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THE MEDIATING EFFECT OF BRAND TRUST ON THE RELATIONSHIPS
BETWEEN DIMENSIONS OF BRAND EQUITY AND PURCHASE INTENTION
TOWARD SMARTPHONE



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THE MEDIATING EFFECT OF BRAND TRUST ON THE RELATIONSHIPS
BETWEEN DIMENSIONS OF BRAND EQUITY AND PURCHASE INTENTION
TOWARD SMARTPHONE

By

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



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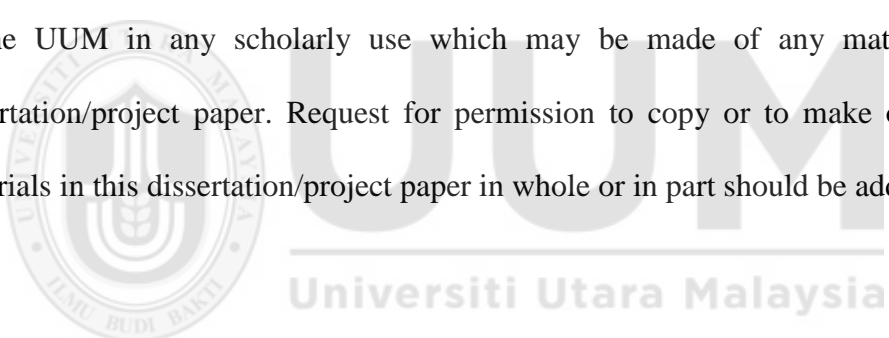
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ABSTRACT

It has been stated that the technology of smartphone greatly affects the behavior of people and their attitude toward the purchase. However, there are lack of studies on the purchase intention of customer regarding smartphone usage among young adults has been reported by several researchers at particular in Malaysia. Thus, the current study investigates the relationships between brand equity dimensions namely, brand awareness, perceived quality, brand association and brand loyalty on behavior intention to purchase the smartphone brands. Moreover, this study also explores the mediation effect of brand trust on the relationship between brand equity elements and purchase intention towards smartphone brand in Malaysia. The main purpose of this study was to investigate the mediating effect of brand trust (BT) on the relationship between brand awareness (BAW), perceived quality (PQ), brand association (BAS), brand loyalty (BLO), and purchase intention (PI) of smartphone brands in Malaysia. The findings of the study showed evidence of the significant and positive relationship between PQ, BLO, and PI; while BAW and BAS have insignificant relationship. The results also presented that BAS, PQ, and BLO have positive effect on PI, while BAW has insignificant influence. The results further support the positive relationship between BT and PI. Interestingly, the findings of the research further show that BT mediates the relationship between BAS, BLO, and PI. This empirical study provided fruitful implications to marketers by making significant contributions to the brand management. It also contributes to new knowledge on the existing body of brand management literature by systematically exploring the influence BAW, PQ, BAS, BT, and BLO on PI of smartphone brands in Malaysia. Marketers should improve brand quality, and enhance awareness which may encourage customers to purchase the smartphone brand.

ABSTRAK

Telah dinyatakan bahawa teknologi telefon pintar sangat mempengaruhi tingkah laku seseorang dan sikap mereka terhadap pembelian. Walau bagaimanapun, terdapat kekurangan kajian mengenai niat pembelian pelanggan mengenai penggunaan telefon pintar di kalangan orang muda seperti yang telah dilaporkan oleh beberapa penyelidik khususnya di Malaysia. Oleh itu, kajian ini menyiasat hubungan di antara dimensi ekuiti jenama iaitu kesedaran jenama, persepsi kualiti, persatuan jenama dan kesetiaan jenama terhadap niat tingkah laku untuk membeli jenama telefon pintar. Selain itu, kajian ini juga meneroka kesan mediasi kepercayaan jenama terhadap hubungan antara elemen ekuiti jenama dan niat pembelian ke arah jenama telefon pintar di Malaysia. Tujuan utama kajian ini adalah untuk menyiasat kesan pengantara jenama amanah (BT) mengenai hubungan antara kesedaran jenama (BAW), persepsi kualiti (PQ), persatuan jenama (BAS), kesetiaan jenama (BLO), dan niat pembelian (PI) jenama telefon pintar di Malaysia. Penemuan kajian menunjukkan bukti hubungan yang signifikan dan positif antara PQ, BLO, dan PI; manakala BAW dan BAS mempunyai hubungan yang tidak signifikan. Hasilnya juga menunjukkan bahawa BAS, PQ, dan BLO mempunyai kesan positif terhadap PI, sementara BAW mempunyai pengaruh yang tidak penting. Keputusan selanjutnya menyokong hubungan positif antara BT dan PI. Menariknya, penemuan kajian selanjutnya menunjukkan bahawa BT mengantara hubungan antara BAS, BLO, dan PI. Kajian empirikal ini memberikan implikasi yang membuahkan hasil kepada para pemasar dengan membuat sumbangan penting kepada pengurusan jenama. Ia juga menyumbang kepada pengetahuan baru mengenai kesusasteraan pengurusan jenama yang sedia ada dengan secara sistematik menerokai pengaruh BAW, PQ, BAS, BT, dan BLO pada PI jenama telefon pintar di Malaysia. Pemasar harus meningkatkan kualiti jenama, dan meningkatkan kesedaran yang boleh menggalakkan pelanggan membeli jenama telefon pintar.

