/research/brand-equity-anyway-measure-it/>
- Fernqvist, F., Olsson, A., & Spendrup, S. (2015). What's in it for Me? Food Packaging and Consumer Responses, A Focus Group Study. *British Food Journal*, 117(3), 1122–1136.
- File, K. M., & Prince, R. a. (1992). Positive Word of Mouth: Customer Satisfaction and Buyer Behaviour. *International Journal of Bank Marketing*, 10(1), 25–29.
- Fornell, C. (1992). Customer Satisfaction Barometer: Swedish The Experience thanks. *Journal of Marketing*, 56(1), 6–21.
- Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research*, 18(1), 39–50. <http://doi.org/10.1017/CBO9781107415324.004>
- Fournier, S. (1998). Consumers and Their Brands: Developing Relationship Theory in Consumer Research. *Journal of Consumer Research*, 24, 343–373.
- Freling, T. H., Crosno, J. L., & Henard, D. H. (2011). Brand Personality Appeal: Conceptualization and Empirical Validation. *Journal of the Academy of Marketing Science*, 39(3), 392–406. <http://doi.org/10.1007/s11747-010-0208-3>
- Freling, T. H., & Forbes, L. P. (2005). An Empirical Analysis of The Brand Personality Effect. *Journal of Product & Brand Management*, 14(7), 404–413. <http://doi.org/10.1108/10610420510633350>
- Gammoh, B. S., Voss, K. E., & Skiver, R. (2011). Consumer evaluation of continuous and discontinuous innovation. *American Journal of Business*, 26(1), 65–79.

<http://doi.org/10.1108/19355181111124115>

- Garbarino, E., & Johnson, M. S. (1999). The Different Roles of Satisfaction, Trust, and Commitment in Customer Relationships. *American Marketing Association*, 63(2), 70–87. <http://doi.org/10.2307/1251946>
- Gawek, D., Pauw, N. van der, & Wijgerse, A.-F. (2007). *Packaging-Its Role Within Brand Management*. Lund University.
- Geuens, M., Weijters, B., & Wulf, K. De. (2009). A New Measure of Brand Personality. *International Journal of Research in Marketing*, 26(2), 97–107. <http://doi.org/10.1016/j.ijresmar.2008.12.002>
- Gil, R. B., Andrés, E. F., & Salinas, E. M. (2007). Family as a source of consumer-based brand equity. *Journal of Product & Brand Management*, 16(3), 188–199. <http://doi.org/10.1108/10610420710751564>
- Gill, M. S., & Dawra, J. (2010). Evaluating Aaker ‘ s Sources of Brand Equity and The Mediating Role of Brand Image. *Journal of Targeting, Measurement and Analysis for Marketing*, 18(August), 189–198. <http://doi.org/10.1057/jt.2010.11>
- Gómez, M., Martín-Consuegra, D., & Molina, A. (2015). The Importance of Packaging in Purchase and Usage Behaviour. *International Journal of Consumer Studies*, 39(3), 203–211.
- Gordon, G. L., Calantone, R. J., & Benedetto, C. A. di. (1993). Brand Equity in the Business-to-Business Sector: An Exploratory Study. *Journal of Product & Brand Management*, 2(3), 4–16. <http://doi.org/10.1108/10610429310046689>
- Gordon, R., Zainuddin, N., & Magee, C. (2016). Unlocking the Potential of Branding in Social Marketing Services: Utilising Brand Personality and Brand Personality Appeal. *Journal of Services Marketing*, 30(1), 48–62. <http://doi.org/10.1108/JSM-02-2015-0105>
- Gujarati, D. N. (2004). *Basic Econometrics*. New York (4th Editio). The McGraw Hill Companies. <http://doi.org/10.1126/science.1186874>
- Gundala, R. R., Jack, A. L., & Khawaja, H. (2014). Brand Management in Small and Medium Enterprise: Evidence From Dubai, UAE. *Global Journal of Business Research*, 8(1), 27–39.
- Ha, H.-Y. (2004). Factors Influencing Consumer Perceptions of Brand Trust Online. *Journal of Product & Brand Management*, 13(5), 329–342.
- Ha, H.-Y., Janda, S., & Muthaly, S. (2010). Development of Brand Equity: Evaluation of Four Alternative Models. *The Service Industries Journal*, 30(920315196), 911–928. <http://doi.org/10.1080/02642060802320253>
- Haim, H., Noor Hasmini, A. G., & Hanaysha, J. (2014). Relationship Quality As A Strategic Tool in Today ‘ s Turbulent Business World. *Australian Journal of Basic and Applied Sciences*, 7(December 2013), 478–487.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2006). *Multivariate Data Analysis* (6th editio). Upper Saddle River, New Jersey: Pearson

Prentice Hall.

- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2010). *Multivariate Data Analysis* (7th ed.). NJ: Pearson Prentice Hall.
- Hair, J. F., Hult, G. T., Ringle, C. M., & Sarstedt, M. (2014). *Partial Least Squares Structural Equation Modeling (PLS-SEM)*. *European Business Review* (Vol. 26). United States of America: Sage Publications Inc. <http://doi.org/10.1108/EBR-10-2013-0128>
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a Silver Bullet. *The Journal of Marketing Theory and Practice*, 19(2), 139–152. <http://doi.org/10.2753/MTP1069-6679190202>
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2013). Partial Least Squares Structural Equation Modeling: Rigorous Applications, Better Results and Higher Acceptance. *Long Range Planning*, 46(1–2), 1–12. <http://doi.org/10.1016/j.lrp.2013.01.001>
- Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial Least Squares Structural Equation Modeling (PLS-SEM): An Emerging Tool in Business Research. *European Business Review*, 26(2), 106–121. <http://doi.org/http://dx.doi.org/10.1108/09564230910978511>
- Hair, J. F., Wolfinbarger, M. F., Ortinau, D. J., & Bush, R. P. (2008). *Essentials of Marketing Research*. Boston: McGraw-Hill/ Irwin.
- Hameed, F. (2013). The Effect of Advertising Spending on Brand Loyalty Mediated by Store Image , Perceived Quality and Customer Satisfaction: A Case of Hypermarkets. *Asian Journal of Business Management*, 5(1), 181–192.
- Hanaysha, J. (2016a). Building Brand Equity through Customer Service: A Study on Restaurant Industry in Malaysia. *Journal of Research in Business, Economics and Management*, 5(5), 678–685.
- Hanaysha, J. (2016b). Physical Environment as a Key Success Factor for Building Strong Brand Equity: A Study on Restaurant Industry. *Journal of Research in Business, Economics and Management (JRBEM)*, 5(5), 686–693.
- Hanaysha, J. (2016c). The Importance of Social Media Advertisements in Enhancing Brand Equity: A Study on Fast Food Restaurant Industry in Malaysia. *International Journal of Innovation, Management and Technology*, 7(2), 46–51. <http://doi.org/10.18178/ijimt.2016.7.2.643>
- Hanaysha, J., & Haim, H. (2015a). Advertising And Country of Origin as Key Success Factors for Creating Sustainable Brand Equity. *Asian Economic and Social Society*, 5(7), 141–152.
- Hanaysha, J., & Haim, H. (2015b). Product Innovation as A Key Success Factor to Build Sustainable Brand Equity. *Management Science Letters*, 5, 1–10. <http://doi.org/10.5267/j.msl.2013.08.022>
- Hanaysha, J., & Haim, H. (2015c). Strategic Effects of Product Innovation, Service Quality, and Relationship Quality on Brand Equity. *Asian Social Science*, 11(10),

56–72. <http://doi.org/10.5539/ass.v11n10p56>

- Hanaysha, J., & Haim, H. (2015d). The Impact of Product Innovation on Relationship Quality in Automotive Industry: Strategic Focus on Brand Satisfaction, Brand Trust, and Brand Commitment. *Asian Social Science*, 11(10), 94–104. <http://doi.org/10.5539/ass.v11n10p94>
- Hanaysha, J. R. M. (2015). *The Effect of Strategic Factors and The Role of Relationship Quality as Mediator on Brand Equity of Automotive Industry*. (Unpublished doctoral dissertation): Universiti Utara Malaysia. Retrieved from <http://etd.uum.edu.my/5442/>
- Hashed, A. M., Salniza, M. S., & Hasnizam, S. (2016). The Mediating Effect of Brand Satisfaction on the Relationship between Brand Personality and Brand Loyalty: Evidence from Malaysia. *Management Science Letters*, 6(Nov), 87–98. <http://doi.org/10.5267/j.msl.2015.11.004>
- Hausman, A. (2000). A Multi-Method Investigation of Consumer Motivations in Impulse Buying Behavior. *Journal of Consumer Marketing*, 17(5), 403–426. <http://doi.org/10.1108/07363760010341045>
- He, J. (2012). Sincerity, Excitement and Sophistication: The Different Effects of Perceived Brand Personality on Brand Extension Evaluation. *Nankai Business Review International*, 3(4), 398–412.
- Hennig-Thurau, T., Gwinner, K. P., & Gremler, D. D. (2002). Understanding Relationship Marketing Outcomes: An Integration of Relational Benefits and Relationship Quality. *Journal of Service Research*, 4(3), 230–247. <http://doi.org/10.1177/1094670502004003006>
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic Word-of-Mouth via Consumer-Opinion Platforms: What Motives Consumers to Articulate Themselves on the Internet. *Journal of Interactive Marketing*, 18(1), 38–52.
- Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). The Use of Partial Least Squares Path Modeling in International Marketing. *Advances in International Marketing*, 20, 277–319. [http://doi.org/10.1016/0167-8116\(92\)90003-4](http://doi.org/10.1016/0167-8116(92)90003-4)
- Henseler, J., & Sarstedt, M. (2013). Goodness-of-fit Indices for Partial Least Squares Path Modeling. *Computational Statistics*, 28(2), 565–580. <http://doi.org/10.1007/s00180-012-0317-1>
- Herr, P. M., Kardes, F. R., & Kim, J. (1991). Effects of Word-of-Mouth and Product-Attribute Information of Persuasion: An Accessibility-Diagnosticity Perspective. *Journal of Consumer Research*, 17(4), 454–462. <http://doi.org/10.1086/208570>
- Hess, J., & Story, J. (2005). Trust-based Commitment: Multidimensional Consumer-brand Relationships. *Journal of Consumer Marketing*, 22(6), 313–322. <http://doi.org/10.1108/07363760510623902>
- Hill, C. J., Bloom, H. S., Black, A. R., & Lipsey, M. W. (2008). Empirical Benchmarks for Interpreting Effect Sizes in Research. *Journal Compilation*, 2(3), 172–177.

- Hilman, H., & Hanaysha, J. (2015). The Impact of Advertising on Relationship Quality : Empirical Evidence from Malaysia. *Research Journal of Applied Sciences, Engineering and Technology*, 10(3), 253–261.
- Hirvonen, S., & Laukkanen, T. (2010). How Brand Orientation Contributes to Business Growth in SMEs?
- Horan, G., O'Dwyer, M., & Tiernan, S. (2011). Exploring management perspectives of branding in service SMEs. *Journal of Services Marketing*, 25(2), 114–121. <http://doi.org/10.1108/08876041111119831>
- Huang, C.-C., Fang, S.-C., Huang, S.-M., Chang, S.-C., & Fang, S.-R. (2014). The Impact of Relational Bonds on Brand Loyalty: the Mediating Effect of Brand Relationship Quality. *Managing Service Quality*, 24(2), 184–204. <http://doi.org/10.1108/MSQ-04-2013-0072>
- Huang, R., & Sarigöllü, E. (2012). How Brand Awareness Relates to Market Outcome, Brand Equity, and the Marketing Mix. *Journal of Business Research*, 65(1), 92–99. <http://doi.org/10.1016/j.jbusres.2011.02.003>
- Huber, F., Vollhardt, K., Matthes, I., & Vogel, J. (2010). Brand Misconduct: Consequences on Consumer-Brand Relationships. *Journal of Business Research*, 63(11), 1113–1120. <http://doi.org/10.1016/j.jbusres.2009.10.006>
- Hulland, J. (1999). Use of Partial Least Squares (PLS) in Strategic Management Research: A Review of Four Recent Studies. *Strategic Management Journal*, 20(2), 195–204.
- Hung, K. H., & Li, S. Y. (2007). The Influence of e-WOM on Virtual Consumer Communities: Social Capital, Consumer Learning, and Behavioral Outcomes. *Journal of Advertising Research*, 47(4), 485–495.
- Hunt, S. D., & Morgan, R. M. (1995). the Comparative Advantage Theory of Competition. *Journal of Marketing*, 59(2), 1–15. <http://doi.org/10.2307/1252069>
- Huntley, J. K. (2006). Conceptualization and Measurement of Relationship Quality: Linking Relationship Quality to Actual Sales and Recommendation Intention. *Industrial Marketing Management*, 35(6), 703–714. <http://doi.org/10.1016/j.indmarman.2005.05.011>
- Inskip, I. (2004). Corporate Branding for Small to Medium-sized Businesses — A Missed Opportunity or An Indulgence? *Journal of Brand Management*, 11(5), 358–365. <http://doi.org/10.1057/palgrave.bm.2540181>
- Islam, M. A., Khan Khadem, M. M., & Alauddin, M. (2011). An Empirical Assessment of the Relationship Between Service Quality and Customer Satisfaction in Fashion House . In *International Conference on Industrial Engineering and Operations Management* (pp. 201–206).
- Ismail, A. R., & Spinelli, G. (2012). Effects of Brand Love, Brand Personality and Image on Word-of-Mouth: The Case of Fashion Brands among Young Consumers. *Journal of Fashion Marketing and Management*, 16(4), 386–398.

