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**A STUDY ON BRAND LOYALTY: EMPIRICAL EVIDENCE FROM THE
MOBILE PHONE MARKET IN MALAYSIA**

By

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Thesis Submitted to
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ABSTRACT

Faced with a severe competitive business environment and the possibility of reaching maturity stage over the coming years, mobile phone brand owners are concerned about retaining and nurturing their profitable existing customers by strengthening customers' brand loyalty. Surprisingly, studies relating to brand loyalty in the mobile phone setting are relatively scanty and much less studies have focused on comprehensive sets of brand loyalty determinants in the context of mobile phones. Therefore, understanding the formation of mobile phone brand loyalty is of utmost importance and it is the main concern of this study. Drawing upon Oliver's four- stage loyalty model, this study investigated the relationship of utilitarian value and hedonic value (cognitive loyalty), brand satisfaction and emotional attachment (affective loyalty), brand trust (conative loyalty), and brand loyalty (action loyalty) sequentially. The study, moreover, examined the moderating effect of brand reputation in order to provide a clearer understanding of the mobile phone customers' brand loyalty formation process. A total of 327 mobile phone users who resided in Klang Valley participated in the study. The results from the structural model supported the hypothesized paths: hedonic value influences brand satisfaction, hedonic value affects emotional attachment, brand satisfaction induces brand trust, emotional attachment influences brand trust, and brand trust influences brand loyalty. However, the hypothesized paths, i.e. utilitarian value influences brand satisfaction and utilitarian value influences emotional attachment, were not supported. The findings further indicated that the links of brand trust to brand loyalty are stronger when the brand has a high reputation, supporting the moderating effect of brand reputation. Finally, the implications are discussed, and the limitations of the study and future directions are briefly outlined.

Keywords: mobile phone brand loyalty, utilitarian value, hedonic value, brand satisfaction, emotional attachment, brand trust and brand reputation.

ABSTRAK

Dalam menghadapi persekitaran perniagaan yang sangat kompetitif dan kemungkinan mencapai peringkat kematangan pada tahun-tahun akan datang, pemilik jenama telefon bimbit mula memberi tumpuan terhadap cara untuk mengekalkan serta memupuk pelanggan sedia ada yang menguntungkan mereka dengan mengukuhkan kesetiaan jenama pelanggan. Hairannya, kajian yang berkaitan dengan kesetiaan jenama dalam konteks telefon bimbit agak kurang dan tidak banyak kajian yang memberikan tumpuan kepada set penentu kesetiaan jenama telefon bimbit yang komprehensif. Oleh itu, memahami pembentukan kesetiaan jenama telefon bimbit amat penting dan menjadi tumpuan utama kajian ini. Berdasarkan model kesetiaan empat peringkat Oliver, kajian ini menyelidik hubungan nilai utilitarian dan nilai hedonik (kesetiaan kognitif), kepuasan jenama dan ikatan emosi (kesetiaan afektif), kepercayaan jenama (kesetiaan konatif), dan kesetiaan jenama (kesetiaan tindakan) secara berurutan. Seterusnya, kajian ini turut meneliti kesan pengantara reputasi jenama untuk memberikan kefahaman yang lebih jelas tentang proses pembentukan kesetiaan pelanggan terhadap jenama telefon bimbit. Seramai 327 orang pengguna telefon bimbit yang tinggal di Lembah Klang telah mengambil bahagian dalam kajian ini. Dapatan model struktur menyokong laluan hipotesis berikut iaitu nilai hedonik mempengaruhi kepuasan jenama, nilai hedonik memberikan kesan kepada ikatan emosi, kepuasan jenama mendorong kepercayaan jenama, ikatan emosi mempengaruhi kepercayaan jenama dan kepercayaan jenama mempengaruhi kesetiaan jenama. Walau bagaimanapun, laluan hipotesis nilai utilitarian yang mempengaruhi kepuasan jenama dan nilai utilitarian yang mempengaruhi ikatan emosi tidak disokong. Seterusnya, dapatan kajian menunjukkan bahawa pautan kepercayaan jenama kepada kesetiaan jenama lebih kuat apabila jenama mempunyai reputasi yang tinggi. Hal ini menyokong kesan pengantara reputasi jenama. Implikasi kajian, batasan kajian serta arah kajian pada masa hadapan juga dinyatakan secara ringkas.

Kata kunci: kesetiaan jenama telefon bimbit, nilai utilitarian, nilai hedonik, kepuasan jenama, ikatan emosi, kepercayaan jenama dan reputasi jenama

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LIST OF ABBREVIATIONS

AVE	Average Variance Extracted
BL	Brand Loyalty
BR	Brand Reputation
BS	Brand Satisfaction
BT	Brand Trust
CMV	Common Method Variance
EA	Emotional Attachment
f^2	Effect Size
GDP	Gross Domestic Product
GPS	Global Positioning System
HD	High Definition
HTMT	Heterotrait – Monotrait
HV	Hedonic Value
MCMC	Malaysian Communications and Multimedia Commission
PC	Personal Computer
PhD	Doctor of Philosophy
PLS	Partial Least Square
Q^2	Construct Cross validated Redundancy
R^2	R-squared values
SEM	Structural Equation Model
SPSS	Statistical Package for the Social Sciences
UV	Utilitarian Value
VIF	Variance Inflation Factor

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

In this era of digitalization of production, customers are exposed to a wide range of options for each product. Hence it is extremely tough to manage customers stick closer towards a specific brand in this highly competitive environment. According to Fournier and Yao (1997), central element of marketing strategies and tactics in increasingly competitive markets is brand loyalty. Brand loyalty leads to benefits such as creating substantial entry barriers for competitors, making customers less likely to be tempted by the marketing efforts of competitors, enhancing financial performance of a company with greater sales revenue, and improving the ability to respond to competitive threats by other firms (Delgado-Ballester & Luis Munuera-Aleman, 2001). Therefore, the sources of brand loyalty and the process by which it can be established have long been the central concern in the marketing literature (Matzler, Grabner – Krauter & Bidmon, 2008). In line with this, the study by Shi, Chen and Ma (2011) pointed out that interest of researchers has been focused more on brand loyalty studies in various industries and that brand loyalty has remained hot spot in marketing research. Likewise, the practical and conceptual significance of brand loyalty as a research area has been emphasized by myriad volume of studies published in leading academic journals (Pan, Sheng & Xie, 2012). The study by Saeed, Rehman, Akhtar and Abbas (2014) further indicates that brand loyalty is an important research topic

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APPENDICES

Appendix A: Questionnaire

DETERMINANTS OF CUSTOMERS' MOBILE PHONE BRAND LOYALTY IN MALAYSIA: THE MODERATING ROLE OF BRAND REPUTATION.