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List of Abbreviation

BAW	Brand Awareness
PQ	Perceived Quality
BAS	Brand Awareness
BLO	Brand Loyalty
BT	Brand Trust
PI	Purchase Intention



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CHAPTER ONE

INTRODUCTION

1.1 Background of Study

The branding practice is as old as history. It can be traced back to time when craftsmen and artists tried to distinguish their products from those of others by way of marking or signing (Hakala, Svensson, & Vincze, 2012). With the increasing need to differentiate some products from others, the brand has now become one of the most powerful marketing tools used by several organizations all over the world. It has been argued that a brand adds effective dimensions to products or services. The addition of these effective dimensions are done through differentiation from other goods or services created to satisfy similar wants and needs of consumers (Hakala et al., 2012). The total value of the brand for the firm and which the brand shows in the customers' mind is considered to be as the brand equity (Keller, 1993).

A vast array of literature and studies have been carried out on brand equity. According to Peng, K. F & Wen, (2014), in recent years the brand equity area has acknowledged significant research attention. Yet, very few empirical studies have paid attention to the correlation between how consumers respond and consumer based-brand equity (Buil, Martinez, & De Chernatony, 2013). Similarly, Leone, Keller, Luo, Mcalister, and Srivastava (2006) argue that contemporary marketing interest has been centered on brand equity and customer equity without commensurate research that tries to reconcile the relationship among the two thoughts. Still in the same vein, Broyles, Leingpibul. Ross, and Foster (2010) have observed that brand equity plays a major

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Appendix A

Research Questionnaire



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Dear Student,

I am a student of School of Business Management at the above-named university currently working on my research in partial fulfillment for the award of MSc Management title **“The mediating effect of brand trust on the relationship between dimension of brand equity and purchase intention toward Smartphone”**. Thank you in advance for taking your valuable time to fill in this questionnaire. Please be assured that your responses will only be used for academic purpose. Hence, your identity will never be known throughout any part of the research process.

Thank you very much in anticipation of your responses.

Your sincerely,

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Section A. Demographic Information

Please put a tick mark (√) in front of the appropriate answer.

1. Gender

- Male
- Female

2. Level of education

- Foundation
- Undergraduates
- Postgraduates

3. Marital Status

- Married
- Single
- Others

4. Which of the following Collage do you study? (mark the suitable box)

- UUM Foundation Center
- College of Art & sciences (UUM CAS)
- College of Business (UUM COB)
- College of Law, Government & International Studies (UUM COLGIS)
- Awang Had Salleh Graduate School of Arts and Sciences (AHSGS)
- Othman Yeop Abdullah Graduate School of Business (OYAGSB)
- Ghazali Shafie Graduate School of Government (GSGSG)

5. Ethnic Group

- Malay
- Chinese
- Indian
- Others

6. The smartphone brand you are CURRENTLY using.

- Samsung Oppo Huawei Asus Apple Others
please (mention)

Section B:

The following statements are designed to evaluate your perception of brand dimensions of smartphone. Please refer to the Smartphone brand that you are currently using .