- Ivens, B., & Valta, K. S. (2012). Customer Brand Personality Perception : A Taxonomic Analysis. *Journal of Marketing Management*, 28(August), 1062–1093.
- Jalilvand, M. R., & Samiei, N. (2012). The Effect of Electronic Word of Mouth on Brand Image and Purchase Intention: An Empirical Study in the Automobile Industry in Iran. *Marketing Intelligence & Planning*, 30(4), 460–476.
- James, D. (2005). Guilty Through Association: Brand Association Transfer to Brand Alliances. *Journal of Consumer Marketing*, 22(2), 14–24. <http://doi.org/10.1108/07363760510576518>
- Janiszewski, C., & Van Osselaer, S. M. J. (2000). A Connectionist Model of Brand-Quality Associations. *Journal of Marketing Research*, 37(3), 331–350.
- Japutra, A., Keni, K., & Nguyen, B. (2015). The Impact of Brand Logo Identification and Brand Logo Benefit on Indonesian Consumers' Relationship Quality. *Asia Pasific Journal of Business Administration*, 7(3), 237–252.
- Jasra, J. M., Khan, D. M. A., Hunjra, A. I., Rehman, R. A. U., & Azam, D. R.-I.-. (2011). Determinants of Business Success of Small and Medium Enterprises. *International Journal of Business and Social Science*, 2(20), 274–280.
- Johnson, J. L. (1999). Strategic Integration in Industrial Distribution Channels: Managing the Interfirm Relationship as a Strategic Asset. *Journal of the Academy of Marketing Science*, 27(1), 4–18. <http://doi.org/10.1177/0092070399271001>
- Jumiati, S., & Norazah, M. S. (2015). Young Consumers' Insights on Brand Equity: Effects of Brand Association, Brand Loyalty, Brand Awareness, and Brand Image. *International Journal of Retail & Distribution Management*, 43(3), 276–292.
- Kang, A., & Sharma, H. (2012). Using Brand Personality to Enhance Brand Trust and Perceived Value: An Empirical Study of the Brand Lux. *Asia-Pacific Journal of Management Research and Innovation*, 8(3), 323–335. <http://doi.org/10.1177/2319510X1200800312>
- Karadeniz, M. (2010). The Importance of Customer Based Strategic Brand Equity Management for Enterprises. *Journal of Naval Science and Engineering*, 6(2), 117–132.
- Karjaluoto, H., Munnukka, J., & Salmi, M. (2016). How Do Brand Personality, Identification, and Relationship Length Drive Loyalty in Sports? *Journal of Service Theory and Practice*, 26(1). <http://doi.org/10.1108/02656710210415703>
- Karjaluoto, H., Munnukka, J., & Salmi, M. (2016). How do Brand Personality, Identification and Relationship Length Drive Loyalty in Sports? *Journal of Service Theory and Practice*, 25(1), 50–71. <http://doi.org/10.1108/02656710210415703>
- Kaynak, E., & Zhou, L. (2010). Special Issue on Brand Equity , Branding , and Marketing Communications in Emerging Markets. *Journal of Global Marketing*, 23(3), 171–176. <http://doi.org/10.1080/08911762.2010.487417>
- Keating, B. W., Alpert, F., Kriz, A., & Quanzi, A. (2011). Relationship Quality in Online Services. *Journal of Computer Information Systems*, 52(2), 34–41.

- Keller, K. L. (1993). Conceptualizing , Measuring , and Managing Customer-based Brand Equity. *Journal of Marketing*, 57(1), 1–22.
- Keller, K. L. (1998). *Strategic Brand Management: Building, Measuring and Managing Brand Equity*. New Jersey: Prentice Hall, Englewood Cliffs.
- Keller, K. L. (2001). Building Customer-based Brand Equity. *Marketing Management*, 10(2), 14–19.
- Keller, K. L. (2003a). Brand Synthesis : The Multidimensionality of Brand Knowledge. *Journal of Consumer Research*, 29(4), 595–600.
- Keller, K. L. (2003b). *Strategic Brand Management: Building, Measuring, And Managing Brand Equity* (Second Edi). New Jersey: Pearson Prentice Hall.
- Keller, K. L. (2009). Building Strong Brands in a Modern Marketing Communications Environment. *Journal of Marketing Communications*, 15(2–3), 139–155. <http://doi.org/10.1080/13527260902757530>
- Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring and Managing Brand Equity* (4th Editio). England: Pearson Education Limited.
- Keller, K. L., & Lehmann, D. R. (2006). Brands and Branding: Research Findings and Future Priorities. *Marketing Science*, 25(6), 740–759. <http://doi.org/10.1287/mksc.1050.0153>
- Khalique, M., Abdul, J., Shaari, N., & Ageel, A. (2011). Challenges Faced By The Small and Medium Enterprises (SMEs) in Malaysia: An Intellectual Capital Perspective. *International Journal of Current Research*, 3(2010), 398–401.
- Kim, C. K., Han, D., & Park, S.-B. (2001). The Effect of Brand Personality and Brand Identification on Brand Loyalty: Applying the Theory of Social Identification. *Japanese Psychological Research*, 43(4), 195–206. <http://doi.org/10.1111/1468-5884.00177>
- Kim, H. K., Lee, M., & Lee, Y. W. (2005). Developing a Scale For Measuring Brand Relationship Quality. *Asia Pacific Advances in Consumer Research*, 6(1), 118–126.
- Kim, J. W., Lee, F., & Suh, Y. G. (2015). Satisfaction and Loyalty From Shopping Mall Experience and Brand Personality. *Services Marketing Quarterly*, 36(1), 62–76. <http://doi.org/10.1080/15332969.2015.976523>
- Kim, K. H., Kim, K. S., Kim, D. Y., Kim, J. H., & Kang, S. H. (2008). Brand Equity in Hospital Marketing. *Journal of Business Research*, 61(1), 75–82. <http://doi.org/10.1016/j.jbusres.2006.05.010>
- Kock, N. (2016). Non-Normality Propagation among Latent Variables and Indicators in PLS-SEM Simulations Non - Normality Propagation among Latent Simulations. *Journal of Modern Applied Statistical Methods*, 15(1), 299–315.
- Kotler, P., & Keller, K. L. (2006). *Marketing Management*. New Jersey: Pearson Prentice Hall.
- Krake, F. B. G. J. M. (2005). Successful Brand Management in SMEs: A New Theory

- and Practical Hints. *Journal of Product & Brand Management*, 14(4), 228–238. <http://doi.org/10.1108/10610420510609230>
- Krejcie, R. V, & Morgan, D. W. (1970). Determining Sample Size for Research Activities. *Educational and Psychological Measurement*, 38, 607–610.
- Kunle, L. P., & Ganiyu, R. A. (2013). Packaging and the Incidence of Information Overload in a Low-Risk Market: A Study of Grocery Products. *European Journal of Business and Social Sciences*, 1(10), 61–72. Retrieved from <http://www.ejbss.com/Data/Sites/1/january2013vol10/ejbss-12-1194-packagingandtheincidenceofinformation.pdf>
- Kura, K. M. (2014). *Organisational Formal Controls, Group Norms and Workplace Deviance: The Moderating Role of Self-regulatory Efficacy*. Othman Yeop Abdullah Graduate School of Business. (Unpublished doctoral dissertation): Universiti Utara Malaysia.
- Lai, I. K. W. (2014). The Role of Service Quality, Perceived Value, and Relationship Quality in Enhancing Customer Loyalty in the Travel Agency Sector. *Journal of Travel & Tourism Marketing*, 31, 417–442. <http://doi.org/10.1080/10548408.2014.883346>
- Lee, G. C., & Yew Leh, F. C. (2011). Dimensions of Customer-Based Brand Equity: A Study on Malaysian Brands. *Journal of Marketing Research and Case Study*, 2011, 1–10. <http://doi.org/10.5171/2011.821981>
- Lee, H. J., & Kang, M. S. (2013). The Effect of Brand Personality on Brand Relationship, Attitude and Purchase Intention With A Focus on Brand Community. *Academy of Marketing Studies Journal*, 17(2), 85–98.
- Lee, M.-Y., & Oh, K.-Y. (2006). An Exploratory Study on Brand Personality : The Case of A Traditional Casual Brand in Korea. *Journal of Fashion Business*, 10(6), 79–90.
- Lee, Y.-K., Back, K.-J., & Kim, J.-Y. (2009). Family Restaurant Brand Personality and Its Impact On Customer's Emotion, Satisfaction, and Brand Loyalty. *Journal of Hospitality & Tourism Research*, 33(3), 305–328. <http://doi.org/10.1177/1096348009338511>
- Lei, M., & Lomax, R. G. (2005). The Effect of Varying Degrees of Nonnormality in Structural Equation Modeling. *Structural Equation Modeling*, 12(1), 1–27. <http://doi.org/10.1207/s15328007sem1201>
- Leone, R. P., Rao, V. R., Keller, K. L., Luo, a. M., McAlister, L., & Srivastava, R. (2006). Linking Brand Equity to Customer Equity. *Journal of Service Research*, 9(2), 125–138. <http://doi.org/10.1177/1094670506293563>
- Lew, S., & Sulaiman, Z. (2014). Consumer Purchase Intention Toward Products Made in Malaysia vs. Made in China: A Conceptual Paper. *Procedia - Social and Behavioral Sciences*, 130, 37–45. <http://doi.org/10.1016/j.sbspro.2014.04.005>
- Li, W. (2011). How Virtual Brand Community Influences on Consumer-based Brand Equity. In *International Conference on E-Business and E-Government (ICEE)*.



<http://doi.org/10.1213/ane.0b013e31817e7b40>

- Lin, L. (2010). The Relationship of Consumer Personality Trait , Brand Personality and Brand Loyalty : An Empirical Study of Toys and Video Games Buyers. *Journal of Product & Brand Management*, 19(1), 4–17. <http://doi.org/10.1108/10610421011018347>
- Lin, N.-H., & Chung, I.-C. (2013). Relationship Marketing ‘ s Impact on Relationship Quality and E-Loyalty. *Journal of E-Business*, 15(1), 1–34.
- Lin, Y.-C., & Huang, P.-W. (2012). Effects of the Big Five Brand Personality Dimensions on Repurchase Intentions: Using Branded Coffee Chains as Examples. *Journal of Foodservice Business Research*, 15(1), 1–18. <http://doi.org/10.1080/15378020.2012.650509>
- Lineback, J. F., & Thompson, K. J. (2010). Conducting Nonresponse Bias Analysis for Business Surveys. *Journal of Services Marketing*, (April), 317–331.
- Löfgren, M., Witell, L., & Gustafsson, A. (2008). Customer Satisfaction in the First and Second Moments of Truth. *Journal of Product & Brand Management*, 17(7), 463–474. <http://doi.org/10.1108/10610420810916362>
- Louis, D., & Lombart, C. (2010). Impact of Brand Personality on Three Major Relational Consequences (Trust, Attachment, and Commitment to the Brand). *Journal of Product & Brand Management*, 19(2), 114–130. <http://doi.org/10.1108/10610421011033467>
- Loureiro, S. M. C., & Miranda, F. J. (2011). Brand Equity and Brand Loyalty in the Internet Banking Context: FIMIX-PLS Market Segmentation. *Journal of Service Science and Management*, 4(4), 476–485. <http://doi.org/10.4236/jssm.2011.44054>
- Maehle, N., Otnes, C., & Supphellen, M. (2011). Consumers‘ Perception of the Dimensions of Brand Personality. *Journal of Consumer Behavior*, 10(5), 290–303. <http://doi.org/10.1002/cb>
- Malhotra, N. K. (2010). *Marketing Research: An Applied Orientation* (6th ed.). New Jersey: Prentice Hall, Inc.
- Malhotra, N. K., Hall, J., Shaw, M., & Oppenheim, P. (2006). *Marketing Research: An Applied Orientation* (3rd ed.). Frenchs Forest, N.S.W.: Pearson Education Australia.
- Mardhiyah, M. S. (2016). *An Exploratory Study on GST Compliance Time Cost of SMEs in the Northern Region of Malaysia*. (Unpublished dissertation): University Utara Malaysia. Retrieved from [http://etd.uum.edu.my/6137/1/s818139\\_01.pdf](http://etd.uum.edu.my/6137/1/s818139_01.pdf)
- Marjudi, S., Sulaiman, R., Mohamad Amran, M. F., Kahar, S., & Abdullah, K. A. (2011). The Development of CAD System for SME Food Packaging in Malaysia: A Proposal. In *Proceedings of the 2011 International Conference on Electrical Engineering and Informatics, ICEEI 2011*. <http://doi.org/10.1109/ICEEI.2011.6021509>
- Maznah, W. O., Mohd Ikhmal, F., Mohd Noor, M. A., & Mohd Rizaimy, S. (2011). The