Dear Mr/Mrs/Madam,

I am a Doctorate student at University Utara Malaysia and currently conducting a study on customers' brand loyalty towards their mobile phone. I would like to extend my appreciation to you for your kind consideration in participating in this survey. You only need 15 minutes to complete this questionnaire and there is **NO RIGHT AND WRONG ANSWER**, so feel free to answer based on your own experience.

For your information, data gained from this study is **STRICTLY FOR AN ACADEMIC PURPOSE** only and will remain **STRICTLY CONFIDENTIAL**.

Thank you for your thoughtfulness and participation.

Doctoral Researcher,
Linda Seduram (0149048353)

PENENTU KESETIAAN JENAMA PELANGGAN TELEFON BIMBIT DI MALAYSIA: PERANAN PENYEDERHANA REPUTASI JENAMA

Tuan/Puan/Cik,

*Saya adalah pelajar ijazah kedoktoran di Universiti Utara Malaysia dan pada masa ini menjalankan satu kajian tentang kesetiaan jenama pelanggan terhadap telefon bimbit mereka. Saya menghargai jasa baik tuan/puan/cik kerana mengambil bahagian dalam kaji selidik ini. Tuan/puan/cik cuma memerlukan 15 minit untuk melengkapkan kaji selidik ini dan tiada **JAWAPAN BETUL ATAU SALAH**. Tuan/puan/cik bebas menjawab soalan berdasarkan pengalaman sendiri.*

*Sebagai makluman, data yang diperolehi daripada kajian ini adalah **SEMATA-MATA UNTUK TUJUAN AKADEMIK** dan kekal **SULIT**.*

Terima kasih atas jasa baik dan penyertaan tuan/puan/cik.

*Linda Seduram
0149048353*

SECTION A / BAHAGIAN A

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.

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.

1. Do you have hand phone, if “Yes” please complete all the remaining parts of this questionnaire, if “No” you do not have to proceed.

Adakah anda menggunakan telefon bimbit, jika “Ya”sila jawab soalan yang seterusnya, jika “Tidak” anda tidak perlu menjawab soalan seterusnya.

A. Yes / Ya [] B. No / Tidak []

2. What is the brand of your mobile phone that you are currently using? Choose only **ONE** brand. *Apakah jenama telefon bimbit yang anda sedang gunakan pada masa ini? Silih pilih hanya **SATU** jenama di bawah.*

A. Apple [] B. Samsung []

C. Nokia [] D. HTC []

E. Blackberry [] F. Sony []

G. Motorola [] H. LG []

I. Lenovo [] J. Asus []

K. Huawei [] L. Oppo []

M. Acer [] N. ZTE []

O. Xiaomi [] P. Others, please specify:
Lain –lain, sila nyatakan; _____

SECTION B / BAHAGIAN B

Based on the mobile phone brand that you have selected in **Section A (Question 2)**, please evaluate your attitude toward this mobile phone brand for the following items using the following scale:

Berdasarkan jenama telefon bimbit yang anda pilih di Bahagian A (Soalan 2), sila nilaikan sikap anda terhadap jenama telefon bimbit tersebut berdasarkan perkara dibawah dengan menggunakan skala penilaian berikut:

1	2	3	4	5	6	7
Extremely X / <i>Amat X</i>	Quite X / <i>Agak X</i>	Slightly X / <i>Sedikit X</i>	Neutral	Slightly Y / <i>Sedikit Y</i>	Quite Y / <i>Agak Y</i>	Extremely Y / <i>Amat Y</i>

This brand of mobile phone is...

Telefon bimbit berjenama ini ialah...

X									Y
Ineffective / <i>Tidak Cepak</i>	1	2	3	4	5	6	7		Effective / <i>Cepak</i>

X									Y
Unhelpful / <i>Tidak membantu</i>	1	2	3	4	5	6	7		Helpful / <i>Membantu</i>

X									Y
Not functional* / <i>Tidak berfungsi*</i>	1	2	3	4	5	6	7		Functional / <i>Fungsi</i>

X									Y
Unnecessary / <i>Tidak perlu</i>	1	2	3	4	5	6	7		Necessary / <i>Perlu</i>

X									Y
Impractical* / <i>Tidak praktikal*</i>	1	2	3	4	5	6	7		Practical / <i>Praktikal</i>

***Note / Nota:**

- Functional / *Berfungsi*: capable of serving a useful purpose (e.g. mobile banking) / *boleh digunakan untuk tujuan berguna (contohnya, perbankan bergerak)*.
- Practical / *Praktikal*: designed to be useful rather than attractive / *direka bentuk untuk tujuan berguna bukannya untuk tujuan tarikan*.

SECTION C / BAHAGIAN C

Based on the mobile phone brand that you have selected in **Section A (Question 2)**, please evaluate your attitude toward this mobile phone brand for the following items using the following scale:

Berdasarkan jenama telefon bimbit yang anda pilih di **Bahagian A (Soalan 2)**, sila nilaikan sikap anda terhadap jenama telefon bimbit tersebut berdasarkan perkara dibawah dengan menggunakan skala penilaian berikut:

1	2	3	4	5	6	7
Extremely X / Amat X	Quite X / Agak X	Slightly X / Sedikit X	Neutral	Slightly Y / Sedikit Y	Quite Y / Agak Y	Extremely Y / Amat Y

This brand of mobile phone is...

Telefon bimbit berjenama ini ialah...

