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**PREDICTORS OF BRAND REFERRAL BEHAVIORS OF  
COSMETIC BRAND AMONG GEN-Y CONSUMERS**



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BRAND AMONG GEN-Y CONSUMERS**

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**UUM**  
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**Thesis Submitted to  
School of Business Management, College of Business,  
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In Partial Fulfillment of Requirement for the Master of Science (Management)**



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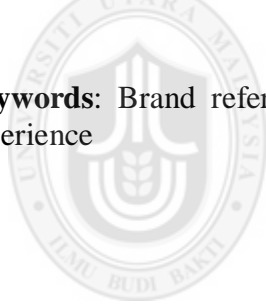
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## ABSTRACT

The purpose of this study is to examine the relationship between brand knowledge, brand personality, brand experience and brand referral behaviors among Gen-Y in context of cosmetic brand among UUM undergraduate business students. In total, 350 questionnaires were distributed to UUM School of Business Management (SBM) undergraduate students. However, only 338 questionnaires were returned and only 335 questionnaires were usable for further analysis. The data collected through this survey was analyzed by using the Statistical Package for Social Science (SPSS) version 23. This study used random sampling method which includes both proportionate sampling and systematic sampling. Proportionate sampling is to identify adequate and relevant number of sample for each program under SBM and systematic sampling specifically to choose the right respondent. The descriptive analysis was used to determine the respondent's profile. Findings of this study revealed that brand knowledge has a positive significant relationship towards brand referral behaviors. Meanwhile, it was found that brand personality and brand experience has no significant relationship towards brand referral behaviors. This study will help managers and marketers to understand more deeply about brand referral behaviors among Gen-Y. Finally, this study proposes several recommendations for future research.

**Keywords:** Brand referral behaviors, brand knowledge, brand personality, brand experience



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## ABSTRAK

Tujuan kajian ini adalah untuk mengkaji hubungan antara pengetahuan jenama, personaliti jenama, pengalaman jenama dan tingkah laku rujukan jenama terhadap Gen-Y dalam konteks jenama kosmetik di kalangan pelajar sarjana muda perniagaan di UUM. Secara keseluruhannya, 350 soal selidik telah diedarkan kepada responden yang terdiri daripada pelajar sarjana muda Sekolah Pengurusan Perniagaan (SBM) UUM. Bagaimanapun, hanya 338 soal selidik telah dikembalikan dan hanya 335 soal selidik yang boleh digunakan untuk analisis selanjutnya. Data yang dikumpul melalui kajian ini dianalisis dengan menggunakan Statistical Package for Social Science (SPSS) versi 23. Kajian ini menggunakan kaedah pensampelan secara rawak yang merangkumi persampelan berpadanan dan persampelan sistematik. Persampelan berpadanan adalah untuk mengenal pasti bilangan sampel yang mencukupi dan relevan untuk setiap program di bawah SBM dan pensampelan sistematik khusus untuk memilih responden yang tepat. Analisis deskriptif telah digunakan untuk menentukan profil responden. Hasil kajian ini mendapati pengetahuan jenama mempunyai hubungan yang signifikan positif terhadap tingkah laku rujukan jenama. Sementara itu, kajian mendapati bahawa personaliti jenama dan pengalaman jenama tidak mempunyai hubungan yang signifikan terhadap tingkah laku rujukan jenama. Kajian ini dapat membantu para pengurus dan pemasar memahami secara lebih mendalam mengenai tingkah laku rujukan jenama dalam kalangan Gen-Y. Akhir sekali, kajian ini mengemukakan beberapa cadangan untuk kajian yang akan datang.

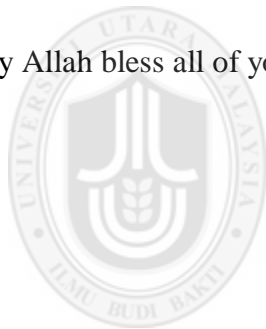
**Kata kunci:** Tingkah laku rujukan jenama, pengetahuan jenama, personaliti jenama, pengalaman jenama

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May Allah bless all of you for your kindness. Amin.





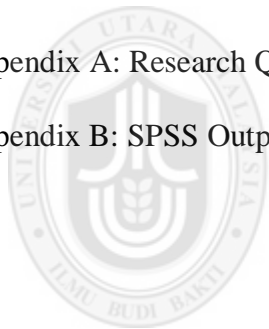
## TABLE OF CONTENTS

<b>PERMISSION TO USE</b> .....	iii
<b>ABSTRACT</b> .....	iv
<b>ABSTRAK</b> .....	v
<b>ACKNOWLEDGEMENT</b> .....	vi
<b>LIST OF TABLES</b> .....	xi
<b>LIST OF FIGURES</b> .....	xii
<b>LIST OF ABBREVIATIONS</b> .....	xiii
<b>LIST OF APPENDICES</b> .....	xiv
<b>CHAPTER 1: INTRODUCTION</b> .....	1
1.0 Introduction .....	1
1.1 Background of Study.....	1
1.2 Problem Statement .....	4
1.3 Research Question.....	9
1.4 Research Objective .....	10
1.5 Significant of Study .....	11
1.5.1 Theoretical Contributions .....	11
1.5.2 Practical Contributions.....	11
1.6 Scope of Study .....	12
1.7 Key Definition of Terms .....	13
1.7.1 Brand Referral Behaviors.....	13
1.7.2 Brand Knowledge .....	13
1.7.3 Brand Personality .....	13
1.7.4 Brand Experience.....	14
1.8 Organizational of Study.....	14

1.9 Conclusion .....	15
<b>CHAPTER 2: LITERATURE REVIEW .....</b>	<b>16</b>
2.0 Introduction .....	16
2.1 Brand Referral Behaviors .....	16
2.2 Brand Knowledge .....	18
2.3 Brand Personality .....	19
2.4 Brand Experience .....	21
2.5 Model Related to Brand Referral Behaviors .....	24
2.6 Theoretical Framework .....	26
2.7 Development of Hypothesis .....	28
2.7.1 Brand Knowledge and Brand Referral Behaviors .....	28
2.7.2 Brand Personality and Brand Referral Behaviors.....	29
2.7.3 Brand Experience and Brand Referral Behaviors.....	30
2.8 Chapter Summary .....	31
<b>CHAPTER 3: RESEARCH METHODOLOGY .....</b>	<b>32</b>
3.0 Introduction .....	32
3.1 Research Design.....	32
3.1.1 Type of Study .....	32
3.1.2 Sources of Data.....	33
3.1.3 Unit of Analysis .....	33
3.1.4 Population of Frame.....	33
3.1.5 Sampling and Sampling Technique .....	34
3.2 Operational Definition and Measurement .....	34
3.2.1 Brand Referral Behaviors .....	35
3.2.2 Brand Knowledge .....	35