- Effectiveness of Bumiputra SME Food Product Packaging in the Malaysian Customers ' Perception. *Canadian Social Science*, 7(2), 102–109.
- Maznah, W. O., & Mohd Noor, M. A. (2010). Managing Brand Equity among Langkawi 's ( SMEs ) Independent Hoteliers. *International Journal of Marketing Studies*, 2(1), 147–155.
- Mazzarol, T., Sweeney, J. C., & Soutar, G. N. (2007). Conceptualizing Word-of-mouth Activity, Triggers and Conditions: An Exploratory Study. *European Journal of Marketing*, 41(11/12), 1475–1494. <http://doi.org/10.1108/03090560710821260>
- Mendez, J. L., Oubina, J., & Rubio, N. (2011). The Relative Importance of Brand-packaging, Price and Taste in Affecting Brand Preferences. *British Food Journal*, 113(10), 1229–1251.
- Mi, T. J., & Rohaizat, B. (2013). Introduction to SMEs in Malaysia : Growth Potential and Branding Strategy Establishment of Small Medium Sized Enterprises in Malaysia. In *Proceedings of 3rd Asia-Pacific Business Research Conference* (pp. 1–15). Kuala Lumpur.
- Mirzaei, A., Gray, D., & Baumann, C. (2011). Developing A New Model for Tracking Brand Equity as a Measure of Marketing Effectiveness. *Marketing Review*, 11(4), 323–336.
- Mitchell, R., Hutchinson, K., & Quinn, B. (2013). Brand Management in Small and Medium-sized (SME) Retailers: A Future Research Agenda. *Journal of Marketing Management*, 29(11–12), 1367–1393. <http://doi.org/10.1080/0267257X.2013.798672>
- MITI, M. (2014). *Annual Report*. Retrieved from <http://www.miti.gov.my/>
- Mohan, B. C., & Sequeira, A. H. (2012). Customer-Based Brand Equity in the Fast Moving Consumer Goods Industry in India. *The International Journal of Management*, 1(4), 1–19.
- Mohd Irwan, D., Kamarul Mizal, M., Juliana, L., & Noor FzLinda, F. (2014). Factors Influencing SMEs Adoption of Social Media Marketing. *Procedia - Social and Behavioral Sciences*, 148, 119–126. <http://doi.org/10.1016/j.sbspro.2014.07.025>
- Mohd Sani, M. S. (2005). –Saya Akan Mengetuai Usaha Penjenamaan Malaysia,–Datuk Seri Abdullah Ahmad Badawi. *Dewan Ekonomi*, 11–12.
- Moorman, C., Deshpande, R., & Zaltman, G. (1993). Factors Affecting Trust in Market Research Relationships. *Journal of Marketing*, 57(1), 81–101. Retrieved from <http://www.jstor.org/stable/1252059>
- Moorman, C., Zaltman, G., & Deshpande, R. (1992). Relationships Between Providers and Users of Market Research: The Dynamics of Trust Within and Between Organizations. *Journal of Marketing Research (JMR)*, 29(3), 314–328. <http://doi.org/10.2307/3172742>
- Moradi, H., & Zarei, A. (2012). Creating Consumer-based Brand Equity for Young Iranian Consumers via Country of Origin Sub-Components effects. *Asia Pacific*

- Journal of Marketing and Logistics*, 24(3), 394–413.  
<http://doi.org/10.1108/13555851211237885>
- Morgan, R. M., & Hunt, S. D. (1994). The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing*, 58(July), 20–38. <http://doi.org/10.2307/1252308>
- Motameni, R., & Shahrokhi, M. (1998). Brand Equity Valuation : A Global Perspective. *Journal of Product & Brand Management*, 7(4), 275–290.
- Murtiasih, S., & Siringoringo, H. (2013). How Word of Mouth Influence Brand Equity for Automotive Products in Indonesia. *Procedia - Social and Behavioral Sciences*, 81, 40–44. <http://doi.org/10.1016/j.sbspro.2013.06.384>
- Murtiasih, S., Sucherly, S., & Siringoringo, H. (2014). Impact of Country of Origin and Word of Mouth on Brand Equity. *Marketing Intelligence & Planning*, 32(5), 2014.
- National SME Development Council, M. (2012). *Small and Medium Enterprise Masterplan 2012-2020*. Retrieved from <http://www.smecorp.gov.my/index.php/en/resources/2015-12-21-11-07-06/sme-masterplan>
- Nedeljković-Pravdić, M. (2010). How to Create Powerful Brands-An Investigation. *Serbian Journal of Management*, 5(1), 77–95.
- Noharuddin, N. (2009). Plain Talk on Branding for SMEs. *Institute of Marketing Malaysia*, 18–20.
- Noor, I. B. M., & Lingam, D. V. (2014). Malaysians perceptions toward PROTON car. *Advances in Environmental Biology*, 8, 513–523.
- Noor Hasmini, A. G. (2011). *Dealers' Market Orientation and Brand Equity: The Mediating Effect of Relationship Marketing*. (Unpublished doctoral dissertation): University Sains Malaysia.
- Noor Hasmini, A. G. (2012). Relationship Marketing In Branding: The Automobile Authorized Independent Dealers in Malaysia. *International Journal of Business and Social Science*, 3(5), 144–154.
- Noor Hasmini, A. G., & Osman, M. (2014). Dealer-Based Brand Equity : The Role of Market Orientation and Relationship Marketing on Brand Equity. *Australian Journal of Basic and Applied Sciences*, 8((3) March), 406–415.
- Norjaya, M. Y. (2004). *Marketing and Non-Marketing Mix Factor and Brand Equity: The case of Malaysian Household Electrical Appliances*. (Unpublished doctoral dissertation): Universiti Sains Malaysia.
- Norjaya, M. Y., & Abdul Rahman, Z. (2011). Does Family and Viral Marketing Have Any Effect on Brand Equity? *Contemporary Marketing Review*, 1(9), 19–31.
- Norjaya, M. Y., Mohd Nasser, N., & Osman, M. (2007). Does Image of Country-of-Origin Matter to Brand Equity? *Journal of Product & Brand Management*, 16(1), 38–48. <http://doi.org/10.1108/10610420710731142>
- Norjaya, M. Y., & Norzalita, A. A. (2010). Determinants of Brand Equity of Services: A

- Verification Approach in the Banking Industry in Malaysia. *Asean Marketing Journal*, III(2), 27–34.
- Normah, M. A. (2006). SMEs : Building Blocks for Economic Growth. In *National Statistics Conference* (pp. 1–13).
- Nunnally, J. (1978). *Psychometric Theory*. New York, NY, USA: McGraw-Hill.
- Nyadzayo, M. W., Matanda, M. J., & Ewing, M. T. (2011). Brand Relationships and Brand Equity in Franchising. *Industrial Marketing Management*, 40(7), 1103–1115. <http://doi.org/10.1016/j.indmarman.2011.09.004>
- Odoom, R. (2016). Brand-building Efforts in High and Low Performing Small and Medium-sized Enterprises (SMEs). *Journal of Small Business and Enterprise Development*, 23(4), 1229–1246. <http://doi.org/10.1108/JSBED-05-2016-0067>
- Odoom, R., Narteh, B., & Boateng, R. (2017). Branding in Small and Medium-sized Enterprises (SMEs). *Qualitative Market Research: An International Journal*, 20(1), 68–89. <http://doi.org/10.1108/QMR-12-2015-0091>
- Ogba, I.-E., & Johnson, R. (2010). How Packaging Affects the Product Preferences of Children and the Buyer Behaviour of Their Parents in the Food Industry. *Young Consumers: Insight and Ideas for Responsible Marketers*, 11(1), 77–89. <http://doi.org/10.1108/17473611011026037>
- Ojasalo, J., Nätti, S., & Olkkonen, R. (2008). Brand Building in Software SMEs: An Empirical Study. *Journal of Product & Brand Management*, 17(2), 92–107. <http://doi.org/10.1108/10610420810864702>
- Ok, C., Choi, Y. G., & Hyun, S. S. (2011). Roles of Brand Value Perception in the Development of Brand Credibility and Brand Prestige. In *2011 ICHRIE Conference* (pp. 1–8).
- Oliver, C. (1997). Sustainable Competitive Advantage: Combining Institutional and Resource-Based Views. *Strategic Management Journal*, 18(9), 697–713. <http://doi.org/10.2307/3088134>
- Oliver, R. L. (1997). *Satisfaction: A Behavioral Perspective on the Consumer*. New York: McGraw- Hill.
- Oliver, R. L. (1999). Whence Consumer Loyalty? *The Journal of Marketing*, 63(Journal Article), 33–44. <http://doi.org/10.2307/1252099>
- Olsson, A., Petterson, M., & Jönson, G. (2004). Packaging Demands in the Food Service Industry. *Food Service Technology*, 4, 97–105. <http://doi.org/10.1111/j.1471-5740.2004.00095.x>
- Ong, C. H., Salniza, M. S., & Rushami Zien, Y. (2015a). Brand Experience, Trust Components and Customer Loyalty: Sustainable Malaysian SME Brands Study. *Asian Social Science*, 11(26), 252–266. <http://doi.org/10.5539/ass.v11n26p252>
- Ong, C. H., Salniza, M. S., & Rushami Zien, Y. (2015b). Influence of Brand Experience and Personality on Loyalty Dimensions: Evidence from Successful Malaysian SME Brands. *International Journal of Business and Commerce*, 4(7), 51–75. Retrieved

from www.ijbnet.com

- Ong, C. H., Salniza, S., & Rushami Zien, Y. (2015c). Bridging the Gap between Brand Experience and Customer Loyalty : The Mediating Role of Emotional-based Trust. *International Academic Research Journal of Business and Technology*, 1(2), 58–70. Retrieved from www.iarjournal.com
- Othman, C., & Rahman, M. S. (2014). Investigation of the Relationship of Brand Personality , Subjective Norm and Perceived Control on Consumers ‘ Purchase Intention of Organic Fast Food. *Modern Applied Science*, 8(3), 92–106. <http://doi.org/10.5539/mas.v8n3p92>
- Pace, V. L. (2010). Method Variance From the Perspectives of Reviewers: Poorly Understood Problem or Overemphasized Complaint? *Organizational Research Methods*, 13(3), 421–434. <http://doi.org/10.1177/1094428109351751>
- Pallant, J. (2013). *SPSS Survival Manual*. U.K: McGraw-Hill Education.
- Palmatier, R. W., Dant, R. P., Grewal, D., & Evans, K. R. (2006). Factors Influencing the Effectiveness of Relationship Marketing: A Meta-Analysis. *Journal of Marketing*, 70(4), 136–153. <http://doi.org/10.1509/jmkg.70.4.136>
- Palmer, A. (2002). Relationship Marketing in the New Economy. *Journal of Relationship Marketing*, 1(1), 79–94. <http://doi.org/10.1300/J366v01n01>
- Papista, E., & Dimitriadis, S. (2012). Exploring Consumer-brand Relationship Quality and Identification: Qualitative Evidence from Cosmetics Brands. *Qualitative Market Research: An International Journal*, 15(1), 33–56. <http://doi.org/10.1108/13522751211191982>
- Pappu, R., & Quester, P. (2006). Does Customer Satisfaction Lead to Improved Brand Equity ? An Empirical Examination of Two Categories of Retail Brands. *Journal of Product & Brand Management*, 15(1), 4–14. <http://doi.org/10.1108/10610420610650837>
- Pappu, R., Quester, P. G., & Cooksey, R. W. (2005). Consumer-based Brand Equity: Improving the Measurement – Empirical Evidence. *Journal of Product & Brand Management*, 14(3), 143–154. <http://doi.org/10.1108/10610420510601012>
- Pappu, R., Quester, P. G., & Cooksey, R. W. (2006). Consumer-Based Brand Equity and Country-of-Origin Relationships: Some Empirical Evidence. *European Journal of Marketing*, 40(5/6), 696–717. <http://doi.org/10.1108/03090560610657903>
- Parijat, U., Saeed, J., & Pranab, K. D. (2011). Factors Influencing ERP Implementation in Indian Manufacturing Organisations: A Study of Micro, Small and Medium-scale Enterprises. *Journal of Enterprise Information Management*, 24(2), 130–145. <http://doi.org/10.1108/17410391111106275>
- Parkvithee, N., & Miranda, M. J. (2012). The Interaction Effect of Country of Origin, Brand Equity and Purchase Involvement on Consumer Purchase Intentions of Clothing Labels. *Asia Pacific Journal of Marketing and Logistics*, 24(1), 7–22. <http://doi.org/http://dx.doi.org/10.1108/MRR-09-2015-0216>

