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

By
SUHAINI BINTI MAT DAUD

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


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

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*May Allah reward you all abundantly.*
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<th>Abbreviation</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCCIM</td>
<td>Associated Chinese Chambers of Commerce &amp; Industry of Malaysia</td>
</tr>
<tr>
<td>AVE</td>
<td>Average Variance Extracted</td>
</tr>
<tr>
<td>CBBE</td>
<td>Consumer-based Brand Equity</td>
</tr>
<tr>
<td>CMV</td>
<td>Common Method Variance</td>
</tr>
<tr>
<td>CR</td>
<td>Composite Reliability</td>
</tr>
<tr>
<td>GDP</td>
<td>Gross Domestic Product</td>
</tr>
<tr>
<td>MATRADE</td>
<td>Malaysia External Trade Development Corporation</td>
</tr>
<tr>
<td>SEM</td>
<td>Structural Equation Model</td>
</tr>
<tr>
<td>SMEs</td>
<td>Small and Medium Enterprises</td>
</tr>
<tr>
<td>SME Corp</td>
<td>Small and Medium Enterprises Corporation</td>
</tr>
<tr>
<td>PLS</td>
<td>Partial Least Square</td>
</tr>
<tr>
<td>PUNB</td>
<td>Perbadanan Usahawan Nasional Berhad</td>
</tr>
</tbody>
</table>
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 &
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REFERENCES


Prentice Hall.


from www.ijbcnet.com


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


Vilnai-Yavetz, I., & Koren, R. (2013). Cutting through the Clutter: Purchase Intentions


### APPENDIX A:

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

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

Letter of Recommendation for Data Collection and Research Work
KEDAH AMAN MAKMUR • BERASAMA MEMACU TRANSFORMASI

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 Doctoral 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. Nor Fazlini binti Abidin.

In this regard, we hope that you could kindly provide assistance and cooperation rather 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"

Your faithfully,

ROZIA BINTI KAMLI
Assistant Registrar
for Dean
Othman Yeop Abdullah Graduate School of Business

Note: Student’s File (95260)
APPENDIX C:

Questionnaire

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
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 coorporation 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 atau 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.

JenamaPKS- 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).

<table>
<thead>
<tr>
<th>Skala/scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
</tr>
<tr>
<td>Sangat tidak setuju/Strongly disagree</td>
</tr>
</tbody>
</table>
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 makanan 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
   - Kipas Udang
   - Kawan
   - Ramly
   - Tamin
   - Kart’s
   - Brahim’s
   - My Chef
BAHAGIAN B/ Section B:
PEMBUNGKUSAN/ PACKAGING

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.

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

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

_Notat:_
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.*

<table>
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</thead>
<tbody>
<tr>
<td>I think the brand (refer to the selected brand) is:</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| 1 | Realistik  
*Down-to-earth* | 1 2 3 4 5 6 7 | |
| 2 | Stabil  
*Stable* | 1 2 3 4 5 6 7 | |
| 3 | Bertanggungjawab  
*Responsible* | 1 2 3 4 5 6 7 | |
| 4 | Aktif  
*Active* | 1 2 3 4 5 6 7 | |
| 5 | Dinamik  
*Dynamic* | 1 2 3 4 5 6 7 | |
| 6 | Inovatif  
*Innovative* | 1 2 3 4 5 6 7 | |
| 7 | Agresif  
*Aggressive* | 1 2 3 4 5 6 7 | |
| 8 | Berani/ jelas  
*Bold* | 1 2 3 4 5 6 7 | |
| 9 | Biasa  
*Ordinary* | 1 2 3 4 5 6 7 | |
| 10 | Mudah/ senang disebut/ mudah dikenali  
*Simple* | 1 2 3 4 5 6 7 | |
| 11 | Romantik  
*Romantic* | 1 2 3 4 5 6 7 | |
| 12 | Sentimental  
*Sentimental* | 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**


*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.*

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


*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.*

<table>
<thead>
<tr>
<th>No.</th>
<th>Pernyataan-pernyataan</th>
<th>Sangat tidak setuju</th>
<th>Sangat setuju</th>
</tr>
</thead>
</table>
| 1   | Saya tahu akan kewujudan jenama ini  
* I am aware of this brand | 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  
* When I think of food product, this brand is one of the brands that comes to mind | 1 2 3 4 5 6 7 |
| 3   | Jenama ini adalah jenama yang biasa saya gunakan  
* This brand is a brand of food product that I am very familiar with. | 1 2 3 4 5 6 7 |
| 4   | Saya tahu produk jenama ini.  
* I know what this brand looks like | 1 2 3 4 5 6 7 |
| 5   | Saya dapat mengenal/mengecam jenama ini berbanding jenama pesaing lain  
* I can recognise this brand amongst other competing brands of food product. | 1 2 3 4 5 6 7 |
| 6   | Saya tahu rupa simbol jenama ini  
* I know how the symbol of this brand looks like | 1 2 3 4 5 6 7 |
| 7   | Saya tidak menghadapi kesukaran dalam membayangkan jenama ini dalam fikiran saya  
* I have no difficulties in imagining this brand in my mind | 1 2 3 4 5 6 7 |
| 8   | Saya boleh mengingat dengan cepat simbol atau logo jenama ini.  
* I can quickly recall the symbol or logo of this brand | 1 2 3 4 5 6 7 |
| 9   | Saya mempunyai pendapat mengenai jenama ini  
* I have an opinion about this brand | 1 2 3 4 5 6 7 |
| 10  | Jenama ini menawarkan produk yang berkualiti  
* This brand offers very good quality products | 1 2 3 4 5 6 7 |
| 11  | Jenama ini menawarkan produk yang mempunyai kualiti yang konsisten.  
* This brand offers products of consistent quality | 1 2 3 4 5 6 7 |
| 12  | Jenama ini menawarkan produk yang sangat boleh dipercayai  
* This brand offers very reliable products | 1 2 3 4 5 6 7 |
| 13  | Jenama ini menawarkan produk dengan ciri-ciri yang sangat baik  
* This brand offers product with excellent features | 1 2 3 4 5 6 7 |
| 14  | Saya menganggap bahawa saya setia dengan jenama ini  
* I consider myself to be loyal to this brand | 1 2 3 4 5 6 7 |
| 15  | Jenama ini akan menjadi pilihan pertama saya apabila saya membeli produk makanan.  
* This brand would be my first choice when considering food product | 1 2 3 4 5 6 7 |
I will not buy other brands of food product if this brand is available at the shop.

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

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: \( P=0.05 \) | \( P=0.01 \) | \( P=0.001 \)

<table>
<thead>
<tr>
<th>( df )</th>
<th>( P = 0.05 )</th>
<th>( P = 0.01 )</th>
<th>( P = 0.001 )</th>
</tr>
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APPENDIX D: Chi-square Table (continue)

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APPENDIX H:

Measurement Model
APPENDIX I:

Structural Model