X
Not Fun /
Tidak menyeronokkan

1 2 3 4 5 6 7

Y
Fun /
Menyeronokkan

X
Dull /
Membosankan

1 2 3 4 5 6 7

Y
Exciting /
Merangsangkan

X
Not delightful /
Tidak menyenangkan

1 2 3 4 5 6 7

Y
Delightful /
Menyenangkan

X
Not thrilling /
Tidak mengujakan

1 2 3 4 5 6 7

Y
Thrilling /
Mengujakan

X
Unenjoyable /
Tidak menggemirakan

1 2 3 4 5 6 7

Y
Enjoyable /
Menggemirakan

SECTION D / BAHAGIAN D

Based on the mobile phone brand that you have selected, please indicate the extent of your opinion for the statement concerning your **satisfaction** towards your mobile phone brand by using following scales:

*Berdasarkan jenama telefon bimbit yang anda pilih, sila nyatakan pendapat anda mengenai **kepuasan** terhadap jenama telefon bimbit tersebut dengan menggunakan skala yang berikut:*

1 Strongly Disagree / <i>Sangat tidak setuju</i>	2 Disagree / <i>Tidak setuju</i>	3 Slightly Disagree / <i>Kurang setuju</i>	4 Neutral	5 Slightly agree / <i>Sedikit setuju</i>	6 Agree / <i>Setuju</i>	7 Strongly agree / <i>Sangat setuju</i>
---	--	---	--------------	---	-------------------------------	--

No	Statements / <i>Pernyataan – pernyataan</i>							
1.	I am very satisfied with the service provided by this brand. <i>Saya sangat berpuas hati dengan perkhidmatan yang disediakan oleh jenama ini.</i>	1	2	3	4	5	6	7
2.	This brand does a good job of satisfying my needs. <i>Jenama ini menyediakan perkhidmatan terbaik dalam memenuhi keperluan saya.</i>	1	2	3	4	5	6	7
3.	The phones provided by this brand is very satisfactory. <i>Telefon bimbit yang disediakan oleh jenama ini sangat memuaskan hati.</i>	1	2	3	4	5	6	7
4.	I believe that using this brand is usually a very satisfying experience. <i>Saya percaya bahawa menggunakan jenama ini selalunya merupakan pengalaman yang memuaskan hati.</i>	1	2	3	4	5	6	7
5.	I made the right decision when I decided to use this brand. <i>Saya membuat keputusan yang tepat apabila saya memutuskan untuk menggunakan jenama ini.</i>	1	2	3	4	5	6	7
6.	I am addicted to this brand in some way. <i>Saya mempunyai ketagihan terhadap jenama ini.</i>	1	2	3	4	5	6	7
7.	I am very satisfied with this brand. <i>Saya sangat berpuas hati dengan jenama ini.</i>	1	2	3	4	5	6	7
8.	This brand fulfills my expectations completely. <i>Jenama ini memenuhi jangkaan saya sepenuhnya.</i>	1	2	3	4	5	6	7
9.	I have positive attitude towards this brand. <i>Saya bersikap positif terhadap jenama ini.</i>	1	2	3	4	5	6	7

SECTION E / BAHAGIAN E

Based on the mobile phone brand that you have selected, please indicate the extent of your opinion for the statement concerning your **emotional attachment** towards your mobile phone brand by using following scales:

Berdasarkan jenama telefon bimbit yang anda pilih, sila nyatakan pendapat anda mengenai **hubungan emosi** anda terhadap jenama telefon bimbit tersebut dengan menggunakan skala yang berikut:

1	2	3	4	5	6	7
Strongly Disagree / Sangat tidak setuju	Disagree / Tidak setuju	Slightly Disagree / Kurang setuju	Neutral	Slightly agree / Sedikit setuju	Agree / Setuju	Strongly agree / Sangat setuju

No	Statement / Pernyataan – pernyataan							
1.	I feel emotionally attached to the brand that I am currently using. <i>Saya terikat dari segi emosi pada jenama yang saya gunakan pada masa ini.</i>	1	2	3	4	5	6	7
2.	This brand means a lot to me personally. <i>Secara peribadi, jenama ini sangat bermakna bagi saya.</i>	1	2	3	4	5	6	7
3.	Even it is an advantage for me if I switch to another brand but I would not feel good about switching to that brand. <i>Saya tidak rasa gembira untuk menukar kepada jenama lain walaupun ia menguntungkan saya jika saya berbuat demikian.</i>	1	2	3	4	5	6	7
4.	I identify myself with this brand. <i>Saya menentukan identiti diri saya dengan jenama ini.</i>	1	2	3	4	5	6	7
5.	I feel special bond between myself and this brand. <i>Saya merasakan ikatan istimewa antara diri saya dengan jenama ini.</i>	1	2	3	4	5	6	7

SECTION F / BAHAGIAN F

Based on the mobile phone brand that you have selected, please indicate the extent of your opinion for the statement concerning your **trust** towards your mobile phone brand by using following scales:

*Berdasarkan jenama telefon bimbit yang anda pilih, sila nyatakan pendapat anda mengenai **kepercayaan** anda terhadap jenama telefon bimbit tersebut dengan menggunakan skala yang berikut:*

1 Strongly Disagree / <i>Sangat tidak setuju</i>	2 Disagree / <i>Tidak setuju</i>	3 Slightly Disagree / <i>Kurang setuju</i>	4 Neutral	5 Slightly agree / <i>Sedikit setuju</i>	6 Agree / <i>Setuju</i>	7 Strongly agree / <i>Sangat setuju</i>
--	---	--	---------------------	--	--------------------------------------	---

No	Statements / <i>Pernyataan – pernyataan</i>							
1.	This brand meets my expectations. <i>Jenama ini memenuhi jangkaan saya.</i>	1	2	3	4	5	6	7
2.	I feel confidence in this brand. <i>Saya berasa yakin dengan jenama ini.</i>	1	2	3	4	5	6	7
3.	This brand never disappoints me. <i>Jenama ini tidak pernah mengecewakan saya.</i>	1	2	3	4	5	6	7
4.	This brand guarantees satisfaction. <i>Jenama ini menjamin kepuasan.</i>	1	2	3	4	5	6	7
5.	This brand would be honest and sincere in addressing my concerns. <i>Jenama ini jujur dan ikhlas dalam menangani kebimbangan saya.</i>	1	2	3	4	5	6	7
6.	I could rely on this brand to solve any problem with the mobile phone. <i>Saya boleh mengharapkan jenama ini untuk menyelesaikan sebarang masalah dengan telefon bimbit saya.</i>	1	2	3	4	5	6	7
7.	This brand would make any effort to satisfy me in case of a problem. <i>Jenama ini berusaha untuk memuaskan saya jika berlaku masalah.</i>	1	2	3	4	5	6	7
8.	This brand would compensate me in some way for the problem with the phone. <i>Jenama ini memampasi (mengganti rugi) saya dalam suatu cara bagi masalah yang terdapat pada telefon.</i>	1	2	3	4	5	6	7