Kindly tick (/) the degree to which you Strongly agree or Strongly Disagree with the statements using the likert scale of 1-5 with 1 being SD=Strongly Disagree, D=Disagree, N=Neutral, A=Agree and SA=Strongly Agree.

*Note: This questionnaires contain two languages, English and Malay. You are required to mark **ONLY ONE LANGUAGE**.*

*Nota: Soal Selidik ini mengandungi dua bahasa, Bahasa Inggeris dan Bahasa Melayu. Anda diminta untuk menandakan hanya dalam **SATU BAHASA SAHAJA**.*

Code	Items	(SD)	(D)	(N)	(A)	(SA)
AW1	I am aware of this smartphone brand Saya mengetahui jenama telefon pintar ini					
AW2	I can recognize my Smartphone brand among other competitors' brands. Saya dapat mengenali jenama telefon pintar saya berbanding jenama pesaing lain.					
AW3	When i think of a smartphone, my smartphone brand is one of the brands that come to my mind Apabila saya memikirkan telefon pintar, jenama telefon pintar saya adalah satu jenama yang masuk ke dalam fikiran saya.					
AW4	I am familiar with my Smartphone brand Saya sudah biasa dengan jenama telefon pintar saya					
PQ1	My smartphone brand is reliable brand Jenama telefon pintar saya adalah jenama yang boleh dipercayai					
PQ2	My smartphone has excellent features Telefon pintar saya mempunyai ciri-ciri yang sangat baik					
PQ3	My smartphone has good quality Telefon pintar saya mempunyai kualiti yang baik					
PQ4	This smartphone brand is safe to use Jenama telefon pintar ini selamat untuk digunakan					
ASS1	My smartphones brand is worthy for the price. Jenama telefon pintar saya berpatutan untuk harga.					
ASS2	My smartphone brand has same benefits compare the others brand. Jenama telefon pintar ini mempunyai faedah yang sama berbanding dengan jenama yang lain.					
ASS3	I believe that the company of this Smartphone is socially responsible Saya percaya bahawa syarikat telefon pintar ini bertanggungjawab secara social					
LO1	I consider myself to be loyal to this smartphone brand					

	Saya setia kepada jenama telefon pintar ini					
LO2	I will recommend my friend to buy this smartphone.					
	Saya akan mengesyorkan kepada rakan saya untuk membeli telefon pintar ini.					
LO3	I will buy this Smartphone brand without doubt					
	Saya akan membeli jenama telefon pintar ini tanpa ragu					
BT1	I trust this smartphone brand.					
	Saya mempercayai jenama telefon pintar ini.					
BT2	I rely on this smartphone brand					
	Saya bergantung pada jenama telefon pintar ini					
BT3	This smartphone brand meets my expectations					
	Jenama telefon pintar ini memenuhi jangkaan saya					
BT4	I feel very comfortable purchasing this smartphone brand					
	Saya merasa sangat selesa untuk membeli jenama telefon pintar ini					
BT5	This smartphone brand always delivers on what they promise.					
	Jenama telefon pintar ini sentiasa menyampaikan apa yang mereka janjikan.					
PI1	Consider this Smartphone is my first choice if I buy same Smartphone product through online					
	Mempertimbangkan telefon pintar ini sebagai pilihan pertama saya, jika saya membeli produk telefon pintar yang sama melalui internet					
PI2	I prefer to buy my smartphones brand					
	Saya lebih suka membeli jenama telefon pintar saya					
PI3	It is very likely that I will buy this smartphone brand					
	Kemungkinan besar saya akan membeli jenama telefon pintar ini					

Thank you very much for your cooperation.

Appendix B

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
	BAW	385	2.50	5.00	4.2182	.57858	-.255-	.124	-.576-
PQ	385	2.75	5.00	4.2000	.59452	-.243-	.124	-.804-	.248
BAS	385	2.33	5.00	4.1143	.59042	-.079-	.124	-.472-	.248
BLO	385	1.67	5.00	3.9368	.73463	-.331-	.124	-.276-	.248
BT	385	2.40	5.00	3.9486	.63324	-.043-	.124	-.491-	.248
PI	385	2.00	5.00	3.9455	.74627	-.345-	.124	-.465-	.248
Valid N (listwise)	385								