3.2.3 Brand Personality .....	36
3.2.4 Brand Experience.....	37
3.3 Instrumentation .....	38
3.4 Data Collection Procedures .....	39
3.5 Data Analysis Techniques .....	41
3.5.1 Pilot Test .....	41
3.5.2 Descriptive Analysis .....	42
3.5.3 Reliability Test .....	42
3.5.4 Normality Test.....	43
3.5.5 Correlation Analysis .....	43
3.5.6 Multiple Regression Analysis .....	44
3.6 Chapter Summary .....	44
<b>CHAPTER 4: RESULT AND FINDINGS</b> .....	<b>45</b>
4.0 Introduction .....	45
4.1 Response Rate.....	45
4.2 Descriptive Analysis .....	46
4.3 Reliability Analysis.....	48
4.4 Normality Test .....	50
4.5 Pearson’s Correlation Analysis.....	51
4.6 Multiple Regression Analysis.....	52
4.7 Chapter Summary .....	54
<b>CHAPTER 5: CONCLUSION AND RECOMMENDATIONS</b> .....	<b>55</b>
5.0 Introduction .....	55
5.1 Discussion of the Findings .....	55
5.1.1 Relationship between Brand Knowledge and Brand Referral Behaviors..	55

5.1.2 Relationship between Brand Personality and Brand Referral Behaviors ..	56
5.1.3 Relationship between Brand Experience and Brand Referral Behaviors ..	57
5.1.4 Summarize of the Findings and Further Discussion .....	57
5.2 Implication of the Study .....	59
5.2.1 Theoretical Contributions.....	59
5.2.2 Practical Contributions.....	59
5.3 Limitations of the Study .....	60
5.4 Recommendation for Future Research.....	60
5.5 Conclusion .....	61
<b>REFERENCES</b> .....	62
<b>APPENDICES</b> .....	76
Appendix A: Research Questionnaire.....	76
Appendix B: SPSS Output .....	81



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## LIST OF TABLES

Table 1.1 The Most Valuable Cosmetic Brands in 2016 .....	2
Table 3.1 UUM Undergraduate Business Students Population .....	34
Table 3.2 Operational Definition and Items for Brand Referral Behaviors .....	35
Table 3.3 Operational Definition and Items for Brand Knowledge .....	36
Table 3.4 Operational Definition and Items for Brand Personality .....	37
Table 3.5 Operational Definition and Items for Brand Experience .....	38
Table 3.6 Sources of Variables Instruments.....	39
Table 3.7 Proportionate Sampling .....	41
Table 3.8 Reliability Statistics for Pilot Test .....	42
Table 3.9 Rule of Thumb for Cronbach's Alpha Coefficient Value .....	44
Table 3.10 Correlation Value and Strength of Relationship .....	44
Table 4.1 Summary of the Total Questionnaires and the Respondent Response Rate.....	46
Table 4.2 Demographic Information of Respondents .....	48
Table 4.3 Reliability Test .....	49
Table 4.4 Normality Test .....	51
Table 4.5 Correlations Results .....	53
Table 4.6 Multiple Regression Analysis .....	53
Table 4.7 Summary of Hypothesis Testing .....	54

## LIST OF FIGURES

Figure 1.1 Trust in Advertising .....	6
Figure 2.1 Brand Personality Scale.....	20
Figure 2.2 Dimensions of Experience Pyramid .....	22
Figure 2.3 Brand Resonance Pyramid .....	24
Figure 2.4 Theoretical Framework .....	27



## LIST OF ABBREVIATIONS

DKG	Dewan Kuliah Gugusan (Lecture hall)
eWOM	Electronic word-of-mouth
Gen-Y	Generation Y
SBM	School of Business Management
SME	Small and Medium Enterprise
SPSS	Statistical Packages for Social Science
UUM	Universiti Utara Malaysia
WOM	Word-of-mouth



## LIST OF APPENDICES

Appendix A: Research Questionnaire.....	76
Appendix B: SPSS Output .....	81





# CHAPTER 1

## INTRODUCTION











### 1.0 Introduction

This chapter starts with the background of the study on brand referral behaviors among Gen-Y. It is followed by the problem statement, research objectives, research questions, significant of the study and scope of the study. The chapter ends by providing the definition of the terms and the organization of remaining chapters.

### 1.1 Background of Study

Cosmetics industry plays significant roles in today's consumer life. In Malaysia, the value of cosmetic trade in 2013 is about RM1.65 billion (U.S. Commercial Service, 2015). Such development is supported by the emerging trends and rates of educated and carrier oriented people in each of population throughout the globe. Being a carrier women or men, they need to be looked attractive and maintain their physical appearance at the highest level (Sarwer, Leanne & Clark, 2003). The increasing demand of cosmetics products not only driven by women customers, it is also significantly influenced by men through metro sexual lifestyle (Tan, 2008). Hence, cosmetic market is a huge industry. Table 1.1 summarized to most popular cosmetics brand purchased by the consumers worldwide.

**Table 1.1**  
*The Most Valuable Cosmetic Brands in 2016.*

Ranking		Logo	Name
2016	2015		
1	1		L'Oréal Paris
2	2		Gillette
3	4		Nivea
4	6		Clinique
5	8		Chanel
6	3		Neutrogena
7	9		Garnier
8	7		Pantene
9	10		Estee Lauder
10	5		Dove

Source: Brand Finance, 2017

In Malaysia, cosmetics brands not only dominated by international brand such as L'oreal, Garnier, Nivea, local brands such as D'Herbs, Qu Puteh, Simply Siti, Nita Cosmetics and many more are also mushrooming in today's competitive market. Hence, such healthy competition also provides consumers with wide variety of options and selection. Marketers either international or local-based had tried numerous marketing strategies and tactics to gain consumer attention and retention.

Among others, through aggressive selling, they use sales promotion as well as the usage of celebrity endorser to their brand. For example, Elizabeth Arden uses the actress Catherine Zeta-Jones. And Garnier 'hire' Lisa Surihani as their brand ambassador. However, recent study indicated that celebrity endorsement no longer a profitable investment as it is inadequately influence consumer purchase decision and enhance brand loyalty among consumers (Erdogan, 1999; Agrawal & Kamakura, 1995). Based on the recent development, Gen-Y is believed to be a cost-effective agent for brand ambassadors through their brand referral behaviors.