SECTION G / BAHAGIAN G

Based on the mobile phone brand that you have selected, please indicate the extent of your opinion for the statement concerning the **reputation** of your mobile phone brand by using following scales:

Berdasarkan jenama telefon bimbit yang anda pilih, sila nyatakan pendapat anda mengenai reputasi jenama telefon bimbit tersebut dengan menggunakan skala yang berikut:

1 Strongly Disagree / <i>Sangat tidak setuju</i>	2 Disagree / <i>Tidak setuju</i>	3 Slightly Disagree / <i>Kurang setuju</i>	4 Neutral	5 Slightly agree / <i>Sedikit setuju</i>	6 Agree / <i>Setuju</i>	7 Strongly agree / <i>Sangat setuju</i>
--	---	--	---------------------	--	--------------------------------------	---

No	Statements / <i>Pernyataan – pernyataan</i>							
1.	This brand is well known. <i>Jenama ini terkenal.</i>	1	2	3	4	5	6	7
2.	This brand is one of the leading brand among the mobile phone brands. <i>Jenama ini merupakan salah satu daripada jenama terkemuka antara jenama-jenama telefon bimbit</i>	1	2	3	4	5	6	7
3.	This brand is reputable. <i>Jenama ini bereputasi baik</i>	1	2	3	4	5	6	7
4.	This brand is easily recognizable. <i>Jenama ini mudah dikenal.</i>	1	2	3	4	5	6	7

SECTION H / BAHAGIAN H

Based on the mobile phone brand that you have selected, please indicate the extent of your opinion for the statement concerning your **loyalty** towards your mobile phone brand by using following scales:

Berdasarkan jenama telefon bimbit yang anda pilih, sila nyatakan pendapat anda mengenai kesetiaan anda terhadap jenama telefon bimbit tersebut dengan menggunakan skala yang berikut:

1	2	3	4	5	6	7
Strongly Disagree / Sangat tidak setuju	Disagree / Tidak setuju	Slightly Disagree / Kurang setuju	Neutral	Slightly agree / Sedikit setuju	Agree / Setuju	Strongly agree / Sangat setuju

No	Statements / Pernyataan – pernyataan	1	2	3	4	5	6	7
1.	I am a loyal customer of this brand. <i>Saya merupakan pelanggan setia jenama ini.</i>	1	2	3	4	5	6	7
2.	I will buy this brand in my next purchase. <i>Saya akan membeli jenama ini untuk pembelian seterusnya.</i>	1	2	3	4	5	6	7
3.	I consider my current brand as a first choice for mobile phone brands. <i>Saya berpendapat jenama yang saya gunakan sekarang adalah pilihan pertama untuk jenama telefon bimbit.</i>	1	2	3	4	5	6	7
4.	I have said positive things about this brand to other people. <i>Saya pernah memberitahu orang lain perkara positif tentang jenama ini.</i>	1	2	3	4	5	6	7
5.	I have recommended this brand to someone who sought my advice. <i>Saya telah mencadangkan jenama ini kepada seseorang yang mendapatkan nasihat saya.</i>	1	2	3	4	5	6	7

SECTION I / BAHAGIAN I

Instruction: The following section lists some questions about your personal information. Please tick (✓) appropriate box and fill in the blanks.

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

1. Gender / *Jantina* :

A. Male / *Lelaki* [] B. Female / *Perempuan* []

2. Ethnicity / *Etnik* :

A. Malay / *Melayu* [] B. Chinese / *Cina* []

C. Indian / *India* [] D. Others (Please specify)
Lain – lain (Sila nyatakan) _____

3. Age / *Umur* :

A. Under 20 years old [] B. 21 to 30 years old []
Kurang daripada 20 tahun *21 hingga 30 tahun*

C. 31 to 40 years old [] D. 41 to 50 years old []
31 hingga 40 tahun *41 hingga 50 tahun*

E. 51 to 60 years old [] F. Over 60 years old []
51 hingga 60 tahun *Melebihi 60 tahun*

4. Marital Status / *Status perkahwinan*

A. Single / *Belum berkahwin* [] B. Married / *Berkahwin* []

5. Highest Education Level / *Tahap pendidikan tertinggi*

A. Primary School / *Sekolah Rendah* []

B. Secondary School / *Sekolah Menengah* []

C. College (Certificate, Diploma, Advance Diploma)
Kolej (Sijil, Diploma, Diploma Lanjutan) []

D. Degree / *Ijazah* []

E. Post Degree (Masters, PhD)
Ijazah Lanjutan (Sarjana, PhD) []

6. Occupation / *Pekerjaan*

- A. Student / *Pelajar* []
- B. Employee / *Pekerja* []
- C. Self-employed / *Bekerja sendiri* []
- D. Unemployed / *Tidak bekerja* []
- E. Housewife / *Surirumah* []

7. Monthly Income / *Pendapatan bulanan*

- A. RM 1000 and below [] B. RM 1001-RM3000 []
RM 1000 dan kebawah *RM 1001-RM3000*
- C. RM 3001-RM 5000 [] D. RM 5001-RM 7000 []
RM 3001-RM5000 *RM5001-RM7000*
- E. RM 7001-RM 9000 [] F. RM9001-RM10000 []
RM7001-RM 9000 *RM9001-RM10000*
- G. RM 11, 001 and above [] H. No income []
RM 11, 001 dan ke atas

Thank you for participating in this survey.
Terima kasih kerana sudi melibatkan diri dalam kajian ini.