- Pentina, I., Gammoh, B. S., Zhang, L., & Mallin, M. (2013). Drivers and Outcomes of Brand Relationship Quality in the Context of Online Social Networks. *International Journal of Electronic Commerce*, 17(3), 63–86. <http://doi.org/10.2753/JEC1086-4415170303>
- Peppers, D., & Rogers, M. (1995). A New Marketing Paradigm: Share of Customer, not Market Share. *Planning Review*, 23(2), 14–18. <http://doi.org/10.1108/eb054500>
- Perkins, A., & Algren, M. (2011). The Use of Integrated Marketing Communications by U . S . Non-profit Organizations. *That Matters to the Practice*, 518. Retrieved from [https://scholar.google.com/scholar?hl=en&q=The+Use+of+Integrated+Marketing+Communications+by+U.S.+Non-profit+Organizations+&btnG=&as\\_sdt=1,5&as\\_sdtp=](https://scholar.google.com/scholar?hl=en&q=The+Use+of+Integrated+Marketing+Communications+by+U.S.+Non-profit+Organizations+&btnG=&as_sdt=1,5&as_sdtp=)
- Petruzzellis, L., Romanazzi, S., Tassiello, V., & de Chernatony, L. (2010). Branding Relationships in Financial Services: Paradigm Shift in Mediterranean Countries. *Journal of Brand Management*, 18(4/5), 312–328. <http://doi.org/10.1057/bm.2010.35>
- Pi, W.-P., & Huang, H.-H. (2011). Effects of Promotion on Relationship Quality and Customer Loyalty in the Airline Industry : The Relationship Marketing Approach. *African Journal of Business Management*, 5(11), 4403–4414. <http://doi.org/10.5897/AJBM10.1426>
- Plummer, J. T. (1985). How Personality Makes A Difference. *Journal of Advertising Research*, 24(6), 27–31.
- Podsakoff, P. M., MacKenzie, S. B., Lee, J.-Y., & Podsakoff, N. P. (2003). Common Method Biases in Behavioral Research: A Critical Review of the Literature and Recommended Remedies. *The Journal of Applied Psychology*, 88(5), 879–903. <http://doi.org/10.1037/0021-9010.88.5.879>
- Podsakoff, P. M., & Organ, D. W. (1986). Self-reports in Organizational Research: Problems and Prospects. *Journal of Management*, 12, 531–544.
- Polyorat, K. (2011). The Influence of Brand Personality Dimensions on Brand Identification and Word-of-Mouth: The Case Study of a University Brand in Thailand. *Asian Journal of Business Research*, 1(1), 54–69.
- Ponnam, A., S., S., & Balaji, M. S. (2015). Investigating the Effects of Product Innovation and Ingredient Branding Strategies on Brand Equity of Food Products. *British Food Journal*, 117(2), 523–537. <http://doi.org/http://dx.doi.org/10.1108/MRR-09-2015-0216>
- Prasad, K., & Dev, C. S. (2000). Managing Hotel Brand Equity. *Cornell University-Hotel and Restaurant Administration Quarterly*, 41(3), 22–31. <http://doi.org/10.1177/001088040004100314>
- Preacher, K. J., & Hayes, A. F. (2004). SPSS and SAS Procedures for Estimating Indirect Effects in Simple Mediation Models. *Behavior Research Methods, Instruments, & Computers*, 36(4), 717–731. <http://doi.org/10.3758/BF03206553>
- Preacher, K. J., & Hayes, A. F. (2008). Asymptotic and Resampling Strategies for

- Assessing and Comparing Indirect Effects in Multiple Mediator Models. *Behavior Research Methods*, 40(3), 879–891. <http://doi.org/10.3758/BRM.40.3.879>
- Ramayah, T., Lee, J. W. C., & In, J. B. C. (2011). Network Collaboration and Performance in the Tourism Sector. *Service Business*, 5(4), 411–428. <http://doi.org/10.1007/s11628-011-0120-z>
- Reijonen, H. (2010). Do All SMEs Practice Same Kind of Marketing? *Journal of Small Business and Enterprise Development*, 17(2), 279–293.
- Reijonen, H., Pardanyi, S., Tuominen, S., Laukkanen, T., & Komppula, R. (2014). Are Growth-oriented SMEs More Likely to Adopt Market and Brand Orientations? *Journal of Small Business and Enterprise Development*, 21(2), 250–264.
- Reinartz, W., Haenlein, M., & Henseler, J. (2009). An Empirical Comparison of the Efficacy of Covariance-based and Variance-based SEM. *International Journal of Research in Marketing*, 26(4), 332–344. <http://doi.org/10.1016/j.ijresmar.2009.08.001>
- Richins, M. L. (1983). Negative Word-of-Mouth by Dissatisfied Consumers: A Pilot Study. *Journal of Marketing*, 47(1), 68–78. <http://doi.org/10.2307/3203428>
- Rigaux-Bricmont, B. (1982). Influences of Brand Name and Packaging on Perceived Quality. *Advances in Consumer Research*, 9(1), 472–477. Retrieved from <http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=6430768&lang=de&site=ehost-live>
- Riivits-arkonsuo, I., & Leppiman, A. (2014). Online Word-of-Mouth on Brands and Experience Marketing. *Journal of Management and Change*, 32(33), 43–56.
- Rio, A. B. del, Vazquez, R., & Iglesias, V. (2001). The Role of The Brand Name in Obtaining Differential Advantages. *Journal of Product & Brand Management*, 10(7), 452–465.
- Rosenbaum-Elliott, R., Percy, L., & Pervan, S. (2015). *Strategic Brand Management* (3rd Editio). United Kingdom: Oxford University Press.
- Rowley, J. (2014). Designing and Using Research Questionnaires. *Management Research Review*, 37(3), 308–330. <http://doi.org/10.1108/MRR-02-2013-0027>
- Rozita, N. M., & Halimahton, B. (2014). Exploring Customer Attachment Behaviour to Sustain the Retail Industry in Malaysia. *World Journal of Entrepreneurship, Management and Sustainable Development*, 10(1), 69–76.
- Rundh, B. (2009). Packaging Design: Creating Competitive Advantage with Product Packaging. *British Food Journal*, 111(9), 988–1002. <http://doi.org/10.1108/00070700910992880>
- Rundh, B. (2013). Linking Packaging to Marketing: How Packaging is Influencing the Marketing Strategy. *British Food Journal*, 115(11), 1547–1563. <http://doi.org/10.1108/BFJ-12-2011-0297>
- Rundh, B. (2016). The Role of Packaging within Marketing and Value Creation. *British Food Journal*, 118(10).

- Rundh, & Bo. (2005). The Multi-faceted Dimension of Packaging: Marketing Logistic or Marketing Tool? *British Food Journal*, 107(9), 670–684. <http://doi.org/10.1108/00070700510615053>
- Salkind, N. J. (1997). *Exploring Research* (3rd Editio). Upper Saddle River, New Jersey: Prentice Hall.
- Samat Buang. (2014). Kepentingan Kempen Beli Barangan Malaysia. *Dewan Ekonomi*, 15–18.
- Seimiene, E., & Kamarauskaite, E. (2014). Effect of Brand Elements on Brand Personality Perception. *Procedia - Social and Behavioral Sciences*, 156(April), 429–434. <http://doi.org/10.1016/j.sbspro.2014.11.216>
- Sekaran, U. (2003). *Research Methods For Business: A Skill Building Approach* (Fourth). John Wiley & Sons, Inc.
- Sekaran, U., & Bougie, R. (2013). *Research Methodology for Business: A Skill Building Approach* (Sixth). United Kingdom: John Wiley & Sons, Ltd.
- Selnes, F. (1993). An Examination of the Effect of Product Performance on Brand Reputation, Satisfaction and Loyalty. *Journal of Product & Brand Management*, 2(4), 45–60. <http://doi.org/10.1108/EUM0000000002981>
- Sen, S., & Lerman, D. (2007). Why Are You Telling Me This? An Examination Into Negative Consumer Reviews on the Web. *Journal of Interactive Marketing*, 21(4), 2–20. <http://doi.org/10.1002/dir>
- Severi, E., Ling, K. C., & Nasermodeli, A. (2014). The Impacts of Electronic Word of Mouth on Brand Equity in the Context of Social Media. *International Journal of Business and Management*, 9(8), 84–96. <http://doi.org/10.5539/ijbm.v9n8p84>
- Shahrizal, H., & Norjaya, M. Y. (2013). Exploring the Mediating Effect of Brand Relationship Quality in the Service Brand Equity and Brand Resonance Linkage. *Jurnal Pengurusan*, 36(2012), 123–134.
- Sheth, J. N., & Parvatiyar, A. (1995a). Relationship Marketing in Consumer Markets: Antecedents and Consequences. *Journal of the Academy of Marketing Science*, 23(4), 255–271. <http://doi.org/10.1177/009207039502300405>
- Sheth, J. N., & Parvatiyar, A. (1995b). The Evolution of Relationship Marketing. *International Business Review*, 4(4), 397–418. [http://doi.org/10.1016/0969-5931\(95\)00018-6](http://doi.org/10.1016/0969-5931(95)00018-6)
- Silayoi, P., & Speece, M. (2004). Packaging and Purchase Decisions: An Exploratory Study on the Impact of Involvement Level and Time Pressure. *British Food Journal*, 106(8), 607–628. <http://doi.org/10.1108/00070700410553602>
- Silayoi, P., & Speece, M. (2007). The Importance of Packaging Attributes: A Conjoint Analysis Approach. *European Journal of Marketing*, 41(11/12), 1495–1517. <http://doi.org/10.1108/03090560710821279>
- Silva, S., Rajab, S., Ahsanul, N., Farzana, H., & Ali, Y. (2012). Critical Factors for Developing Brand Equity: An Empirical Investigation In Malaysia. *Journal of*



- Business and Management*, 1(4), 13–20.
- Simms, C., & Trott, P. (2010). Packaging Development: A Conceptual Framework for Identifying New Product Opportunities. *Marketing Theory*, 10(4), 397–415. <http://doi.org/10.1177/1470593110382826>
- Simon, C. J., & Sullivan, M. W. (1993). The Measurement And Determinants of Brand Equity: A Financial Approach. *Marketing Science*, 12(1), 28–52.
- SME Corp. (2015). *Annual Report 2014. SME Annual Report 2014/2015*. Retrieved from <http://www.smecorp.gov.my/vn2/node/1856>
- SME Corp., M. (2011). *Economic Census 2011*.
- SME Corp., M. Guideline For New SME Definition (2013).
- SME Corp., M. (2017). National Mark of Malaysian Brand. Retrieved May 5, 2017, from <http://nationalmark.gov.my/eng/story.php>
- SME Corp. Malaysia. (2014). *SMEs Annual Report 2013/2014*.
- SMEs Corp. (2016). *SME Annual Report 2015/16*. Retrieved from <http://www.smecorp.gov.my/index.php/en/resources/2015-12-21-11-07-06/sme-annual-report>
- Son, J.-Y., Narasimhan, S., & Riggins, F. J. (2005). Effects of Relational Factors and Channel Climate on EDI Usage in the Customer-Supplier Relationship. *Journal of Management Information Systems*, 22(1), 321–353. <http://doi.org/10.2307/40398766>
- Spence, M., & Essoussi, L. H. (2010). SME Brand Building and Management: An Exploratory Study. *European Journal of Marketing*, 44(7/8), 1037–1054. <http://doi.org/10.1108/03090561011047517>
- Srinivasan, S. S., Anderson, R., & Ponnaveolu, K. (2002). Customer Loyalty in e-Commerce: An Exploration of Its Antecedents and Consequences. *Journal of Retailing*, 78, 41–50.
- Stokburger-Sauer, N. (2010). Brand Community: Drivers and Outcomes. *Psychology & Marketing*, 27(4), 347–368. <http://doi.org/10.1002/mar>
- Su, J., & Tong, X. (2015). Brand Personality and Brand Equity: Evidence from the Sportswear Industry. *Journal of Product & Brand Management*, 24(2).
- Subramaniam, A., Mamun, A. Al, Permarupan, P. Y., & Noor Raihani, Z. (2014). Effects of Brand Loyalty, Image and Quality on Brand Equity: A Study among Bank Islam Consumers in Kelantan, Malaysia. *Asian Social Science*, 10(14), 67–73. <http://doi.org/10.5539/ass.v10n14p67>
- Sudman, S. (1980). Improving Sampling the of Shopping Center Sampling. *Journal of Marketing Research*, 17(4), 423–431.
- Sung, Y., & Campbell, W. K. (2009). Brand Commitment in Consumer–brand Relationships: An Investment Model Approach. *Journal of Brand Management*, 17(2), 97–113. <http://doi.org/10.1057/palgrave.bm.2550119>

- Sung, Y., & Kim, J. (2010). Effects of Brand Personality on Brand Trust and Brand Affect. *Psychology & Marketing*, 27(7), 639–661. <http://doi.org/10.1002/mar>
- Sung, Y., Kim, J., & Jung, J.-H. (2009). The Predictive Roles of Brand Personality on Brand Trust and Brand Affect: A Study of Korean Consumers. *Journal of International Consumer Marketing*, 22(1), 5–17. <http://doi.org/10.1080/08961530902844907>
- Sung, Y., & Tinkham, S. F. (2005). Brand Personality Structures in the United States and Korea: Common and Culture-Specific Factors. *Journal of Consumer Psychology*, 15(4), 334–350. [http://doi.org/10.1207/s15327663jcp1504\\_8](http://doi.org/10.1207/s15327663jcp1504_8)
- Sweeney, J. C., Soutar, G. N., & Mazzarol, T. (2008). Factors Influencing Word of Mouth Effectiveness: Receiver Perspectives. *European Journal of Marketing*, 42(3/4), 344–364. <http://doi.org/10.1108/03090560810852977>
- Sweeney, J., Soutar, G., & Mazzarol, T. (2014). Factors Enhancing Word-of-Mouth Influence: Positive and Negative Service-related Messages. *European Journal of Marketing*, 48(1/2), 336–359. <http://doi.org/10.1108/EJM-06-2012-0336>
- Tabachnick, B. G., & Fidell, L. S. (2007). *Using Multivariate Statistics* (5th ed.). Boston: Pearson/ Allyn & Bacon.
- Tabachnick, B. G., & Fidell, L. S. (2013). *Using Multivariate Statistics* (6th Edition). Upper Saddle River, New Jersey: Pearson Education, Inc.
- Taleghani, M., Largani, M. S., & Mousavian, S. J. (2011). The Investigation and Analysis Impact of Brand Dimensions on Services Quality and Customers Satisfaction In New Enterprises of Iran. *Contemporary Marketing Review*, 1(6), 1–13.
- Tan, T. M., Devinaga, R., & Hishamuddin, I. (2013). The Common Challenges of Brand Equity Creation among Local Fast Food Brands in Malaysia. *International Journal of Business and Management*, 8(2), 96–107. <http://doi.org/10.5539/ijbm.v8n2p96>
- Tan, Y. C., Mavondo, F., & Worthington, S. (2011). Organisational Capabilities and Relationship Quality: Performance Implications for Palm Oil Processors in Malaysia. *Asia Pasific Journal of Marketing and Logistics*, 23(2), 152–164. <http://doi.org/10.1108/13555851111120461>
- Tenenhaus, M., Vinzi, V. E., Chatelin, Y. M., & Lauro, C. (2005). PLS Path Modeling. *Computational Statistics and Data Analysis*, 48(1), 159–205. <http://doi.org/10.1016/j.csda.2004.03.005>
- Thibaut, J. W., & Kelley, H. H. (1959). *The Social Psychology of Groups*. Oxford, England: John Wiley.
- Tolba, A. H., & Hassan, S. S. (2009). Linking Customer-based Brand Equity with Brand Market Performance: A Managerial Approach. *Journal of Product & Brand Management*, 18(5), 356–366. <http://doi.org/10.1108/10610420910981837>
- Toldos-Romero, M. de la P., & Orozco-Gomez, M. M. (2015). Brand Personality and Purchase Intention. *Journal of Managerial Psychology*, 27(5), 462–476.