In Malaysia, more than 15 million of the populations are working people in various fields (Malaysia Department of Statistic, 2017). Based on the record, Gen-Y contributes around 40%-50% of the total population of Malaysian workforce in 2014 (Maimunah, Atikah, Kim & Nurul Fariza, 2016). According to Valentine and Powers (2013), Gen-Y consumers have a unique characteristic and act differently in the market place and market space and harder to get. Gen-Y or commonly referred as millennial are more brand-conscious, enthusiastic, technology and market savvy (Petra, 2016) and highest level of motivation (Eastman & Liu, 2012). Thus, this could give challenges for marketers to strategize their marketing strategies and tactics to fulfill the Gen-Y needs and demands.

Accordingly, in academic literature, studies among Gen-Y had gained an increasing attention from numerous fields. Numerous studies have been done in understanding Gen-Y working attitude (Meier & Crocker, 2010), Gen-Y attitude towards brand (Petra, 2016), Gen-Y ethical behavior (VanMeter, Grisaffe, Chonko & Roberts, 2012) and Gen-Y lifestyle (Valentine & Powers, 2013). However, a study

that attempts to understand Gen-Y's brand referral behaviors and what influence them rather limited (Kim, Han & Park 2013). Hence, this study attempts to determine the influential factors on Gen-Y brand referral behaviors.

## **1.2 Problem Statement**

Today's market is filled with thousand of products and services, all of which are being rapidly commoditized, thus brand stand out from the scattered and attract attention. A strong brand name gained loyalty, trust, faith and mass market appeal. However, it is depending on how the brand is marketed, advertised and promoted. Through their brands, firms should thus work on developing and enhancing strong relationships with their consumers as this bond has been shown to contribute to increase revenues through repeated purchases, greater willingness to pay a premium (Grégoire & Fisher, 2006), positive word-of-mouth (WOM), promoting the brand (Wallace et al., 2014), higher brand loyalty and creation of more active brand communities (Becerra & Badrinarayanan, 2013). Such outcomes fully justify the increased interest found in the marketing literature for investigating the positive relationships between a consumer and a brand, which goes by various labels, including brand devotion, brand love, brand romance, brand attachment (Fetscherin, 2014) as well as brand referral behaviors.

In today competitive market brand success could be controlled not only by the owner of the brand. Consumers through their interaction in the market place and market space could enhanced and diluted the overall brand image and reputation. This could be done through their brand referral behaviors. In marketing literatures

such behaviors synonymous to word-of-mouth (Lee & Yuon, 2009). According to Riorini and Widayati (2015) brand referrals behaviors refers to consumer who believe strongly in certain products or service and they try to convinced others to buy or use it.

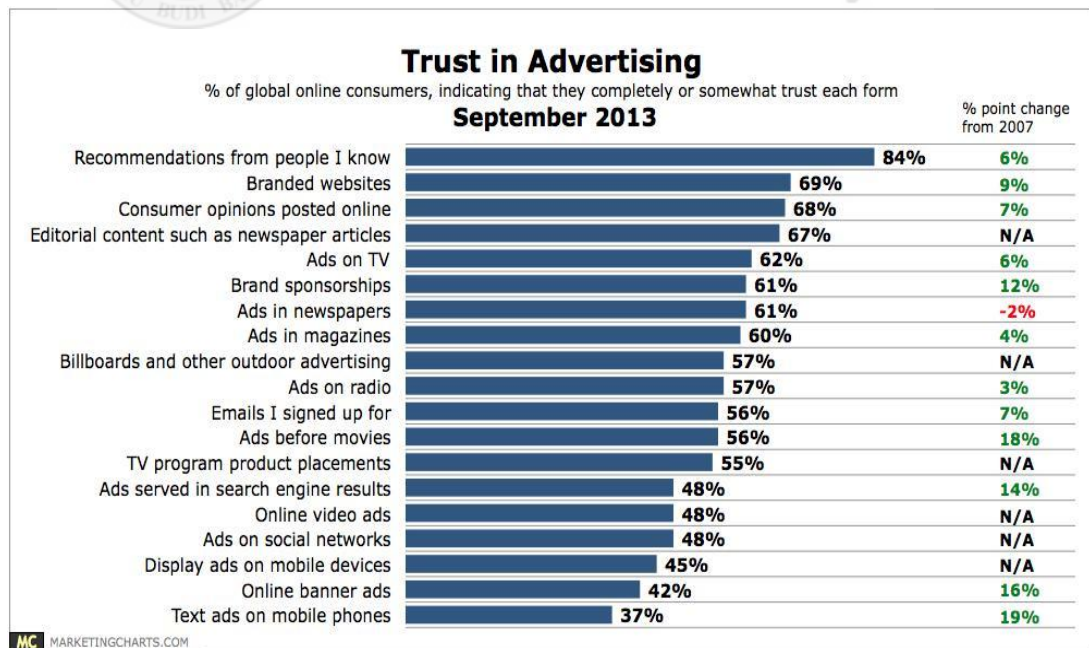
Based on the literature, brand referral behaviors could impact overall brand success in many ways such as improving trust (Becerra & Badrinarayanan, 2013), service quality (Parasuraman, Zeithaml & Berry, 1988), satisfaction (Anderson, 1998), perceived value (Hartline & Jones, 1996), relationship quality (Boles, Barksdale & Johnson, 1997) and intention to purchase (Crocker & Algina, 1986). This is especially critical for Gen-Y based on their characteristics that are brand-conscious, information-seeker and sharing information.

Brand referral has been frequently cited as the most effective form of communication in influencing consumers. As a result, brand referral behaviors play an even more important role today in shaping consumers' attitudes and buying behaviors (Yang, Hu, Winer & Assael, 2012). One study conducted by the US Office of Consumer Affairs indicated that, on average, one dissatisfied customer can be expected to tell nine other people about the experiences that resulted in the dissatisfaction. Satisfied customers, on the other hand, relate their story to an average of five other people. As seen, brand referral communication exerts a strong influence on consumer purchasing.

Academicians and practitioners highlighted the effectiveness and efficiency of brand referral behaviors as a means of customer acquisition, generally attributing

its effectiveness to its high credibility. Because customers communicate among themselves at no or low cost for the firm, band referral behaviors also can be a highly efficient means for gaining new customers (Garnefeld, Helm & Eggert, 2010). According to Word of Mouth Marketing Association, 92% of consumers worldwide trust recommendations from friends and family more than any form of advertising. In this respect, with creating pleased and faithful customers and receiving those customers' supports, firms have to be successful to provide positive word-of-mouth communication about products and services. Because, these customers, in some sense, are the advertisement sources that are volunteers, not charge a fee.

Nielsen's 2013 Global survey related to trust in advertising showed 84% of consumers worldwide are trustworthy on word-of-mouth recommendations from their trusted families and friends. The result of the study by Nielsen (2013) is shown in Figure 1.1 below.