Appendix B: Reliability results for pilot study

Utilitarian Value

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.903	.904	5

Hedonic Value

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.958	.957	5

Brand satisfaction

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.953	.956	9

Emotional Attachment

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.897	.897	5

Brand Trust

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.947	.948	8

Brand Reputation

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.968	.968	4

Brand Loyalty

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.906	.906	5

Appendix C: G*Power output

[1] -- Sunday, March 05, 2017 -- 14:24:51

F tests – Linear multiple regression: Fixed model, R² deviation from zero

Analysis: A priori: Compute required sample size

Input: Effect size f^2 = 0.15

α err prob = 0.05

Power (1- β err prob) = 0.80

Number of predictors = 7

Output: Noncentrality parameter λ = 15.4500000

Critical F = 2.1075065

Numerator df = 7

Denominator df = 95

Total sample size = 103

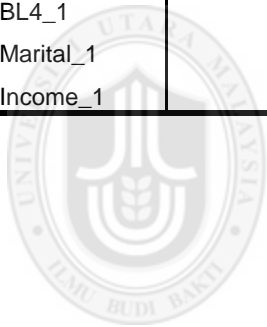
Actual power = 0.8004218



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Appendix D: Missing Values Output

Result Variables						
	Result Variable	N of Replaced Missing Values	Case Number of Non-Missing Values		N of Valid Cases	Creating Function
			First	Last		
1	UV2_1	1	1	327	327	SMEAN(UV2)
2	HV5_1	1	1	327	327	SMEAN(HV5)
3	BS2_1	1	1	327	327	SMEAN(BS2)
4	BS3_1	1	1	327	327	SMEAN(BS3)
5	BS4_1	1	1	327	327	SMEAN(BS4)
6	BS6_1	1	1	327	327	SMEAN(BS6)
7	BT2_1	1	1	327	327	SMEAN(BT2)
8	BT4_1	1	1	327	327	SMEAN(BT4)
9	BT6_1	1	1	327	327	SMEAN(BT6)
10	BL4_1	1	1	327	327	SMEAN(BL4)
11	Marital_1	1	1	327	327	SMEAN(Marital)
12	Income_1	1	1	327	327	SMEAN(Income)



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Appendix E: Chi-square Table

df	P = 0.05	P = 0.01	P = 0.001
1	3.84	6.64	10.83
2	5.99	9.21	13.82
3	7.82	11.35	16.27
4	9.49	13.28	18.47
5	11.07	15.09	20.52
6	12.59	16.81	22.46
7	14.07	18.48	24.32
8	15.51	20.09	26.13
9	16.92	21.67	27.88
10	18.31	23.21	29.59
11	19.68	24.73	31.26
12	21.03	26.22	32.91
13	22.36	27.69	34.53
14	23.69	29.14	36.12
15	25.00	30.58	37.70
16	26.30	32.00	39.25
17	27.59	33.41	40.79
18	28.87	34.81	42.31
19	30.14	36.19	43.82
20	31.41	37.57	45.32
21	32.67	38.93	46.80
22	33.92	40.29	48.27
23	35.17	41.64	49.73
24	36.42	42.98	51.18
25	37.65	44.31	52.62
26	38.89	45.64	54.05
27	40.11	46.96	55.48
28	41.34	48.28	56.89
29	42.56	49.59	58.30
30	43.77	50.89	59.70
31	44.99	52.19	61.10
32	46.19	53.49	62.49

33	47.40	54.78	63.87
34	48.60	56.06	65.25
35	49.80	57.34	66.62
36	51.00	58.62	67.99
37	52.19	59.89	69.35
38	53.38	61.16	70.71
39	54.57	62.43	72.06
40	55.76	63.69	73.41
41	56.94	64.95	74.75
42	58.12	66.21	76.09
43	59.30	67.46	77.42
44	60.48	68.71	78.75
45	61.66	69.96	80.08
46	62.83	71.20	81.40
47	64.00	72.44	82.72
48	65.17	73.68	84.03
49	66.34	74.92	85.35
50	67.51	76.15	86.66
51	68.67	77.39	87.97
52	69.83	78.62	89.27
53	70.99	79.84	90.57
54	72.15	81.07	91.88
55	73.31	82.29	93.17
56	74.47	83.52	94.47
57	75.62	84.73	95.75
58	76.78	85.95	97.03
59	77.93	87.17	98.34
60	79.08	88.38	99.62
61	80.23	89.59	100.88
62	81.38	90.80	102.15
63	82.53	92.01	103.46
64	83.68	93.22	104.72
65	84.82	94.42	105.97
66	85.97	95.63	107.26
67	87.11	96.83	108.54

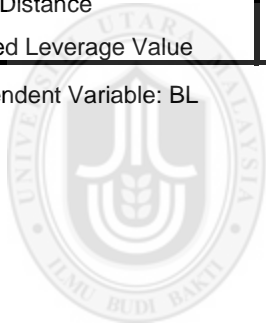
68	88.25	98.03	109.79
69	89.39	99.23	111.06
70	90.53	100.42	112.31
71	91.67	101.62	113.56
72	92.81	102.82	114.84
73	93.95	104.01	116.08
74	95.08	105.20	117.35
75	96.22	106.39	118.60
76	97.35	107.58	119.85
77	98.49	108.77	121.11
78	99.62	109.96	122.36
79	100.75	111.15	123.60
80	101.88	112.33	124.84
81	103.01	113.51	126.09
82	104.14	114.70	127.33
83	105.27	115.88	128.57
84	106.40	117.06	129.80
85	107.52	118.24	131.04
86	108.65	119.41	132.28
87	109.77	120.59	133.51
88	110.90	121.77	134.74
89	112.02	122.94	135.96
90	113.15	124.12	137.19
91	114.27	125.29	138.45
92	115.39	126.46	139.66
93	116.51	127.63	140.90
94	117.63	128.80	142.12
95	118.75	129.97	143.32
96	119.87	131.14	144.55
97	120.99	132.31	145.78
98	122.11	133.47	146.99
99	123.23	134.64	148.21
100	124.34	135.81	149.48

Appendix F: Mahalanobis Distance Output

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.4800	6.7642	4.8673	1.02674	327
Std. Predicted Value	-3.299	1.848	.000	1.000	327
Standard Error of Predicted Value	.058	.405	.119	.045	327
Adjusted Predicted Value	1.5072	6.8011	4.8680	1.02563	327
Residual	-2.87451	2.45416	.00000	.85726	327
Std. Residual	-3.322	2.836	.000	.991	327
Stud. Residual	-3.364	2.903	.000	1.006	327
Deleted Residual	-2.96749	2.57118	-.00072	.88342	327
Stud. Deleted Residual	-3.420	2.938	-.001	1.010	327
Mahal. Distance	.444	70.406	5.982	6.412	327
Cook's Distance	.000	.173	.004	.013	327
Centered Leverage Value	.001	.216	.018	.020	327

a. Dependent Variable: BL



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Appendix G: Multicollinearity Output