<http://doi.org/http://dx.doi.org/10.1108/02683940010305270>

- Tong, X., & Hawley, J. M. (2009a). Creating Brand Equity in the Chinese Clothing Market: The Effect of Selected Marketing Activities on Brand Equity Dimensions. *Journal of Fashion Marketing and Management: An International Journal*, 13(4), 566–581.
- Tong, X., & Hawley, J. M. (2009b). Measuring Customer-based Brand Equity: Empirical Evidence From The Sportswear Market in China. *Journal of Product & Brand Management*, 18(4), 262–271. <http://doi.org/10.1108/10610420910972783>
- Tong, X., & Li, C. (2013). Impact of Brand Personality and Consumer Ethnocentrism in China ' s Sportswear Market. *Asia Pacific Journal of Marketing and Logistics*, 25(3), 491–509. <http://doi.org/10.1108/APJML-08-2012-0081>
- Topoyan, M., & Bulut, Z. A. (2008). Packaging value of cosmetics products: An insight from the view of point of consumers. *Icovacs 2008*, 8.
- Torres, A., & Tribo, J. A. (2011). Customer Satisfaction and Brand Equity. *Journal of Business Research*, 64, 1089–1096. <http://doi.org/10.2139/ssrn.1002879>
- Tourism Malaysia, M. of T. and C. (2013). *Malaysia Northern Region*.
- Trusov, M., Bucklin, R. E., & Pauwels, K. (2009). Effects of Word-of-Mouth Versus Traditional Marketing: Findings from an Internet Social Networking Site. *Journal of Marketing*, 73(September), 90–102. <http://doi.org/10.1509/jmkg.73.5.90>
- Tuan, L. Y., & Ahmad, J. (2013). Moderating Effect of Brand Equity on Relationship Quality in Chain Restaurant Industry: A Conceptual Paper. In *International Conference on Information, Business and Education (ICIBIT 2013)* (pp. 616–619).
- Tuan, L. Y., Tat, H. H., Shamsuddin, A. S., Rasli, A., & Jusoh, A. (2012). Potential of Brand Personality : Attachment Styles as Moderator. *American Journal of Business and Management*, 1(2), 34–42.
- Underwood, R. (1996). Building Brand Equity Through Packaging: A Multi-Methodological Perspective Copyright of Advances in Consumer Research is the property of Association for Consumer Research and its content may not be copied or emailed to multiple sites or posted to a list. *Advances in Consumer Research*, 23, 209.
- Underwood, R. L. (2003). The Communicative Power of Product Packaging: Creating Brand Identity via Lived and Mediated Experience. *Journal of Marketing Theory and Practice*, 11(1), 62. <http://doi.org/Article>
- Underwood, R. L., & Klein, N. M. (2002). Packaging As Brand Communication: Effects of Product Pictures on Consumer Responses to the Package and Brand. *Journal of Marketing*, 58–68.
- Underwood, R. L., & Ozanne, J. L. (1998). Is your Package An Effective Communicator? A Normative Framework for Increasing the Communicative Competence of Packaging. *Journal of Marketing Communications*, 4(4), 207–220. <http://doi.org/10.1080/135272698345762>

- Urbach, N., & Ahlemann, F. (2010). Structural Equation Modeling in Information Systems Research Using Partial Least Squares Structural Equation Modeling in Information Systems Research Using Partial Least Squares. *Journal of Information Technology Theory and Application*, 11(2), 5–40.
- Urde, M. (1994). Brand Orientation- A Strategy for Survival. *Journal of Consumer Marketing*, 11(3), 18–32.
- Valette-Florence, P., Guizani, H., & Merunka, D. (2011). The Impact of Brand Personality and Sales Promotions on Brand Equity. *Journal of Business Research*, 64(1), 24–28. <http://doi.org/10.1016/j.jbusres.2009.09.015>
- Valette-Florence, R., & Barnier, V. De. (2013). Towards A Micro Conception of Brand Personality : An Application for Print Media Brands in a French Context. *Journal of Business Research*, 66(7), 897–903. <http://doi.org/10.1016/j.jbusres.2011.12.008>
- Van Bruggen, G. H., Lilien, G. L., & Kacker, M. (2002). Informants in Organizational Marketing Research: Why Use Multiple Informants and How to Aggregate Responses. *Journal of Marketing Research*, 39(4), 469–478. <http://doi.org/10.1509/jmkr.39.4.469.19117>
- van Teijlingen, E. R., & Hundley, V. (2001). The Importance of Pilot Studies. *Social Research Update*, (35), 1–4. <http://doi.org/10.7748/ns2002.06.16.40.33.c3214>
- Vázquez, R., del Río, a. B., & Iglesias, V. (2002). Consumer-based Brand Equity: Development and Validation of a Measurement Instrument. *Journal of Marketing Management*, 18(1–2), 27–48. <http://doi.org/10.1362/0267257022775882>
- Veloutsou, C., Christodoulides, G., & de Chernatony, L. (2013). A Taxonomy of Measures for Consumer-based Brand Equity: Drawing on the Views of Managers in Europe. *Journal of Product & Brand Management*, 22(3), 238–248. <http://doi.org/10.1108/JPBM-02-2013-0256>
- Verardi, V., & Croux, C. (2008). Robust Regression in Stata. *Available at SSRN 1369144*, 1–23.
- Vesel, P., & Zabkar, V. (2010). Comprehension of Relationship Quality in the Retail Environment. *Managing Service Quality*, 20(3), 213–235. <http://doi.org/10.1108/09604521011041952>
- Vieceli, J., & Shaw, R. N. (2010). Brand Salience for Fast-moving Consumer Goods: An Empirically Based Model. *Journal of Marketing Management*, 26(13/14), 1218–1238. <http://doi.org/10.1080/0267257X.2010.523009>
- Vieira, A. L., Winklhofer, H., & Ennew, C. T. (2008). Relationship Quality: A Literature Review and Research Agenda. *Journal of Customer Behaviour*, 7(4), 269–291. <http://doi.org/10.1362/147539208X386833>
- Villarejo-Ramos, A. F., & Sanchez-Franco, M. J. (2005). The Impact of Marketing Communication and Price Promotion on Brand Equity. *Brand Management*, 12(6), 431–444.
- Vilnai-Yavetz, I., & Koren, R. (2013). Cutting through the Clutter: Purchase Intentions

- as A Function of Packaging Instrumentality, Aesthetics, and Symbolism. *The International Review of Retail, Distribution and Consumer Research*, 23(4), 394–417. <http://doi.org/10.1080/09593969.2013.792743>
- Wang, E. S. T. (2013). The Influence of Visual Packaging Design on Perceived Food Product Quality, Value, and Brand Preference. *International Journal of Retail & Distribution Management*, 41(10), 805–816. <http://doi.org/10.1108/IJRDM-12-2012-0113>
- Wang, X., Yang, Z., & Liu, N. R. (2009). The Impacts of Brand Personality and Congruity on Purchase Intention: Evidence From the Chinese Mainland ‘s Automobile Market. *Journal of Global Marketing*, 22(3), 199–215. <http://doi.org/10.1080/08911760902845023>
- Westbrook, R. a. (1987). Product/ Consumption-Based Affective Responses and Postpurchase Processes. *Journal of Marketing Research*, 24(3), 258–270.
- Wetzels, M., Odekerken-schröder, G., & Oppen, C. van. (2009). Using PLS Path Modeling for Assessing Hierarchical Construct Models: Guidelines and Empirical Illustration. *MIS Quarterly*, 33(1), 177–195.
- Williams, K. C. (2012). Core Qualities of Successful Marketing Relationships. *Journal of Management and Marketing Research*, 10, 1–29.
- Wong, A., & Sohal, A. (2002). An Examination of the Relationship Between Trust, Commitment and Relationship Quality. *International Journal of Retail & Distribution Management*, 30(1), 34–50. <http://doi.org/10.1108/09590550210415248>
- Wong, H. Y., & Merrilees, B. (2005). A Brand Orientation Typology for SMEs: A Case Research Approach. *Journal of Product & Brand Management*, 14(3), 155–162. <http://doi.org/10.1108/10610420510601021>
- Wong, H. Y., & Merrilees, B. (2008). The Performance Benefits of Being Brand-orientated. *Journal of Product & Brand Management*, 17(6), 372–383. <http://doi.org/10.1108/10610420810904112>
- Wong, Y. H., Hung, H., & Chow, W. (2007). Mediating Effects of Relationship Quality on Customer Relationships: An Empirical Study in Hong Kong. *Marketing Intelligence & Planning*, 25(6), 581–596.
- Woo, K., & Ennew, C. T. (2004). Business-to-business Relationship Quality. *European Journal of Marketing*, 38(9/10), 1252–1271. <http://doi.org/10.1108/03090560410548960>
- Wood, L. (2000). Brands and Brand Equity: Definition and Management. *Management Decision*, 38(9), 662–669. <http://doi.org/10.1108/00251740010379100>
- World Population Review. (2017). Kuala Lumpur Population. Retrieved June 13, 2017, from <http://worldpopulationreview.com/world-cities/kuala-lumpur-population>
- Xia, L., & Bechwati, N. N. (2008). Word of Mouse. *Journal of Interactive Advertising*,

9(1), 3–13. <http://doi.org/10.1080/15252019.2008.10722143>

- Xingyuan, W., Li, F., & Wei, Y. (2010). How Do They Really Help? An Empirical Study of the Role of Different Information Sources in Building Brand Trust. *Journal of Global Marketing*, 23(3), 243–252. <http://doi.org/10.1080/08911762.2010.487425>
- Yoo, B., & Donthu, N. (2001). Developing and Validating a Multidimensional Consumer-based Brand Equity Scale. *Journal of Business Research*, 52(1), 1–14. [http://doi.org/10.1016/S0148-2963\(99\)00098-3](http://doi.org/10.1016/S0148-2963(99)00098-3)
- Yoo, B., Donthu, N., & Lee, S. (2000). An Examination of Selected Marketing Mix Elements and Brand Equity. *Journal of the Academy of Marketing Science*, 28(2), 195–211. <http://doi.org/10.1177/0092070300282002>
- Zahari, A. R., & Esa, E. (2012). Viral Marketing as Antecedent of Customer-based Brand Equity. In *Terengganu International Management and Business Journal* (Vol. 2, pp. 44–55).
- Zailskaite-jakste, L., & Kuvykaite, R. (2013). Communication in Social Media for Brand Equity Building. *Economic and Management*, 18(1), 142–154.
- Zamri, A., & Rahmat, H. (2011). Customer's Brand Equity and Customer Loyalty: A Study on Hotel's Conference Market. *World Applied Sciences Journal*, 12, 44–49.
- Zboja, J. J., & Voorhees, C. M. (2006). The Impact of Brand Trust and Satisfaction on Retailer Repurchase Intentions. *Journal of Services Marketing*, 20(5), 381–390. <http://doi.org/10.1108/08876040610691275>
- Zehir, C., Sahin, A., Kitapci, H., & Ozsahin, M. (2011). The Effects of Brand Communication and Service Quality In Building Brand Loyalty Through Brand Trust ; The Empirical Research On Global Brands. In *7th International Strategic Management Conference* (Vol. 24, pp. 1218–1231). <http://doi.org/10.1016/j.sbspro.2011.09.142>
- Zhang, Z., Zhang, Z., & Law, R. (2014). Positive and Negative Word of Mouth about Restaurants: Exploring the Asymmetric Impact of the Performance of Attributes. *Asia Pacific Journal of Tourism Research*, 19(2), 162–180. <http://doi.org/10.1080/10941665.2012.735680>