**Figure 1.1**  
*Trust in Advertising*  
 Source: Nielsen Advertising Survey, 2013

Despite the interesting findings on Gen-Y behaviors in other business and non-business related performance (such as workforce, consumerism, education and politic), lack of studies that focus to understand how Gen-Y influence other decision making through brand referral behaviors (Barnes, 2013) especially in the context of fashion (Ordun, 2015; Lee, Kim, Pelton, Knight & Forney, 2008), travel (Nusair, Bilqihan, Okumus & Cobanoqlu, 2013), sports (Wong, Kwok & Lau, 2015), fast food (Shamhuvhanzya, Tonder, Roberts-Lombard & Hemsworth, 2016), gaming (Jacobsen & Barnes, 2016), and mobile phone (Mudondo, 2014). Hence, this study attempts to examine brand referral behaviors among Gen-Y in the context of cosmetic brand.

Previous literatures indicate brand referral behaviors could be influenced by numerous predictors. These predictors could be group into several factors such as personal, interpersonal and organizational factors. Personal factors such as customer characteristics (Mittal & Kamakura, 2001), brand personality (Matzler & Bidmon, 2006) and brand knowledge (Cassidy, Baron & Lu, 2015). Interpersonal factors include group-person interaction/brand community (Okazaki, 2008; Shaari & Ahmad, 2017), brand experience (Riivit-Arkonsou, Kristel & Leppiman, 2014; Brakus, Schmitt & Zarantonello, 2009), brand loyalty (Maheshwari, Lodorfos & Jacobsen, 2014), brand satisfaction (Peter, 2014) and brand relationship (Alhassan, 2003). Organizational factor include full control over the management level, and has a strong decision-making power, good coordination and efficient resource allocation (Du, Liu, Bao & Huang, 2013).

Guided by Brand Resonance Model (Aaker, 1996) and considering the unique characteristics of Gen-Y (such as information seeker, brand-consciousness and tech-savvy), this study attempts to examine personal factors (such as brand knowledge, brand personality and brand experience) that influenced brand referral behaviors among Gen-Y towards cosmetic brand. Although numerous studies had attempted to examine the determinants of brand referral behaviors but the result still unclear and not conclusive enough (Saad Salam, 2012; Becerra & Badrinarayanan, 2013; Barrot, Becker & Meyners, 2013). There are mixed results between the findings and not being tested simultaneously (Marticotte, Arcand & Baudry, 2016; Wangenheim & Bayón, 2004).

One of the highlighted factors related to brand referral behaviors is brand knowledge. Brand knowledge has been considered to become the predictors to the brand referral (Chen & He, 2003; Esch, Langner, Schmitt & Geus, 2006). Brand referral behaviors could be influenced by brand knowledge which is one of the personal factors. Jumiaty and Norazah (2015) stated an individual who have more knowledge about the product have more information and tend to become as referral.

In fact, the previous findings showed that there are inconsistent results between one authors to another. Therefore, it is essential to focus more on the brand knowledge as it still debatable among the researchers. Another factor that relates to brand referral behaviors is brand personality. According to Kim, Han and Park (2001), the brand personality significantly affected positive brand referral behaviors. They also stated that brand personality is constantly prominent as the main drive for



brand referral behaviors. Therefore, it is solid to adopt brand personality as the variables in investigating the brand referral behaviors among university students.

Apart from that, brand experience has become one of factors that could influence brand referral behaviors. When customers search for and shop for a brand, they are exposed to various brand-related stimuli which influence their brand experience (Brakus et al., 2009). Klaus and Maklan (2013) stated brand experience displays a positive and considerable influence on brand referral behaviors. The findings indicate customer experience as not only one of the possible antecedents, but the most significant antecedent of brand referral behaviors (Klaus & Maklan, 2013). Based on this evidence and considering these issues of concern, this study investigates the factors; brand knowledge, brand personality and brand experience that influence the brand referral behaviors among Gen-Y.

### **1.3 Research Questions**

This research will explore the effect of each independent variable which is brand knowledge, brand personality and brand experience towards brand referral behaviors among Gen-Y. Based on the preceding discussion, this study attempts to answer the following research questions:

- i. Does brand knowledge influence brand referral behaviors among UUM undergraduate business student?
- ii. Does brand personality influence brand referral behaviors among UUM undergraduate business student?
- iii. Does brand experience influence brand referral behaviors among UUM undergraduate business student?

#### **1.4 Research Objectives**

This study is related with brand referral behaviors among Gen-Y regarding cosmetic brand in Malaysia. Based on the above research questions, this research set several objectives as follows:

- i. To determine the relationship between brand knowledge and brand referral behaviors among UUM undergraduate business student.
- ii. To investigate the relationship between brand personality and brand referral behaviors among UUM undergraduate business student.
- iii. To examine the relationship between brand experience and brand referral behaviors among UUM undergraduate business student.

## **1.5 Significant of Study**

This study contributes to both theoretical and practical perspectives.

### **1.5.1 Theoretical Contributions**

Theoretically, this study contributes to the body of knowledge on the relationship between factors such as brand knowledge, brand personality and brand experience towards brand referral behaviors on cosmetic brand among Gen-Y. There are various factors had been examined regarding brand referral behaviors. However, there is just a few study investigates on these factors (brand knowledge, brand personality and brand experience). Thus, the purpose of conducting a study on this area is to determine the impact of brand knowledge, brand personality and brand experience toward brand referral behaviors among Gen-Y. It hoped that the outcome of this study will give new empirical evidence of how brand referral behaviors related to those predictors. Moreover, this study also is expected to extend the boundary knowledge specifically in the type of predictors that influence brand referral behaviors.

### **1.5.2 Practical Contributions**

From the practical perspectives, it might help the company to understand that the consumers' attitude and behavior towards certain brand can easily be changed by just a referral from someone they trust and respect. Therefore, the company should give the best result when the customer experiences the brand.

For the practitioners, the finding highlight that the brand referral behaviors will affect marketing activities at large. Empirical evidence has revealed that brand referral behaviors also play a crucial role in enhancing organization's brand success such as loyalty, increase market penetration, boost revenue and create positive word-of-mouth (WOM) advertising.

## **1.6 Scope of Study**

The scope of this study only emphasizes on dimensions relating to brand referral behaviors, particularly among Gen-Y. The dependent variable is brand referral behaviors, and independent variables are brand knowledge, brand personality and brand experience which is specifically focus on personal factors. The focus on personal factors as personal identified as crucial in brand resonance behavioral development (Shaari & Ahmad, 2017). Moreover, as this study focus on Gen-Y and Gen-Y recognized as having a special characteristics as compared to other generation (William & Page, 2011). Hence, this study only limits to understand how individual or personal factors influenced their brand referral behaviors. This study also specifically focuses on cosmetics brand. Although there are many studies on brand referral, very few studies discuss on brand referral behaviors regarding the cosmetic brands. Due to time and monetary constraints, the respondents were chosen from the students of Universiti Utara Malaysia which comprised on Gen-Y consumers.