Dependent Variable: Brand Loyalty

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	1.009	.272		3.703	.000		
	BT	.785	.054	.627	14.496	.000	1.000	1.000

a. Dependent Variable: BL

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	BT
				1	1
	2	.023	9.329	.99	.99

a. Dependent Variable: BL

Dependent Variable: Brand Trust

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	.759	.192		3.944	.000		
	BS	.579	.041	.554	14.217	.000	.765	1.306
	EA	.252	.028	.355	9.117	.000	.765	1.306

a. Dependent Variable: BT

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	BS	EA
				1	1	2.923
1	2	.060	6.984	.16	.03	.89
	3	.017	13.209	.83	.96	.10

a. Dependent Variable: BT

Dependent Variable: Brand Satisfaction

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.288	.226		14.532	.000	
	UV	.084	.058	.107	1.439	.151	.443 2.256
	HV	.296	.058	.375	5.065	.000	.443 2.256

a. Dependent Variable: BS

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	UV	HV
1	1	2.952	1.000	.01	.00	.00
	2	.033	9.416	.99	.10	.15
	3	.014	14.393	.00	.90	.85

a. Dependent Variable: BS

Dependent Variable: Emotional Attachment

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.056	.365		8.382	.000	
	UV	-.098	.094	-.084	-1.041	.299	.443 2.256
	HV	.347	.094	.299	3.690	.000	.443 2.256

a. Dependent Variable: EA

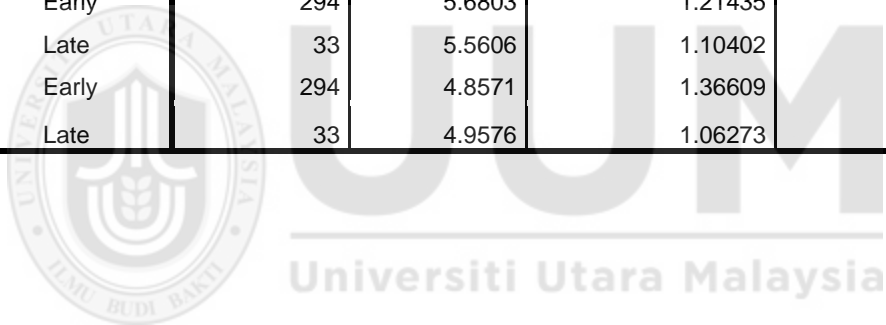
Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	UV	HV
1	1	2.952	1.000	.01	.00	.00
	2	.033	9.416	.99	.10	.15
	3	.014	14.393	.00	.90	.85

a. Dependent Variable: EA

Appendix H: Group Statistics

Group Statistics					
	Time	N	Mean	Std. Deviation	Std. Error Mean
UV	Early	294	5.4116	1.32098	.07704
	Late	33	5.2788	1.12132	.19520
HV	Early	294	5.2558	1.27615	.07443
	Late	33	4.9333	1.43846	.25040
BS	Early	294	5.2963	1.02370	.05970
	Late	33	5.1818	1.00417	.17480
EA	Early	294	4.3218	1.52799	.08911
	Late	33	4.5455	1.29061	.22467
BT	Early	294	4.9239	1.07797	.06287
	Late	33	4.8182	.97633	.16996
BR	Early	294	5.6803	1.21435	.07082
	Late	33	5.5606	1.10402	.19219
BL	Early	294	4.8571	1.36609	.07967
	Late	33	4.9576	1.06273	.18500



Appendix I: Independent Sample t-test

		Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
										Lower	Upper
UV	Equal variances assumed	1.210	.272	.555	325	.579	.13278	.23916	-.33771	.60327	
	Equal variances not assumed			.633	42.633	.530	.13278	.20985	-.29053	.55608	
HV	Equal variances assumed	.097	.755	1.358	325	.175	.32245	.23738	-.14456	.78945	
	Equal variances not assumed			1.234	37.871	.225	.32245	.26123	-.20644	.85134	
BS	Equal variances assumed	.131	.718	.610	325	.542	.11448	.18759	-.25456	.48352	
	Equal variances not assumed			.620	39.842	.539	.11448	.18472	-.25890	.48785	
EA	Equal variances assumed	.665	.415	-.809	325	.419	-.22369	.27653	-.76771	.32034	
	Equal variances not assumed			-.925	42.746	.360	-.22369	.24170	-.71119	.26382	
BT	Equal variances assumed	.009	.924	.539	325	.590	.10571	.19614	-.28016	.49158	
	Equal variances not assumed			.583	41.272	.563	.10571	.18121	-.26018	.47160	

BR	Equal variances assumed	.288	.592	.541	325	.589	.11967	.22103	-.31516	.55449
	Equal variances not assumed			.584	41.198	.562	.11967	.20482	-.29392	.53325
BL	Equal variances assumed	2.576	.109	-.408	325	.683	-.10043	.24587	-.58414	.38327
	Equal variances not assumed			-.499	44.803	.620	-.10043	.20142	-.50617	.30531



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Appendix J: Common Method Variance Output

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	17.140	41.806	41.806	17.140	41.806	41.806
2	5.511	13.442	55.247	5.511	13.442	55.247
3	2.743	6.690	61.938	2.743	6.690	61.938
4	2.346	5.721	67.658	2.346	5.721	67.658
5	1.522	3.711	71.370	1.522	3.711	71.370
6	1.258	3.068	74.438	1.258	3.068	74.438
7	.941	2.295	76.733			
8	.909	2.216	78.950			
9	.715	1.743	80.693			
10	.637	1.554	82.247			
11	.560	1.365	83.612			
12	.487	1.187	84.799			
13	.447	1.091	85.891			
14	.382	.932	86.823			
15	.364	.889	87.712			
16	.340	.830	88.542			
17	.329	.803	89.345			
18	.318	.775	90.120			
19	.296	.721	90.841			
20	.289	.705	91.547			
21	.276	.674	92.220			
22	.256	.626	92.846			
23	.253	.618	93.463			
24	.234	.572	94.035			
25	.209	.511	94.546			
26	.208	.508	95.054			
27	.203	.495	95.549			
28	.191	.466	96.014			
29	.184	.450	96.464			
30	.175	.427	96.891			
31	.156	.380	97.271			
32	.156	.380	97.651			
33	.134	.327	97.977			
34	.127	.309	98.286			

35	.125	.305	98.592		
36	.118	.287	98.879		
37	.112	.274	99.153		
38	.108	.263	99.416		
39	.087	.212	99.628		
40	.077	.187	99.816		
41	.076	.184	100.000		

Extraction Method: Principal Component Analysis.