Correlations

		BAW	PQ	BAS	BLO
BAW	Pearson Correlation	1	.664**	.464**	.578**
	Sig. (2-tailed)		.000	.000	.000
	N	385	385	385	385
PQ	Pearson Correlation	.664**	1	.528**	.616**
	Sig. (2-tailed)	.000		.000	.000
	N	385	385	385	385
BAS	Pearson Correlation	.464**	.528**	1	.482**
	Sig. (2-tailed)	.000	.000		.000
	N	385	385	385	385
BLO	Pearson Correlation	.578**	.616**	.482**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	385	385	385	385

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

1.IV- DV

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	BLO, BAS, BAW, PQ	.	Enter

a. All requested variables entered.

b. Dependent Variable: PI

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.718 ^a	.516	.511	.52202	1.764

a. Predictors: (Constant), BLO, BAS, BAW, PQ

b. Dependent Variable: PI

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	110.302	4	27.576	101.192	.000 ^b
	Residual	103.552	380	.273		
	Total	213.855	384			

a. Dependent Variable: PI

b. Predictors: (Constant), BAW, BAS, BLO, PQ

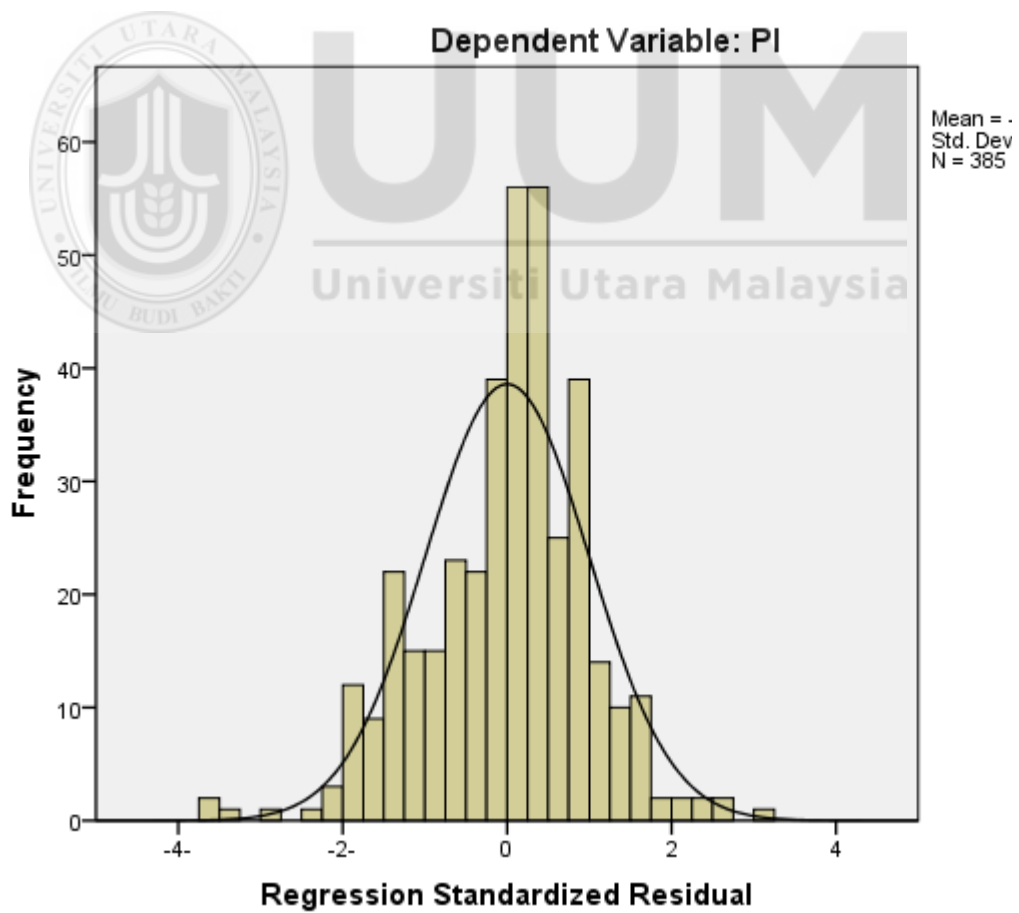
Coefficients^a

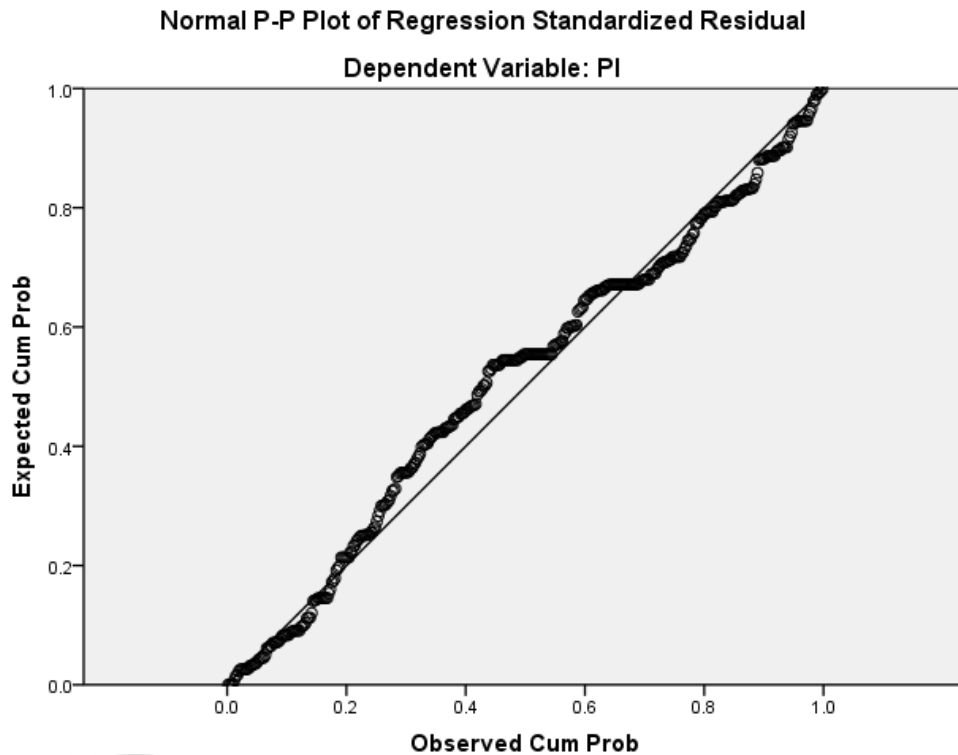
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.572	.229		2.501	.013		
	BAW	.049	.065	.038	.762	.446	.506	1.978
	PQ	.225	.067	.179	3.361	.001	.448	2.232
	BAS	-.021	.055	-.017	-.382	.703	.672	1.489
	BLO	.586	.049	.577	11.961	.000	.548	1.825

a. Dependent Variable: PI

Histogram

Dependent Variable: PI





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2. iv-mv