## **1.7 Key Definition of Terms**

To avoid any unclear or confusion on the concepts that will be used in this research, the definition of some terms will be given as following. Furthermore, definitions given will be useful in understanding clearly while discussing the findings of the hypotheses.

### **1.7.1 Brand Referral Behaviors**

Brand referral behaviors is defined as any positive or negative statement made by customers experiences about a product or company (Hennig- et al., 2004) and has proven to be more effective than messages from brand marketers because consumers believe it to be more credible and trustworthy (Lee & Yuon, 2009).

### **1.7.2 Brand Knowledge**

There are two distinct types of brand knowledge which are brand awareness and image. Brand awareness refers to the strength of the brand node in memory, i.e. how easy it is for the consumer to remember the brand (Keller, 1993). Keller (2003) refers brand image as strong, favorable and unique brand associations in memory which result in perceived quality, a positive attitude and overall positive affect.

### **1.7.3 Brand Personality**

Brand personality is the set of human characteristics associated to a brand (Aaker, 1997).

#### **1.7.4 Brand Experience**

Brand experience occur when consumers interact with brands, for example, when consumers search for brands and examine and evaluate them (Hoch, 2002).

### **1.8 Organization of Study**

This thesis is organized into five (5) chapters. Chapter One (1) provides an introduction of brand referral behaviors and the predictors which includes content background of the study, the significance of the study, problem statements, research questions, objectives of the study, scope of the study, organization of the study and conclusion of the chapter one.

Chapter Two (2) provides literature reviews related to the brand referral behaviors and the predictors. This chapter review of past research and clear objective of the study. Furthermore, the literature review and opinion come from previous researchers related to the topic are presented. The literatures were collected from various sources such as journals, books, articles, internet and other sources. This chapter also provides background in mutual fund research previously done and findings that leads to the existence of the study.

Chapter Three (3) explains the methodology which is data and the method used. In this chapter, researchers briefly explain the method used in order to conduct the study and the research design used in the study and discuss the theoretical

framework, research framework, empirical method, analysis model and technical analysis. Lastly in this chapter is the conclusion about Chapter Three.

Chapter Four (4) presents the empirical findings and discussion which are the result of the study. The differences of the result in comparison with the prior empirical evidences are highlighted and the conclusion of Chapter Four.

Lastly is Chapter Five (5) which is the conclusion of the study. This chapter highlights the contribution of the study and also explains the limitations while conducting this study. Further, considerations for future research are also included.

## **1.9 Conclusion**

As a conclusion, by referring to the above discussion of research problem and objectives, bridge gaps should be close in this study. This present study aimed to understand the relationship between three (3) predictors which are brand knowledge, brand personality and brand experience towards brand referral behaviors among Gen-Y in context of cosmetic brand.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

This section will discuss previous literature relating to the topic of the study which is including the independent variables and dependent variable. Definition and concepts of brand knowledge, brand personality, and brand experience towards brand referral behaviors will be discussed and explain. The debate of the underlying model of the study together with the theoretical framework and hypothesis will be presenting at the end of the chapter.

#### **2.1 Brand Referral Behaviors**

Term of brand referral widely used and called in the marketing field as a word-of-mouth (WOM) and brand evangelism (Buttle, 1998; Becerra & Badrinarayanam, 2013; Riivit-Arkonsou et al., 2014; Collins et al., 2015; Shaari & Ahmad, 2016). According to Arndt (1967) taken from Buttle (1998), brand referral has been characterized as oral, person-to-person communication between a receiver and communicator whom the receiver recognizes as non-commercial, concerning a brand, service or product. Becerra and Badrinarayanam (2013) define brand referral as the active behavioral and vocal support of a brand including actions. In today's economic environment, brand referral behaviors will be consider as the liveliest and dedicated way of disseminating positive opinions and trying passionately to persuade others to get engaged with the same brand.



According to Buttle (1998), taxonomy of referral types has two main groups which are customer referrals and non-customer referrals. Customer referrals will be customer initiated or company initiated. Customer-initiated referrals generate from current or previous customers who have been delighted and satisfied with their experience while reciprocal referrals occur when two or more companies agree to cross-refer customers to each other's which can develop referral network (Buttle, 1998).

According to Riivit-Arkonsou et al. (2014), brand referral behaviors is a strong brand-consumer relationship that displays itself as an addition of positive consumer to consumer brand referral communication. An understanding of how the consumer is really experiencing the journey from the first encounter with a brand to becoming a brand referral behaviors need to be researched and explore (Collins & Murphy, 2009; Riivit-Arkonsou et al., 2014). Numerous studies on marketing have studied the way brand referral behaviors functions. Moreover, Shaari and Ahmad (2016) have theorized brand referral behaviors into two concepts specifically positive and oppositional brand referral behaviors.

Apart from that, Collins and Murphy (2009) refer brand referral behaviors to the user of the product or brand that volunteers their time and resources recommending the use of that product or brand. Becerra and Badrinarayanan (2013) in their study clarify that members that show high brand identification towards their brand community would contribute to brand referral behaviors. This is supported by the study of Shaari and Ahmad (2017) that the brand community members have high

congruity and highly committed to brand referral behaviors precisely on positive brand referral behaviors.

## **2.2 Brand Knowledge**

Generally, all the experiences, feelings, thoughts, images, and belief that become connected with the businesses brand known as brand knowledge. According to Keller (2003), brand knowledge is an awareness of the brand which relates to consumers' ability to recognize the brand which is consists of consumers' perceptions and beliefs for the brands. Brand knowledge is generated and held both by individual and by groups.

Keller's (1998) model proposes that brand knowledge is comprised of brand awareness and brand image. Aaker (1991) defines brand awareness as the ability of the potential buyer to recognize and recall that a brand is a member of a certain product category. Also, Farquhar (2000) stated that consumers with a high level of brand awareness can influence their purchase decision due to the familiarity with the brand and its characteristics.