## APPENDIX A:

### SMEs Best Brands Product Branding Awards: Food and Beverage Product

YEAR	BRANDS	PRODUCT
2016	None	
2015	Ceygold	Tea
2014	None	
2013	Grand Imperial Hui Lau Shan Mykuali Pappa Rich Kebab Turki Baba Rafi	Chinese Cuisine Desset Instant Noodles Malaysian Delight Kebab
2012	Coliseum Cafe Charlie Brown Cafe Chatime Goodday Fresh Milk My Chef Pasific Coffee Shogun The Big Rajah Food Caterers	Western Cuisine Café Bubble Tea Fresh And Low Fat Milk Ready Cooked Meals Coffee Japanese Buffet Food Catering
2011	Colavita Grand Saisaki Jasmine Ramly Subway Tutti Frutti	Olive Oil Japanese Cuisine Rice Frozen Meat Patties Sandwiches Frozen Yogurt
2010	Chek Hup Colavita Dairy Champ Jati Mm Vitaoils Sakae Sushi The Loaf	Coffee Olive Oil Condensed/Evaporated Milk Rice Edible Oil Products Japanese Cuisine Delicatessen
2009	The Loaf The Ship Koong Who Tong Jasmine Food Chek Hup	Food & Beverage Food & Beverage Food & Beverage Food & Beverage
2008	Big Apple Chek Hup Daily Fresh Kipas Udang	Food & Beverage Coffee Corn And Snack Food & Beverage

**APPENDIX B:**

**Letter of Recommendation for Data Collection and Research Work**







**OTHMAN YEOP ABDULLAH  
GRADUATE SCHOOL OF BUSINESS**  
Universiti Utara Malaysia  
06010 UUM SINTOK  
KEDAH DARUL AMAN  
MALAYSIA



Tel: 604-928 7101/7127102  
Faks (Fax): 604-928 7190  
Laman Web (Web): [www.oyagsb.uum.edu.my](http://www.oyagsb.uum.edu.my)

**KEDAH AMAN MAKMUR • BERSAMA MEMACU TRANSFORMASI**

**UUM/OYAGSB/R-4/A/1**  
20 April 2016

**TO WHOM IT MAY CONCERN**

Dear Sir/Madam,

**LETTER OF RECOMMENDATION FOR DATA COLLECTION AND RESEARCH WORK**

This is to certify that **Suhaini Binti Mal Daud (Matric No: 95260)** is a student of Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia pursuing her Doctor of Philosophy (PhD). She is conducting a research entitled **"Marketing Strategies and Brand Equity In SMES : The Role of Relationship Quality as a Mediator"** under the supervision of Dr. Noor Fadzlini binti Abd Ghani.

In this regard, we hope that you could kindly provide assistance and cooperation for her to successfully complete the research. All the information gathered will be strictly used for academic purposes only.

Your cooperation and assistance is very much appreciated.

Thank you.

**"KNOWLEDGE, VIRTUE, SERVICE"**

Yours faithfully,  


**ROZITA BINTI RAMLI**  
Asisten-Registral  
for Dean  
Othman Yeop Abdullah Graduate School of Business

d.d. Supervisor  
Student's File (95260)

Universiti Pengurusan Terkemula  
*The Eminent Management University*



## APPENDIX C:

### Questionnaire



Ref. No:

Tuan/puan yang dihormati,

Tuan/puan terpilih untuk mengambil bahagian di dalam kajian akademik yang bertajuk:

#### **STRATEGI PEMASARAN DAN EKUITI JENAMA DALAM INDUSTRI PKS: PERANAN KUALITI HUBUNGAN SEBAGAI MEDIATOR**

Saya memohon jasa baik tuan/puan menjawab soalan ini dengan ikhlas bersandarkan persepsi dan pengalaman tuan/puan sendiri. Tuan/puan hanya memerlukan 15 minit untuk melengkapkan borang soal selidik ini dan **TIADA JAWAPAN BETUL ATAU SALAH** ke atas jawapan-jawapan yang tuan/puan berikan. Oleh itu, saya memohon jasa baik tuan/puan menjawab soalan ini dengan ikhlas bersandarkan persepsi dan pengalaman tuan/puan sendiri Bagi memudahkan tuan/puan menjawab soalselidik ini, sila baca dengan teliti semua arahan yang berkaitan bagi setiap bahagian.

Untuk makluman tuan/puan, maklumat yang diperolehi daripada soal selidik ini adalah untuk **TUJUAN AKADEMIK SEMATA-MATA** dan akan **DIRAHSIAKAN**.

Terima kasih untuk segala kerjasama dan penglibatan tuan/puan dalam kajian ini. Penglibatan tuan/puan sangatlah dihargai.

*Suhaini Bt Mat Daud*  
011-10941170



Ref. No:

*Ladies and Gentlemen,*

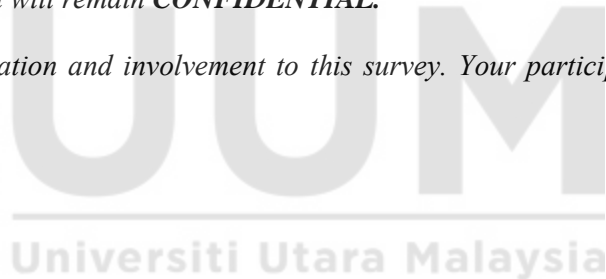
*You are invited as a participant in this research entitled:*  
**MARKETING STRATEGIES AND BRAND EQUITY IN SMEs: THE ROLE OF  
RELATIONSHIP QUALITY AS A MEDIATOR**

*Please do not hesitate to answer this questionnaire frankly based on your perception and experience. To assist you in completing this questionnaire, please read carefully all instructions pertaining to every section.*

*For your information, all the data gathered from this questionnaire are **STRICTLY FOR ACADEMIC PURPOSE** and will remain **CONFIDENTIAL**.*

*Thank you for your cooperation and involvement to this survey. Your participation is highly appreciated.*

*Doctoral Researcher,  
Suhaini Bt Mat Daud  
01000 Kangar, Perlis  
011-10941170*



### *Istilah*

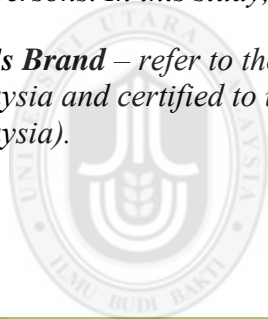
**Perusahaan Kecil dan Sederhana (PKS)** – merujuk entiti perniagaan yang memperoleh jualan tahunan tidak melebihi RM50 juta ataupun mempunyai jumlah pekerja sepenuh masa tidak melebihi 200 orang. Dalam konteks kajian ini, PKS merujuk kepada PKS dalam sektor pembuatan produk makanan dan minuman di Malaysia.

**Jenama PKS**- merujuk jenama produk keluaran PKS yang dikilangkan di Malaysia dan mempunyai logo “Barangan Buatan Malaysia”.

### *Terminology*

**Small and Medium Enterprises (SMEs)** – refers to the business entities with annual sales turnover not exceeding RM50 million or with full-time employees not exceeding 200 persons. In this study, SMEs refers to Malaysian SMEs' food product.

**SMEs Brand** – refer to the brand of product produced by SMEs and manufactured in Malaysia and certified to use the logo “Made in Malaysia “(Barangan Buatan Malaysia).



Skala/scale

1	2	3	4	5	6	7
Sangat tidak setuju/ <i>Strongly disagree</i>	Tidak setuju/ <i>Disagree</i>	Kurang setuju/ <i>Slightly disagree</i>	Neither disagree nor agree	Sedikit setuju/ <i>Slightly agree</i>	Setuju/ <i>Agree</i>	Sangat setuju/ <i>Strongly agree</i>

**BAHAGIAN A/ Section A:**  
**PENGETAHUAN PRODUK/ PRODUCT KNOWLEDGE**

**Bahagian ini adalah merupakan bahagian wajib jawab. Sila jawab soalan ini dengan jujur. Sila tandakan (/) pada kotak yang berkenaan dan isikan jawapan pada tempat kosong yang berkaitan.**

*Instruction: This section is a preliminary question. Please answer all of the questions frankly and honestly. You are indicated to tick (/) at appropriate box and fill in your answer at the blank.*

Soalan Wajib Jawab/ *Preliminary Questions:*

1. Saya mempunyai pengalaman menggunakan produk makanan keluaran PKS/ *I have experience using SMEs food product.*

Ya/ *Yes* (Jika Ya, sila jawab soalan no. 2 dan bahagian seterusnya/ *If yes, proceed to the next question and the following section*)

Tidak/ *No*

2. Saya kerap menggunakan produk makananan keluaran PKS/ *I regularly consume SMEs food product.*

Ya/ *Yes*

Tidak/ *No*

3. Berikut adalah merupakan jenama produk makanan keluaran PKS yang sedang saya gunakan pada masa ini? *Please tick (/) the brand of SMEs food product that you are currently using?*

Adabi

Tamin

Kipas Udang

Kart's

Kawan

Brahim's

Ramly

My Chef

**BAHAGIAN B/ Section B:  
PEMBUNGKUSAN/ PACKAGING**

Berdasarkan jenama yang dipilih, sila nyatakan pendapat tuan/puan tentang pengaruh pembungkusan dengan membulatkan jawapan ikhlas anda menggunakan tahap skala di bawah bermula dengan skala 1: hingga skala 7: sangat setuju. Sila pilih SATU skala yang paling tepat sahaja.

*Based on the selected brand, please indicate your perception regarding product packaging by circling your frank response. Please use scale 1: strongly disagree to 7: strongly agree. Please choose only ONE appropriate scale.*

No.	Pernyataan-pernyataan <i>Statements</i>	Sangat tidak setuju							Sangat Setuju
		1	2	3	4	5	6	7	
1	Warna pembungkusan adalah antara factor utama yang menarik minat saya untuk membeli produk jenama ini. <i>The colour of the packaging is the first thing that attracts my attention to buy this brand.</i>	1	2	3	4	5	6	7	
2	Reka bentuk pembungkusan yang menarik mempengaruhi pembelian saya jenama ini <i>The packaging's attractive design influences my purchasing of this brand</i>	1	2	3	4	5	6	7	
3	Saya menghargai pembungkusan produk ini kerana ia kelihatan lebih bersih <i>I value the packaging for this product as it seems more hygienic.</i>	1	2	3	4	5	6	7	
4	Saya memilih untuk membeli produk jenama ini dengan pembungkusan yang digunakan sekarang kerana ia mudah untuk dibuka. <i>I prefer to buy product of this brand with its current packaging because it is easy to open</i>	1	2	3	4	5	6	7	
5	Saya memilih untuk membeli produk jenama ini dengan pembungkusan yang digunakan sekarang kerana ia mudah untuk ditutup. <i>I prefer to buy product of this brand with its current packaging because it is easy to close</i>	1	2	3	4	5	6	7	
6	Ciri produk yang mudah untuk digunakan mempengaruhi pembelian produk jenama ini. <i>The ease of use of product of this brand favours purchase intention</i>	1	2	3	4	5	6	7	
7	Unsur maklumat yang tertera pada pembungkusan produk ini (maklumat produk dan kandungan) membantu saya untuk membuat keputusan yang tepat dalam pembelian produk <i>The informative elements printed on the packaging of this product (product information and content) help me to make the right decision for product purchase</i>	1	2	3	4	5	6	7	
8	Lokasi maklumat yang tertera pada pembungkusan produk ini (contoh: tarikh luput) membantu saya membuat keputusan pembelian. <i>The location of the information printed on the packaging of this product (e.g. expiration date) helps my purchase decision.</i>	1	2	3	4	5	6	7	
9	Simbol-simbol yang tertera pada pembungkusan mempengaruhi pembelian jenama ini <i>The symbols on the packaging favour the purchase of this brand</i>	1	2	3	4	5	6	7	

**BAHAGIAN C/ SECTION C**  
**KOMUNIKASI BUALAN/ WORD-OF-MOUTH**

Berdasarkan jenama yang dipilih, sila nyatakan pendapat anda terhadap komunikasi bualan dengan menggunakan tahap skala di bawah bermula dengan skala 1: sangat tidak setuju hingga skala 7: sangat setuju. Sila pilih **SATU** skala yang paling tepat sahaja

*Based on the selected brand, please indicate your perception regarding word-of-mouth communication by circling your frank response. Please use scale 1: strongly disagree to 7: strongly agree. Please choose only ONE appropriate scale.*

No	Pernyataan-pernyataan <i>Statements</i>	Sangat tidak setuju							Sangat setuju
		1	2	3	4	5	6	7	
1	Saya sering merujuk komunikasi bualan untuk mengetahui jenama yang mempunyai tanggapan baik dalam kalangan orang ramai. <i>I often refer to word-of mouth communication to know what brands make good impressions on others.</i>	1	2	3	4	5	6	7	
2	Bagi memastikan saya membuat pembelian jenama yang betul, saya sering merujuk komunikasi bualan. <i>To make sure I buy the right brand, I often refer to word-of-mouth communication</i>	1	2	3	4	5	6	7	
3	Saya sering mempertimbangkan komunikasi bualan untuk membantu memilih jenama yang betul <i>I often consult word-of-mouth communication to help choose the right brand.</i>	1	2	3	4	5	6	7	
4.	Saya sering mendapatkan maklumat daripada komunikasi bualan sebelum membeli jenama tertentu. <i>I frequently gather information from word-of-mouth communication before I buy a certain brand.</i>	1	2	3	4	5	6	7	
5.	Jika saya tidak merujuk kepada komunikasi bualan, saya bimbang dengan keputusan pembelian saya <i>If I don't refer to word-of-mouth communication when I buy a brand, I worry about my decision</i>	1	2	3	4	5	6	7	
6.	Apabila saya membeli sesuatu jenama, komunikasi bualan akan membuatkan saya yakin dengan pembelian tersebut. <i>When I buy a brand, word-of mouth communication make me confident in purchasing the brand</i>	1	2	3	4	5	6	7	
7.	Saya mendapat cadangan daripada keluarga, kawan-kawan dan jiran sebelum saya membeli jenama tertentu. <i>I seek advice from family, friends and neighbours before I purchase certain brand</i>	1	2	3	4	5	6	7	

**Nota:**

Komunikasi bualan merujuk kepada perbualan tidak formal mengenai sesuatu jenama/ produk di kalangan ahli keluarga, kawan-kawan dan jiran-jiran.