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	BLO, BAS, BAW, PQ	.	Enter

a. All requested variables entered.

b. Dependent Variable: BT

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.792 ^a	.627	.623	.38880

a. Predictors: (Constant), BLO, BAS, BAW, PQ

b. Dependent Variable: BT

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	96.539	4	24.135	159.658	.000 ^a
	Residual	57.443	380	.151		
	Total	153.982	384			

a. Predictors: (Constant), BLO, BAS, BAW, PQ

b. Dependent Variable: BT

**Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.423	.170		2.487	.013
	BAW	-.041	.048	-.037	-.845	.399
	PQ	.294	.050	.276	5.895	.000
	BAS	.178	.041	.166	4.348	.000
	BLO	.439	.036	.510	12.036	.000

a. Dependent Variable: BT

3. mv-dv

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	BT ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: PI

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.766 ^a	.587	.586	.48011

a. Predictors: (Constant), BT

b. Dependent Variable: PI

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	125.572	1	125.572	544.777	.000 ^a
	Residual	88.282	383	.231		
	Total	213.855	384			

a. Predictors: (Constant), BT

b. Dependent Variable: PI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.380	.155		2.454	.015
	BT	.903	.039	.766	23.340	.000

a. Dependent Variable: PI

4. Mediating

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	BLO, BAS, BAW, PQ	.	Enter
2	BT ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: PI