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Appendix K: Frequencies Output

		Brand			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Apple	55	16.8	16.8	16.8
	Samsung	115	35.2	35.2	52.0
	Nokia	20	6.1	6.1	58.1
	HTC	9	2.8	2.8	60.9
	Blackberry	7	2.1	2.1	63.0
	Sony	17	5.2	5.2	68.2
	Motorola	2	.6	.6	68.8
	LG	4	1.2	1.2	70.0
	Lenovo	33	10.1	10.1	80.1
	Asus	14	4.3	4.3	84.4
	Huawei	6	1.8	1.8	86.2
	Oppo	14	4.3	4.3	90.5
	Acer	4	1.2	1.2	91.7
	Xiaomi	20	6.1	6.1	97.9
	Others	7	2.1	2.1	100.0
Total		327	100.0	100.0	

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	133	40.7	40.7	40.7
	Female	194	59.3	59.3	100.0
	Total	327	100.0	100.0	

Ethnicity

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Malay	146	44.6	44.6	44.6
Chinese	83	25.4	25.4	70.0
Indian	95	29.1	29.1	99.1
Others	3	.9	.9	100.0
Total	327	100.0	100.0	

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <20	6	1.8	1.8	1.8
21-30	149	45.6	45.6	47.4
31-40	110	33.6	33.6	81.0
41-50	40	12.2	12.2	93.3
51-60	19	5.8	5.8	99.1
>60	3	.9	.9	100.0
Total	327	100.0	100.0	

Marital

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Single	144	44.0	44.0	44.0
Married	183	56.0	56.0	100.0
Total	327	100.0	100.0	

Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Primary	2	.6	.6	.6
Secondary	48	14.7	14.7	15.3
College	100	30.6	30.6	45.9
Degree	148	45.3	45.3	91.1
Post Degree	29	8.9	8.9	100.0
Total	327	100.0	100.0	

Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Student	13	4.0	4.0	4.0
Employee	284	86.9	86.9	90.8
Self Employed	18	5.5	5.5	96.3
Unemployed	5	1.5	1.5	97.9
Housewife	7	2.1	2.1	100.0
Total	327	100.0	100.0	

Income

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <1000	22	6.7	6.7	6.7
1001-3000	107	32.7	32.7	39.4
3001-5000	132	40.4	40.4	79.8
5001-7000	36	11.0	11.0	90.8
7001-9000	12	3.7	3.7	94.5
9001-11000	2	.6	.6	95.1
>11001	2	.6	.6	95.7
No income	14	4.3	4.3	100.0
Total	327	100.0	100.0	

Appendix L: Descriptive Statistics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
UV	327	1.00	7.00	5.3982	1.30130
HV	327	1.00	7.00	5.2232	1.29471
BS	327	1.22	7.00	5.2847	1.02081
EA	327	1.00	7.00	4.3443	1.50548
BT	327	1.00	7.00	4.9132	1.06722
BR	327	1.00	7.00	5.6682	1.20263
BL	327	1.00	7.00	4.8673	1.33756
Valid N (listwise)	327				



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Appendix M

Outer Loadings

	Brand Loyalty	Brand Reputation	Brand Satisfaction	Brand Trust	Emotional Attachment	Hedonic Value	Utilitarian Value
BL1	0.870						
BL2	0.914						
BL3	0.877						
BL4	0.863						
BL5	0.852						
BR1		0.913					
BR2		0.945					
BR3		0.916					
BR4		0.922					
BS1			0.745				
BS2			0.836				
BS3			0.832				
BS4			0.862				
BS5			0.850				
BS6			0.684				
BS7			0.857				
BS8			0.839				
BS9			0.839				
BT1				0.821			
BT2				0.853			
BT3				0.854			
BT4				0.879			
BT5				0.847			
BT6				0.850			
BT7				0.869			
BT8				0.812			
EA1					0.867		
EA2					0.912		
EA3					0.893		
EA4					0.914		
EA5					0.920		
HV1						0.825	
HV2						0.915	
HV3						0.888	
HV4						0.901	
HV5						0.891	
UV1							0.724
UV2							0.871
UV3							0.882
UV4							0.843
UV5							0.909

Appendix N

Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Loyalty	0.924	0.928	0.943	0.767
Brand Reputation	0.943	0.943	0.959	0.854
Brand Satisfaction	0.937	0.940	0.948	0.669
Brand Trust	0.944	0.945	0.954	0.720
Emotional Attachment	0.942	0.943	0.956	0.812
Hedonic Value	0.930	0.937	0.947	0.782
Utilitarian Value	0.901	0.909	0.927	0.719