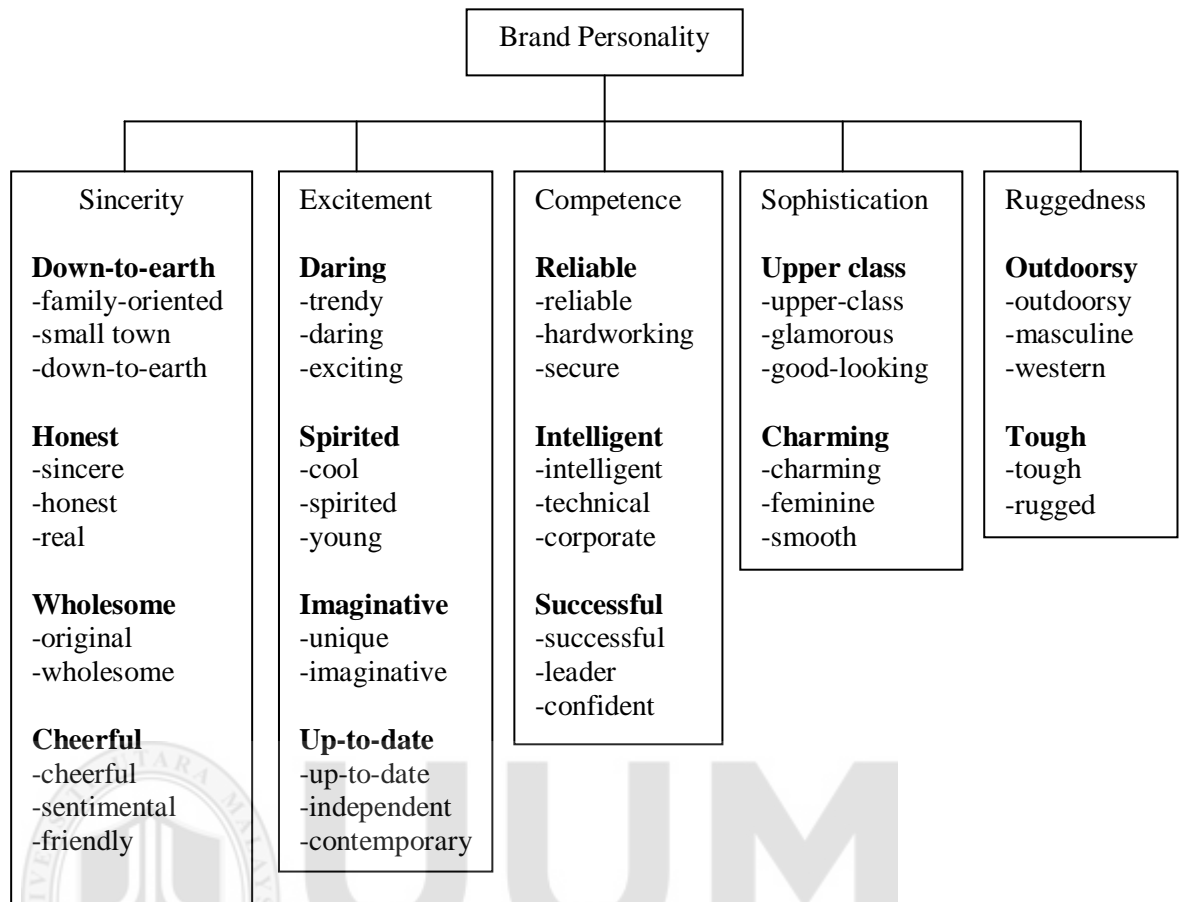
Brand image is detailed to a greater extent within the Keller's model because of its more complex nature. Brand image is said to result from the favorability, strength, uniqueness, and types of brand associations held by the consumer (Muhammad Rizwan & Qin Xian, 2008). Keller (1998) represent various types of brand associations such as attributes (product-related and non-product related), benefits (functional, experiential and symbolic) and attitudes. In particular, non-

product attributes are categorized into price, user/usage imagery, brand personality and feeling and experiences.

### **2.3 Brand Personality**

Brand personality has been defined by Aaker (1997) as a set of human characteristics related to a brand that most researchers (Muniz & Marchetti, 2012; Habibi, Hagh, Bahabadi, Hamedani, Mohd Yasin & Omar, 2014; Jabbar, 2014; Muller, 2014; Mabkhot, Md Salleh & Shaari, 2016) widely accepted of those definitions. Habibi et al. (2014) describes brand personality to an identification of service or product which has the potential to significantly influence consumer behaviors. Just like human, brand also has its own personality. Personality of brand assists in generating a strong and successful brand in many ways.

According to Mabkhot et al. (2016), all personality traits used to characterize a person and related with a brand is a brand personality. This is a concept within the field of relational marketing to assist in better understanding the development and preservation of relationships between consumers and brands. Aaker (1997) has classified the characteristics into five distinct dimension namely excitement, sincerity, competence, sophistication and ruggedness as shown in Figure 2.1



**Figure 2.1**  
*Brand Personality Scale*

Previous researchers found that different personality of brand dimensions affected different types of people in different consumption locations (Muniz & Marchetti, 2012; Jabbar, 2014; Casidy et al, 2015; Habibi et al., 2014; Seimiene & Kamarauskaite, 2014). The brand personality is an important influence on consumer behaviors to increase the consumers' preference and usage of a brand. In fact, Aaker (1996) also recognizes one of the contributing factors towards brand referral is brand personality. According to Muller (2014), making a specific personality for a brand is well established as a marketing strategy to generate a strong brand image and differentiate from competitors. Similarly mentioned by Muniz and Marchetti (2012),

the personality of a brand is relevant as a source of diversity in an increasingly competitive market environment.

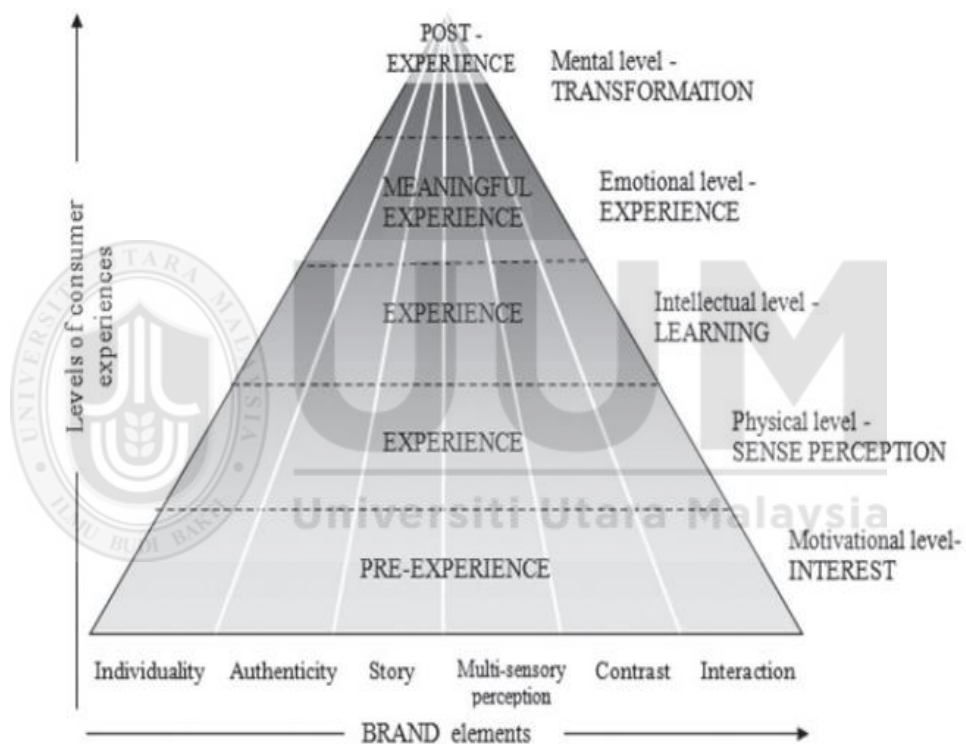
The study by Habibi et al. (2014) found that in Malaysian consumers' context, online trust and consumers' purchase intentions have a significant relationship, and as well as brand personality does play a moderating role. It also showed the consumers' state of mind is a vital determinant which influences their decisions and reactions. In fact, Muller (2014) proposed for future studies to study an established personality of brand traits scale with a set of personality traits grouped in various concepts. This will deliver and provide more organized results and findings that could be statistically analysed for reliability.