**BAHAGIAN D:  
PERSONALITI JENAMA/BRAND PERSONALITY**

Berdasarkan jenama yang dipilih, sila nyatakan pendapat anda terhadap personaliti jenama dengan menggunakan tahap skala di bawah bermula dengan Skala 1: sangat tidak setuju hingga skala 7: sangat setuju. Sila pilih **SATU** skala yang paling tepat sahaja.

*Based on the selected brand, please indicate your perception regarding brand personality by circling your frank response. Please use scale 1: strongly disagree to 7: strongly agree. Please choose only **ONE** appropriate scale.*

No.	Pernyataan-pernyataan <i>Statements</i>	Sangat tidak setuju							Sangat setuju
		1	2	3	4	5	6	7	
<b>I think the brand (refer to the selected brand) is:</b>									
1	Realistik <i>Down-to-earth</i>	1	2	3	4	5	6	7	
2	Stabil <i>Stable</i>	1	2	3	4	5	6	7	
3	Bertanggungjawab <i>Responsible</i>	1	2	3	4	5	6	7	
4	Aktif <i>Active</i>	1	2	3	4	5	6	7	
5	Dinamik <i>Dynamic</i>	1	2	3	4	5	6	7	
6	Inovatif <i>Innovative</i>	1	2	3	4	5	6	7	
7	Agresif <i>Aggressive</i>	1	2	3	4	5	6	7	
8	Berani/ jelas <i>Bold</i>	1	2	3	4	5	6	7	
9	Biasa <i>Ordinary</i>	1	2	3	4	5	6	7	
10	Mudah/ senang disebut/ mudah dikenali <i>Simple</i>	1	2	3	4	5	6	7	
11	Romantik <i>Romantic</i>	1	2	3	4	5	6	7	
12	Sentimental <i>Sentimental</i>	1	2	3	4	5	6	7	

**Nota:**

Realistik – Merujuk sifat produk yang menggambarkan keadaan sebenar

Stabil – Merujuk sifat produk yang kukuh dan mantap

Aktif – Merujuk sifat produk yang kuat dan bertenaga

Dinamik – Merujuk produk yang bersifat cergas dan bertenaga

Inovatif – Merujuk produk bersifat inovasi

Agresif – Merujuk sifat produk yang menggambarkan keadaan suka melawan atau suka menentang

Berani – Merujuk sifat produk yang menggambarkan ciri gagah berani

Biasa – Merujuk sifat produk yang biasa atau normal

Mudah – Merujuk sifat produk yang mudah untuk digunakan

Romantik – Merujuk sifat produk yang menggambarkan kasih sayang, keindahan dan kemesraan

Sentimental – Merujuk sifat produk yang menyentuh perasaan dan bersifat lembut



**BAHAGIAN E:  
KUALITI HUBUNGAN/RELATIONSHIP QUALITY**

Berdasarkan jenama yang dipilih, sila nyatakan pendapat anda tentang kualiti hubungan dengan menggunakan tahap skala di bawah bermula dengan skala (1): sangat tidak setuju hingga skala (7): sangat setuju. Sila pilih **SATU** skala yang paling tepat sahaja.

*Based on the selected brand, please indicate your perception regarding relationship quality by circling your frank response. Please use scale 1: strongly disagree to 7: strongly agree. Please choose only **ONE** appropriate scale.*

No.	Pernyataan-pernyataan <i>Statements</i>	Sangat tidak setuju							Sangat setuju
		1	2	3	4	5	6	7	
1	Saya berpuas hati dengan keputusan saya untuk membeli jenama ini <i>I am satisfied with my decision to purchase this brand</i>	1	2	3	4	5	6	7	
2	Pilihan saya untuk membeli jenama ini merupakan langkah yang bijak <i>My choice to buy this brand was a wise one</i>	1	2	3	4	5	6	7	
3	Saya merasakan bahawa saya telah melakukan perkara yang betul apabila saya membeli jenama ini <i>I think that I did the right thing when I bought this brand</i>	1	2	3	4	5	6	7	
4	Saya berasa gembira membeli jenama ini <i>I am happy that I bought this brand</i>	1	2	3	4	5	6	7	
5	Saya benar-benar menikmati pembelian saya bagi jenama ini <i>I truly enjoyed my purchase of this brand</i>	1	2	3	4	5	6	7	
6	Jenama ini menangani dengan jujur perkara-perkara yang membimbangkan penggunaannya <i>This brand is honest in what concerns its consumers</i>	1	2	3	4	5	6	7	
7	Jenama ini boleh dipercayai <i>This brand is reliable</i>	1	2	3	4	5	6	7	
8	Membeli produk daripada jenama ini merupakan satu jaminan <i>Buying the product of this brand is a guarantee</i>	1	2	3	4	5	6	7	
9	Saya akan kekal memilih jenama ini tidak kira pada masa baik atau tidak baik. <i>I will stay with this brand through good and bad times</i>	1	2	3	4	5	6	7	
10	Saya bersedia membuat pengorbanan kecil untuk terus menggunakan produk ini <i>I am willing to make small sacrifices in order to keep using this product.</i>	1	2	3	4	5	6	7	
11	Saya berikrar untuk setia dengan jenama ini <i>I have made a pledge to stick with this brand</i>	1	2	3	4	5	6	7	
12	Saya komited terhadap jenama ini <i>I am committed to this brand</i>	1	2	3	4	5	6	7	

**BAHAGIAN F:  
JENAMA/BRANDING**

Berdasarkan jenama yang dipilih, sila nyatakan pendapat anda tentang jenama dengan menggunakan tahap skala di bawah bermula dengan skala (1): sangat tidak setuju hingga skala (7): sangat setuju. Sila pilih **SATU** skala yang paling tepat sahaja.

*Based on the selected brand, please indicate your perception regarding branding by circling your frank response. Please use scale 1: strongly disagree to 7: strongly agree. Please choose only **ONE** appropriate scale.*

No.	Pernyataan-pernyataan <i>Statement</i>	Sangat tidak setuju							Sangat setuju						
		1	2	3	4	5	6	7	1	2	3	4	5	6	7
1	Saya tahu akan kewujudan jenama ini <i>I am aware of this brand</i>	1	2	3	4	5	6	7							
2	Apabila saya berfikir tentang produk makanan, jenama ini adalah salah satu daripada jenama yang terlintas difikiran saya <i>When I think of food product, this brand is one of the brands that comes to mind</i>	1	2	3	4	5	6	7							
3	Jenama ini adalah jenama yang biasa saya gunakan <i>This brand is a brand of food product that I am very familiar with.</i>	1	2	3	4	5	6	7							
4	Saya tahu produk jenama ini. <i>I know what this brand looks like</i>	1	2	3	4	5	6	7							
5	Saya dapat mengenal/mengecam jenama ini berbanding jenama pesaing lain <i>I can recognise this brand amongst other competing brands of food product.</i>	1	2	3	4	5	6	7							
6	Saya tahu rupa simbol jenama ini <i>I know how the symbol of this brand looks like</i>	1	2	3	4	5	6	7							
7	Saya tidak menghadapi kesukaran dalam membayangkan jenama ini dalam fikiran saya <i>I have no difficulties in imagining this brand in my mind</i>	1	2	3	4	5	6	7							
8	Saya boleh mengingat dengan cepat simbol atau logo jenama ini. <i>I can quickly recall the symbol or logo of this brand</i>	1	2	3	4	5	6	7							
9	Saya mempunyai pendapat mengenai jenama ini <i>I have an opinion about this brand</i>	1	2	3	4	5	6	7							
10	Jenama ini menawarkan produk yang berkualiti <i>This brand offers very good quality products</i>	1	2	3	4	5	6	7							
11	Jenama ini menawarkan produk yang mempunyai kualiti yang konsisten. <i>This brand offers products of consistent quality</i>	1	2	3	4	5	6	7							
12	Jenama ini menawarkan produk yang sangat boleh dipercayai <i>This brand offers very reliable products</i>	1	2	3	4	5	6	7							
13	Jenama ini menawarkan produk dengan ciri-ciri yang sangat baik <i>This brand offers product with excellent features</i>	1	2	3	4	5	6	7							
14	Saya menganggap bahawa saya setia dengan jenama ini <i>I consider myself to be loyal to this brand</i>	1	2	3	4	5	6	7							
15	Jenama ini akan menjadi pilihan pertama saya apabila saya membeli produk makanan. <i>This brand would be my first choice when considering food product</i>	1	2	3	4	5	6	7							

16	Saya tidak akan membeli jenama lain sekiranya jenama ini ada di kedai tersebut. <i>I will not buy other brands of food product if this brand is available at the shop.</i>	1	2	3	4	5	6	7
----	---	---	---	---	---	---	---	---

**BAHAGIAN G: LATAR BELAKANG  
SECTION G: BACKGROUND**

**Arahan: Sila tandakan (/) pada kotak yang berkenaan dan isikan jawapan di tempat kosong yang berkaitan.**

*Instruction: Please tick (/) appropriate box and fill in the blanks*

1. Jantina/ *Gender*

Lelaki/ *Male*

Perempuan/ *Female*

2. Etnik/ *Ethnicity:*

Melayu/ *Malay*

Cina/ *Chinese*

India/ *Indian*

Lain-lain (Sila nyatakan)  
*Others (Please specify)* \_\_\_\_\_

3. Umur anda/ *Your age*

Kurang daripada 20 tahun  
*Under 20 years old*

21 hingga 30 tahun  
*21 to 30 years old*

31 hingga 40 tahun  
*31 to 40 years old*

41 hingga 50 tahun  
*41 to 50 years old*

51 hingga 60 tahun  
*51 to 60 years old*

Melebihi 60 tahun  
*Over 60 years old*

4. Tahap pendidikan tertinggi/ *Highest level of education*

Sijil Sekolah Menengah/ *Higher School Certificate (SPM)*

Diploma/ Diploma Lanjutan/ Sijil  
*Diploma/ Advanced Diploma/ Certificate*

Ijazah/ *Bachelor Degree*

Ijazah Lanjutan (Sarjana/ PhD)/ *Post Degree (Master/ PhD)*

5. Status Perkahwinan/ *Marital Status*

Belum Berkahwin/ *Single*

Berkahwin/ *Married*

Bercerai/ *Divorced*

6. Pekerjaan/*Occupation*

Pekerja/ *Employed*

Bekerja Sendiri/*Self-employed*

Tidak Bekerja/*Unemployed*

Surirumah/ *Housewife*

7. Pendapatan bulanan isi rumah anda/ *Your household monthly income*

1000 dan ke bawah/ *1000 and below*

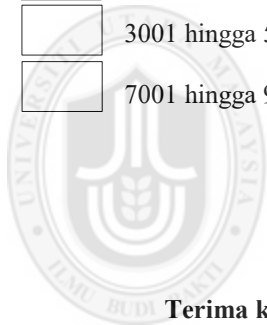
1001 hingga 3000/ *1001 to 3000*

3001 hingga 5000/ *3001 to 5000*

5001 hingga 7000/ *5001 to 7000*

7001 hingga 9000/ *7001 to 9000*

9001 dan ke atas 11,000/  
*9001 and above*



Universiti Utara Malaysia

**Terima kasih kerana sudi melibatkan diri dalam kajian ini.**

*Thank you for participating in this survey.*

## APPENDIX D: Chi-square Table

F-statistics with other P-values: [P=0.05](#) | [P=0.01](#) | [P=0.001](#)