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Appendix O

Cross Loadings

	Brand Loyalty	Brand Reputation	Brand Satisfaction	Brand Trust	Emotional Attachment	Hedonic Value	Utilitarian Value
BL1	0.870	0.571	0.465	0.587	0.637	0.205	0.185
BL2	0.914	0.612	0.507	0.613	0.649	0.215	0.219
BL3	0.877	0.481	0.405	0.549	0.596	0.186	0.167
BL4	0.863	0.577	0.454	0.492	0.459	0.193	0.172
BL5	0.852	0.499	0.378	0.494	0.486	0.189	0.174
BR1	0.571	0.913	0.432	0.441	0.342	0.232	0.286
BR2	0.573	0.945	0.528	0.529	0.428	0.296	0.320
BR3	0.595	0.916	0.549	0.576	0.431	0.298	0.339
BR4	0.585	0.922	0.475	0.486	0.399	0.207	0.298
BS1	0.378	0.491	0.745	0.580	0.305	0.396	0.367
BS2	0.327	0.398	0.836	0.573	0.290	0.432	0.407
BS3	0.368	0.484	0.832	0.614	0.390	0.426	0.382
BS4	0.396	0.467	0.862	0.592	0.322	0.383	0.350
BS5	0.428	0.492	0.850	0.620	0.352	0.387	0.360
BS6	0.466	0.315	0.684	0.511	0.573	0.285	0.191
BS7	0.456	0.430	0.857	0.590	0.378	0.359	0.285
BS8	0.456	0.405	0.839	0.630	0.432	0.371	0.313
BS9	0.479	0.455	0.839	0.641	0.457	0.336	0.274
BT1	0.524	0.498	0.626	0.821	0.481	0.296	0.307
BT2	0.568	0.542	0.658	0.853	0.488	0.260	0.268
BT3	0.520	0.430	0.642	0.854	0.515	0.318	0.250
BT4	0.538	0.470	0.633	0.879	0.537	0.307	0.248
BT5	0.502	0.394	0.623	0.847	0.571	0.264	0.207
BT6	0.553	0.460	0.582	0.850	0.554	0.245	0.222
BT7	0.566	0.508	0.625	0.869	0.562	0.256	0.245
BT8	0.485	0.428	0.551	0.812	0.522	0.232	0.207
EA1	0.584	0.390	0.444	0.550	0.867	0.226	0.155
EA2	0.597	0.411	0.456	0.547	0.912	0.202	0.129
EA3	0.596	0.430	0.448	0.580	0.893	0.253	0.155
EA4	0.579	0.379	0.399	0.555	0.914	0.222	0.132
EA5	0.571	0.339	0.368	0.573	0.920	0.166	0.077
HV1	0.219	0.223	0.341	0.216	0.177	0.825	0.680
HV2	0.201	0.256	0.402	0.289	0.223	0.915	0.689
HV3	0.163	0.260	0.475	0.347	0.202	0.888	0.645
HV4	0.193	0.279	0.421	0.307	0.239	0.901	0.670
HV5	0.236	0.212	0.382	0.242	0.206	0.891	0.634
UV1	0.274	0.322	0.343	0.236	0.141	0.559	0.724
UV2	0.113	0.235	0.329	0.210	0.108	0.641	0.871
UV3	0.177	0.278	0.338	0.253	0.133	0.677	0.882
UV4	0.101	0.204	0.274	0.234	0.079	0.606	0.843
UV5	0.202	0.356	0.393	0.280	0.137	0.675	0.909

Appendix P

Fornell-Larcker Criterion

	Brand Loyalty	Brand Reputation	Brand Satisfaction	Brand Trust	Emotional Attachment	Hedonic Value	Utilitarian Value
Brand Loyalty	0.876						
Brand Reputation	0.629	0.924					
Brand Satisfaction	0.508	0.537	0.818				
Brand Trust	0.628	0.550	0.729	0.848			
Emotional Attachment	0.650	0.433	0.470	0.623	0.901		
Hedonic Value	0.226	0.280	0.461	0.321	0.238	0.884	
Utilitarian Value	0.211	0.337	0.402	0.288	0.144	0.748	0.848



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Appendix Q

Heterotrait-Monotrait Ratio (HTMT)

	Brand Loyalty	Brand Reputation	Brand Satisfaction	Brand Trust	Emotional Attachment	Hedonic Value	Utilitarian Value
Brand Loyalty							
Brand Reputation	0.671						
Brand Satisfaction	0.546	0.569					
Brand Trust	0.668	0.582	0.774				
Emotional Attachment	0.692	0.459	0.506	0.660			
Hedonic Value	0.246	0.297	0.488	0.338	0.252		
Utilitarian Value	0.223	0.357	0.428	0.310	0.153	0.818	



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Appendix R

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Reputation -> Brand Loyalty	0.430	0.419	0.068	6.358	0.000
Brand Reputation*Brand Trust -> Brand Loyalty	0.072	0.060	0.040	1.810	0.035
Brand Satisfaction -> Brand Trust	0.559	0.561	0.059	9.451	0.000
Brand Trust -> Brand Loyalty	0.421	0.424	0.060	7.050	0.000
Emotional Attachment -> Brand Trust	0.361	0.360	0.052	6.935	0.000
Hedonic Value -> Brand Satisfaction	0.365	0.365	0.090	4.070	0.000
Hedonic Value -> Emotional Attachment	0.295	0.300	0.089	3.330	0.000
Utilitarian Value -> Brand Satisfaction	0.129	0.133	0.089	1.447	0.074
Utilitarian Value -> Emotional Attachment	-0.077	-0.075	0.092	0.833	0.203



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Appendix S

R Square

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Loyalty	0.517	0.523	0.043	11.911	0.000
Brand Satisfaction	0.220	0.232	0.065	3.381	0.000
Brand Trust	0.632	0.639	0.042	15.089	0.000
Emotional Attachment	0.059	0.070	0.032	1.822	0.034



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Appendix T

f Square

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Reputation*Brand Trust -> Brand Loyalty	0.015	0.015	0.018	0.834	0.202
Brand Satisfaction -> Brand Trust	0.663	0.702	0.208	3.190	0.001
Brand Trust -> Brand Loyalty	0.249	0.262	0.080	3.095	0.001
Emotional Attachment -> Brand Trust	0.276	0.284	0.074	3.705	0.000
Hedonic Value -> Brand Satisfaction	0.075	0.083	0.044	1.705	0.044
Hedonic Value -> Emotional Attachment	0.041	0.047	0.027	1.485	0.069
Utilitarian Value -> Brand Satisfaction	0.009	0.015	0.017	0.564	0.286
Utilitarian Value -> Emotional Attachment	0.003	0.007	0.008	0.339	0.367



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Appendix U

Construct Crossvalidated Redundancy

	SSO	SSE	Q ² (=1-SSE/SSO)
Brand Loyalty	1,635.000	997.523	0.390
Brand Reputation	1,308.000	1,308.000	
Brand Reputation*Brand Trust	10,464.000	10,464.000	
Brand Satisfaction	2,943.000	2,518.228	0.144
Brand Trust	2,616.000	1,429.962	0.453
Emotional Attachment	1,635.000	1,562.124	0.045
Hedonic Value	1,635.000	1,635.000	
Utilitarian Value	1,635.000	1,635.000	



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