Seimiene and Kamarauskaite (2014) mentioned in the study 'Effect of brand elements on brand personality perception' that brand personality plays a significant role in ensuring brand loyalty, creating favourable attitudes towards the brand and increasing brand referral. Likewise to Muller (2014) revealed that personality of brand is well known to the consumers with a higher brand preference and greater brand referral. In addition, the study by Jabbar (2014) discovered that corporate visual identity (CVI) elements have a significant positive impact on brand personality development in Pakistan.

## **2.4 Brand Experience**

Experiences are memorable events. A good experience is extraordinary, meaningful and memorable. In fact, a strong experience generates a desire to share it (Riivit-

Arkonsou et al., 2014). Brakus et al. (2009) and Riivit-Arkonsou et al. (2014) refers to brand experience as feelings, sensations, cognitions and behavioral responses suggested by brand-related stimuli that are part of brand's design and personality, packaging, communications and environments. Brand experience is an important success factor to create differentiation for a specific brand in competitive industry in order to retain loyal consumers (Ong, Md Salleh & Yusoff, 2015).



**Figure 2.2**  
*Dimensions of Experience Pyramid (Riivit-Arkonsou et al., 2014)*

Additionally, Brakus et al. (2009) discussed in their study on experience concept according to product experience, service experience and consumption experience. In summary, product experiences take place when the consumers interact with the products either physically or presented virtually in an advertisement while service experiences occurs when a consumer interacts with a store's physical

environment, personnel, policies and practices. Moreover, consumption experience takes place when consumers consume and use products. Consumption experiences are multidimensional includes fantasies, feelings and fun.

Cosmetic products have gained interest to explore the brand experience of the consumers. Cosmetic products describes by San et al. (2012) as any substance or preparation applied to the human body for cleansing, colouring, beautifying, protecting and preserving the appearance. Malaysian consumers prefer to use imported skincare products compared to local brands and the sales are still low among Malaysian consumers.

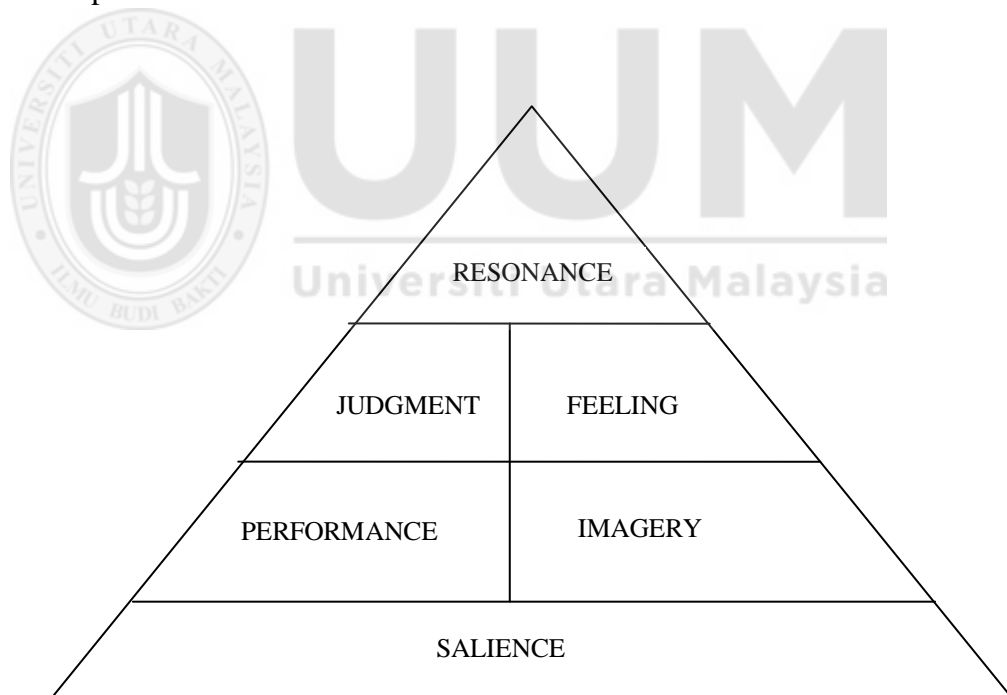
The study by Brakus et al. (2009) has investigated and constructed four dimensions of brand experience namely sensory, affective, intellectual and behavioral. In fact, brand experience affects consumer satisfaction and loyalty directly and indirectly through brand personality associations. Similarly to Ong et al. (2015), the study mentioned that brand experience directly and positively influence brand loyalty. Marketing and consumer research has shown that experiences occur when consumers they shop for them, search for products and they consume them.

In previous research by Ong et al. (2015) found that brand experience, brand trust and brand loyalty have positive relationships with SME brand. The brand experience does utilise positive influence on the reliability and intentions components of trust among consumers. They will encourage others especially friends and family to buy the products or services. As a result, the positive experience leads to customer loyalty (Ong et al., 2015). Similarly with the literature by Riivit-

Arkonsou et al. (2014), positive experience among consumers influences the purchase decisions of their members and families.

## 2.5 Model Related to Brand Referral Behaviors

Relationship marketing has become well-known in recent years to retain a current relationship with existing consumers and attracting new consumers. This study will adopt brand resonance pyramid as shown in Figure 2.3 to investigate whether brand knowledge, brand personality and brand experience has significant on brand referral behaviors. Brand resonance is defined by Raut and Brito (2014) as a nature of the relationship that the consumer has with the brand.