<b>df</b>	<b>P = 0.05</b>	<b>P = 0.01</b>	<b>P = 0.001</b>
<b>1</b>	3.84	6.64	10.83
<b>2</b>	5.99	9.21	13.82
<b>3</b>	7.82	11.35	16.27
<b>4</b>	9.49	13.28	18.47
<b>5</b>	11.07	15.09	20.52
<b>6</b>	12.59	16.81	22.46
<b>7</b>	14.07	18.48	24.32
<b>8</b>	15.51	20.09	26.13
<b>9</b>	16.92	21.67	27.88
<b>10</b>	18.31	23.21	29.59
<b>11</b>	19.68	24.73	31.26
<b>12</b>	21.03	26.22	32.91
<b>13</b>	22.36	27.69	34.53
<b>14</b>	23.69	29.14	36.12
<b>15</b>	25.00	30.58	37.70
<b>16</b>	26.30	32.00	39.25
<b>17</b>	27.59	33.41	40.79
<b>18</b>	28.87	34.81	42.31
<b>19</b>	30.14	36.19	43.82
<b>20</b>	31.41	37.57	45.32
<b>21</b>	32.67	38.93	46.80
<b>22</b>	33.92	40.29	48.27
<b>23</b>	35.17	41.64	49.73
<b>24</b>	36.42	42.98	51.18
<b>25</b>	37.65	44.31	52.62
<b>26</b>	38.89	45.64	54.05
<b>27</b>	40.11	46.96	55.48
<b>28</b>	41.34	48.28	56.89
<b>29</b>	42.56	49.59	58.30
<b>30</b>	43.77	50.89	59.70
<b>31</b>	44.99	52.19	61.10
<b>32</b>	46.19	53.49	62.49
<b>33</b>	47.40	54.78	63.87
<b>34</b>	48.60	56.06	65.25
<b>35</b>	49.80	57.34	66.62
<b>36</b>	51.00	58.62	67.99
<b>37</b>	52.19	59.89	69.35
<b>38</b>	53.38	61.16	70.71
<b>39</b>	54.57	62.43	72.06
<b>40</b>	55.76	63.69	73.41
<b>41</b>	56.94	64.95	74.75
<b>42</b>	58.12	66.21	76.09
<b>43</b>	59.30	67.46	77.42
<b>44</b>	60.48	68.71	78.75
<b>45</b>	61.66	69.96	80.08
<b>46</b>	62.83	71.20	81.40
<b>47</b>	64.00	72.44	82.72
<b>48</b>	65.17	73.68	84.03
<b>49</b>	66.34	74.92	85.35

APPENDIX D: Chi-square Table (continue)

<b>df</b>	<b>P = 0.05</b>	<b>P = 0.01</b>	<b>P = 0.001</b>
<b>50</b>	67.51	76.15	86.66
<b>51</b>	68.67	77.39	87.97
<b>52</b>	69.83	78.62	89.27
<b>53</b>	70.99	79.84	90.57
<b>54</b>	72.15	81.07	91.88
<b>55</b>	73.31	82.29	93.17
<b>56</b>	74.47	83.52	94.47
<b>57</b>	75.62	84.73	95.75
<b>58</b>	76.78	85.95	97.03
<b>59</b>	77.93	87.17	98.34
<b>60</b>	79.08	88.38	99.62
<b>61</b>	80.23	89.59	100.88
<b>62</b>	81.38	90.80	102.15
<b>63</b>	82.53	92.01	103.46
<b>64</b>	83.68	93.22	104.72
<b>65</b>	84.82	94.42	105.97
<b>66</b>	85.97	95.63	107.26
<b>67</b>	87.11	96.83	108.54
<b>68</b>	88.25	98.03	109.79
<b>69</b>	89.39	99.23	111.06
<b>70</b>	90.53	100.42	112.31
<b>71</b>	91.67	101.62	113.56
<b>72</b>	92.81	102.82	114.84
<b>73</b>	93.95	104.01	116.08
<b>74</b>	95.08	105.20	117.35
<b>75</b>	96.22	106.39	118.60
<b>76</b>	97.35	107.58	119.85
<b>77</b>	98.49	108.77	121.11
<b>78</b>	99.62	109.96	122.36
<b>79</b>	100.75	111.15	123.60
<b>80</b>	101.88	112.33	124.84
<b>81</b>	103.01	113.51	126.09
<b>82</b>	104.14	114.70	127.33
<b>83</b>	105.27	115.88	128.57
<b>84</b>	106.40	117.06	129.80
<b>85</b>	107.52	118.24	131.04
<b>86</b>	108.65	119.41	132.28
<b>87</b>	109.77	120.59	133.51
<b>88</b>	110.90	121.77	134.74
<b>89</b>	112.02	122.94	135.96
<b>90</b>	113.15	124.12	137.19
<b>91</b>	114.27	125.29	138.45
<b>92</b>	115.39	126.46	139.66
<b>93</b>	116.51	127.63	140.90
<b>94</b>	117.63	128.80	142.12
<b>95</b>	118.75	129.97	143.32
<b>96</b>	119.87	131.14	144.55
<b>97</b>	120.99	132.31	145.78
<b>98</b>	122.11	133.47	146.99
<b>99</b>	123.23	134.64	148.21
<b>100</b>	124.34	135.81	149.48

## APPENDIX E:

### Normality Test

	No.	Missing	Mean	Median	Min	Max	Standard Deviation	Excess Kurtosis	Skewness
OPKG	123	0	50.371	51	35	63	6.056	-0.517	-0.238
OWOM	124	0	37.307	37	21	49	5.638	-0.300	-0.167
OBP	125	0	63.435	63	47	79	7.387	-0.697	-0.12
ORQ	126	0	66.898	67	45	84	8.245	-0.284	-0.268
OBE	127	0	91.182	93	60	112	11.267	-0.248	-0.333
OBA	186	0	28.856	30	19	35	3.808	-0.436	-0.353
OBASS	187	0	22.649	23	13	28	3.186	-0.144	-0.383
OPQ	188	0	17.364	18	11	21	2.223	-0.108	-0.400
OBL	189	0	16.601	17	8	21	2.734	0.152	-0.575

## APPENDIX F:

### Descriptive Statistics of Respondents

#### Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	102	32.6	32.6	32.6
	Female	211	67.4	67.4	100.0
	Total	313	100.0	100.0	

#### Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	286	91.4	91.4	91.4
	Chinese	18	5.8	5.8	97.1
	Indian	9	2.9	2.9	100.0
	Total	313	100.0	100.0	

#### Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 20 years old	6	1.9	1.9	1.9
	21 to 30 years old	127	40.6	40.6	42.5
	31 to 40 years old	125	39.9	39.9	82.4
	41 to 50 years old	51	16.3	16.3	98.7
	51 to 60 years old	3	1.0	1.0	99.7
	Over 60 years old	1	.3	.3	100.0
Total		313	100.0	100.0	

Edu

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid High School Certificate/ SPM	60	19.2	19.2	19.2
Diploma/ STPM/ Certificate	54	17.3	17.3	36.4
Bachelor Degree	135	43.1	43.1	79.6
Master/ PhD	64	20.4	20.4	100.0
Total	313	100.0	100.0	

Marital Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Single	118	37.7	37.7	37.7
Married	191	61.0	61.0	98.7
Divorced	4	1.3	1.3	100.0
Total	313	100.0	100.0	

Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Employed	213	68.1	68.1	68.1
Self-employed	26	8.3	8.3	76.4
Unemployed	67	21.4	21.4	97.8
Housewife	7	2.2	2.2	100.0
Total	313	100.0	100.0	

Income

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1000 and below	75	24.0	24.0	24.0
1001 to 3000	92	29.4	29.4	53.4
3001 to 5000	82	26.2	26.2	79.6
5001 to 7000	35	11.2	11.2	90.7
7001 to 9000	18	5.8	5.8	96.5
9001 and above	11	3.5	3.5	100.0
Total	313	100.0	100.0	



## APPENDIX G:

### Common Method Variance

Component	Total Variance Explained					
	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	23.200	41.428	41.428	23.200	<b>41.428</b>	41.428
2	3.526	6.297	47.725	3.526	6.297	47.725
3	2.501	4.466	52.191	2.501	4.466	52.191
4	1.928	3.442	55.634	1.928	3.442	55.634
5	1.684	3.007	58.640	1.684	3.007	58.640
6	1.508	2.693	61.333	1.508	2.693	61.333
7	1.349	2.409	63.743	1.349	2.409	63.743
8	1.198	2.139	65.881	1.198	2.139	65.881
9	1.041	1.858	67.740	1.041	1.858	67.740
10	.962	1.717	69.457			
11	.914	1.632	71.089			
12	.838	1.497	72.586			
13	.766	1.367	73.953			
14	.745	1.330	75.284			
15	.728	1.301	76.584			
16	.672	1.199	77.784			
17	.626	1.118	78.902			
18	.601	1.073	79.975			
19	.589	1.052	81.027			
20	.580	1.036	82.063			
21	.537	.959	83.022			
22	.504	.899	83.921			
23	.489	.873	84.794			
24	.454	.810	85.605			
25	.444	.792	86.397			
26	.424	.758	87.154			
27	.413	.737	87.891			
28	.388	.693	88.584			
29	.378	.674	89.258			
30	.365	.652	89.911			
31	.355	.634	90.545			
32	.344	.615	91.159			
33	.320	.571	91.731			
34	.309	.551	92.282			
35	.305	.544	92.826			
36	.288	.514	93.340			
37	.268	.478	93.818			
38	.254	.453	94.271			
39	.248	.443	94.714			
40	.246	.439	95.153			
41	.240	.428	95.582			
42	.227	.405	95.987			
43	.226	.404	96.390			
44	.207	.369	96.759			
45	.197	.352	97.111			

APPENDIX G: Common Method Variance (continued)

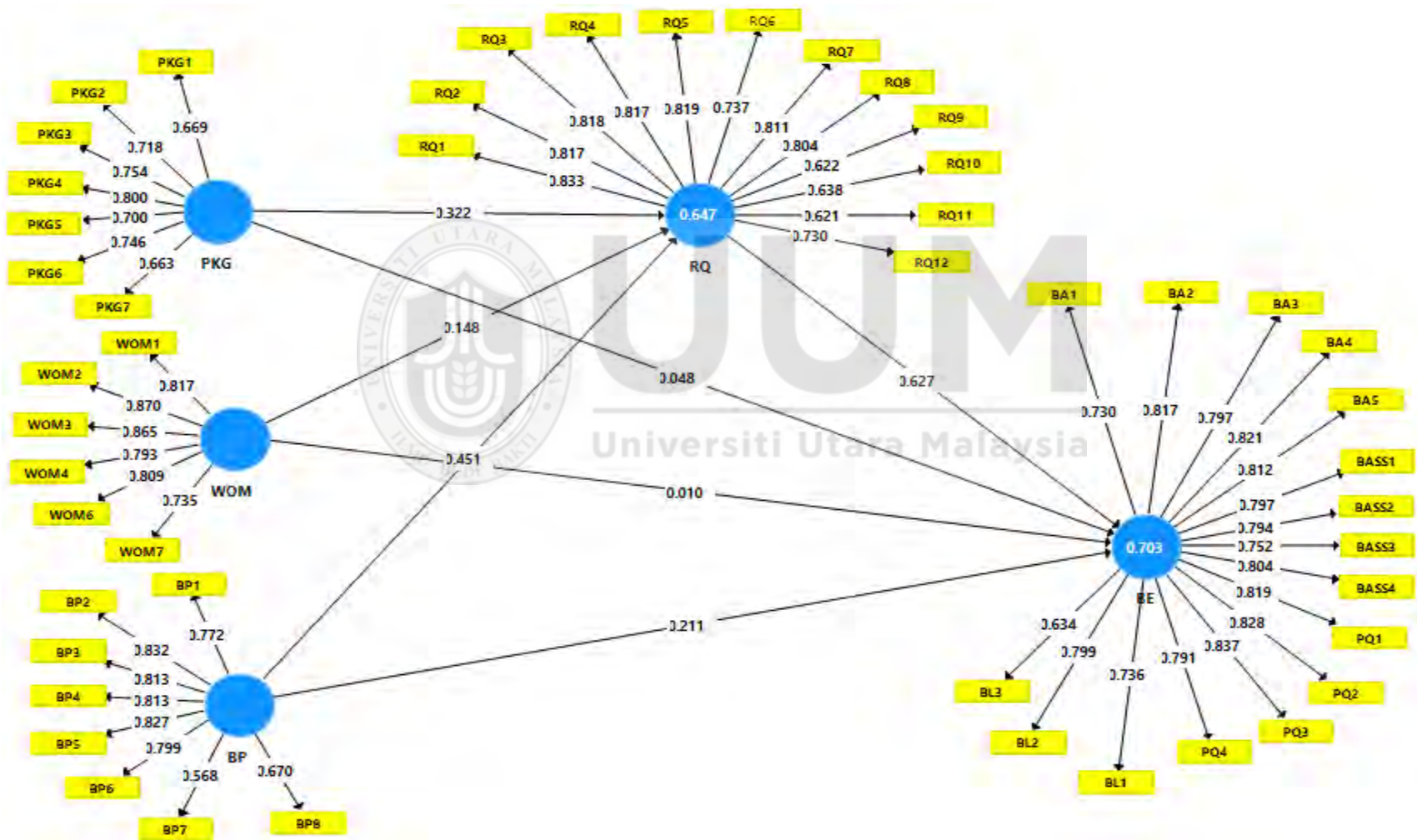
Component	Total Variance Explained					
	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
46	.179	.320	97.431			
47	.178	.317	97.749			
48	.171	.305	98.054			
49	.165	.294	98.348			
50	.159	.283	98.631			
51	.149	.266	98.897			
52	.140	.250	99.147			
53	.129	.231	99.378			
54	.123	.220	99.598			
55	.116	.206	99.804			
56	.110	.196	100.000			



**UUM**  
Universiti Utara Malaysia

## APPENDIX H:

### Measurement Model



# APPENDIX I:

## Structural Model