Model Summary^c

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.718 ^a	.516	.511	.52202
2	.798 ^b	.637	.632	.45269

a. Predictors: (Constant), BLO, BAS, BAW, PQ

b. Predictors: (Constant), BLO, BAS, BAW, PQ, BT

c. Dependent Variable: PI

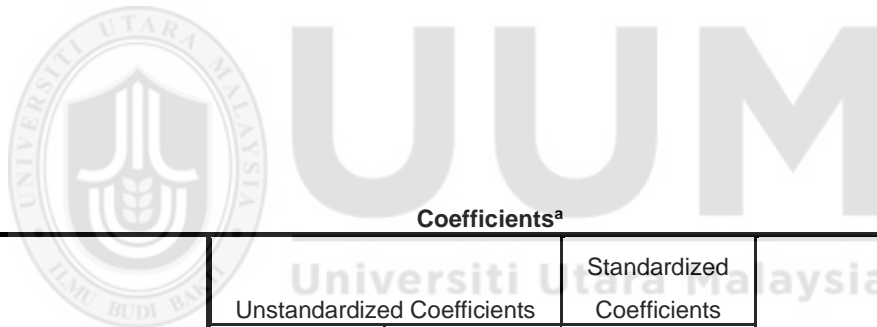
ANOVA^c

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	110.302	4	27.576	101.192	.000 ^a
	Residual	103.552	380	.273		
	Total	213.855	384			
2	Regression	136.187	5	27.237	132.913	.000 ^b
	Residual	77.667	379	.205		
	Total	213.855	384			

a. Predictors: (Constant), BLO, BAS, BAW, PQ

b. Predictors: (Constant), BLO, BAS, BAW, PQ, BT

c. Dependent Variable: PI



Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.572	.229		2.501	.013
	BAW	.049	.065	.038	.762	.446
	PQ	.225	.067	.179	3.361	.001
	BAS	-.021	.055	-.017	-.382	.703
	BLO	.586	.049	.577	11.961	.000
2	(Constant)	.287	.200		1.438	.151
	BAW	.077	.056	.059	1.365	.173
	PQ	.028	.061	.022	.456	.648
	BAS	-.141	.049	-.111	-2.876	.004
	BLO	.291	.050	.287	5.832	.000
	BT	.671	.060	.570	11.239	.000

a. Dependent Variable: PI

5. Frequency Table

Gender of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	130	33.8	33.8	33.8
	Female	255	66.2	66.2	100.0
	Total	385	100.0	100.0	

Education of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Foundation	12	3.1	3.1	3.1
	Undergraduates	315	81.8	81.8	84.9
	Postgraduates	58	15.1	15.1	100.0
	Total	385	100.0	100.0	

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	"Married"	40	10.4	10.4	10.4
	"Single"	334	86.8	86.8	97.1
	Others	11	2.9	2.9	100.0
	Total	385	100.0	100.0	

Which of the following colleges do you study

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	"Foundation Center"	14	3.6	3.6	3.6
	"UUM CAS"	86	22.3	22.3	26.0
	"UUM COB"	214	55.6	55.6	81.6
	UUM AHSGS	43	11.2	11.2	92.7
	"UUM AHSGS"	10	2.6	2.6	95.3
	"UUM OYAGSB"	8	2.1	2.1	97.4
	"UUM GSGSG"	10	2.6	2.6	100.0
	Total	385	100.0	100.0	

Ethnic Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	224	58.2	58.2	58.2
	Chinese	81	21.0	21.0	79.2
	Indian	30	7.8	7.8	87.0
	Others	50	13.0	13.0	100.0
	Total	385	100.0	100.0	

The smartphone brand you are currently using

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Samsung	106	27.5	27.5	27.5
	Oppo	42	10.9	10.9	38.4
	Huawei	26	6.8	6.8	45.2
	Asus	34	8.8	8.8	54.0
	Apple	59	15.3	15.3	69.4
	Others	118	30.6	30.6	100.0
	Total	385	100.0	100.0	

6. Reliability

BAS:

Reliability Statistics	
Cronbach's Alpha	N of Items
.744	4

PQ

Reliability Statistics	
Cronbach's Alpha	N of Items
.862	4

BAS

Reliability Statistics	
Cronbach's Alpha	N of Items
.704	3

BLO

Reliability Statistics

Cronbach's Alpha	N of Items
.825	3

BT

Reliability Statistics

Cronbach's Alpha	N of Items
.869	5

PI

Reliability Statistics

Cronbach's Alpha	N of Items
.832	3