**Figure 2.3**  
*Brand Resonance Pyramid*

The concept of brand resonance has been proposed to characterize brand relationships. In fact, customers have a high degree of loyalty and close relationship with the brand will have a true brand resonance. They will interact actively with the



brand and share their experience with others. Based on the literature from Keller (2003), accepted by Raut and Brito (2014) brand resonance plays a vital role in customer relationship management and the development of sustainable brand equity between customers and the brand.

Keller (2003) proposed four main divisions respectively brand identity, brand meaning, brand responses and brand relations. Brand pyramid consists of six brand building blocks made up by four main divisions. The influence of a brand lies in what customer felt, learnt, saw and heard about the brand is the basic principle of the model. A pyramid is identified in which organization ability relationship and brand awareness are in the first level, quality perception is the second level while brand resonance sits at the top of the pyramid in level three. The six building blocks are:

- 1) Brand salience (how often the brand is evoked in purchasing and consumption situations)
- 2) Brand performance (the extent to which product meets the customers' functional needs)
- 3) Brand imagery (the extrinsic properties of the product)
- 4) Brand judgments (focus on customers' personal opinions and evaluations)
- 5) Brand feelings (customers' emotional responses and reactions towards the brand)
- 6) Brand resonance (the nature of the customer-brand relationship)

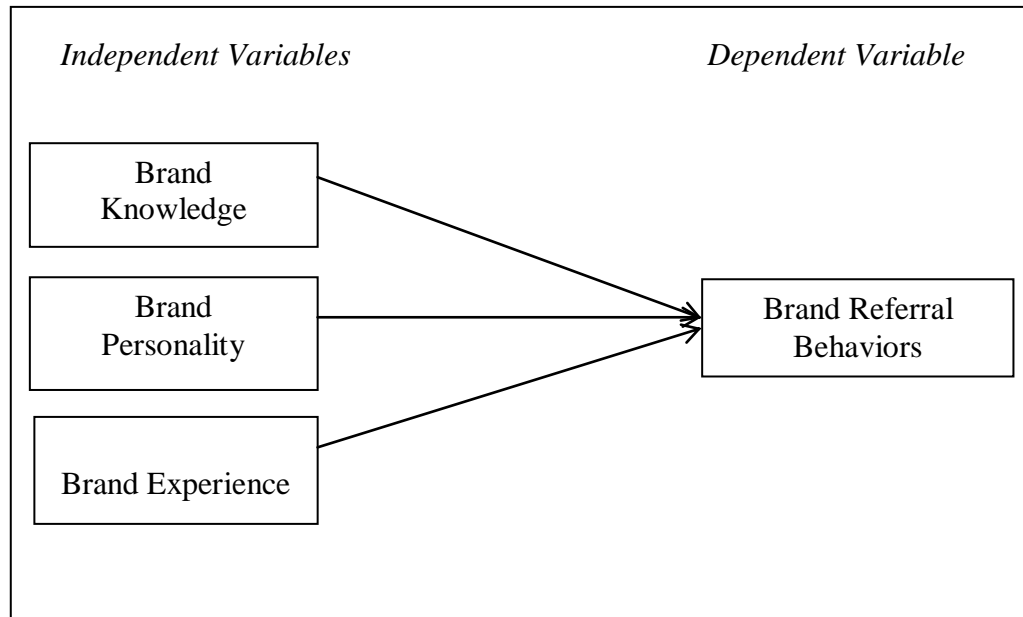
A strong brand should please the customer (Raut & Brito, 2014). Therefore, the strongest brands will be those to which customers become so attached effectively

become referral and actively look for the brand. They will eagerly share their experiences with others (Keller, 2003). Nowadays, concentration on increasing purchases of existing customer through brand relationship is the most popular trend. In the marketing literatures, the relationship that consumers develop with brands has become a topic of growing interest and attention.

In addition, Shaari and Ahmad (2017) have concluded that brand resonance behaviour (brand referral and intention to purchase) closely related to ensure survival of the brand. According to Raut and Brito (2014), current literature slightly lacks of exploration of the brand relationships of young adults with specific product categories. Gen-Y has a unique attitude towards brand which makes them interesting target for researchers (Fernandez & Lean, 2009; San et al., 2012; Raut & Brito, 2014; Riiivits-Arkonsuo & Leppiman, 2015). Therefore, this study attempts to examine the predictors of brand referral behaviors among Gen-Y regarding cosmetic brand.

## **2.6 Theoretical Framework**

The framework below shows the relationship between independent variables and dependent variable. There are four variables together, which three of them are independent variables (brand knowledge, brand personality and brand experience) and another one is dependent variable (brand referral behaviors). Figure 2.4 is the research framework for this study.



**Figure 2.4**  
*Theoretical Framework*

This study used the concept of Keller (2003) which brand knowledge is an awareness of the brand which relates to consumers' ability to recognize the brand which is consists of consumers' perceptions and beliefs for the brands. Moreover, brand personality variable has been describes by Habibi et al. (2014) to an identification of service or product which has the potential to significantly influence consumer behaviors while brand experience defined as a feelings, cognitions and sensation responses of the consumers related to brand (Riivit-Arkonsou et al., 2014). Brand experience is an important success factor to create differentiation for a specific brand in competitive industry in order to retain loyal consumers (Ong et al., 2015).

## 2.7 Development of Hypothesis

### 2.7.1 Brand Knowledge and Brand Referral Behaviors

Keller's (1998) model proposes that brand knowledge is comprised of brand awareness and brand image. A study by Hutter, Hautz, Dennhardt and Fuller (2013) found that brand awareness has a strong relationship with brand referral behaviors. They claimed that positive brand awareness will effect brand referral behaviors and lead to purchase intention. Based on Jumiati and Norazah (2015), their empirical results showed that brand awareness is one of the predictors that have a significant relationship towards brand referral behaviors.

A study by Torlak, Ozkara, Tiltay, Cengiz & Dulger (2014) showed that there is a significant impact of brand image on brand referral behaviors. Research by Ismail and Spinelli (2012) found that there is significant relationship between brand image and brand referral behaviors. Based on Jalilvand and Samiei (2012) their empirical study shows that brand image has considerable effects on brand referral behaviors. They also stated that the effect of brand image toward brand referral behaviors is indirectly leads to intention to purchase. The finding from Anggraeni and Rachmanita (2015) research also show that brand image has direct relationship toward brand referral behaviors.

On the other hand, Mira, Leylan, Panahandeh and Abbaslu (2014) indicated that brand image is a good predictor towards brand referral

behaviors. They found that by presenting a suitable brand image from consumers brand side it has special view toward presented product so that during the time and by forming image in the mind of consumers, they follow to convey the presented image to others. According to Gunawan, Diana, Muchardie and Sitinjak (2016) their findings of this study indicate that variable brand image has a direct, significant, and positive contribution to brand referral behaviors. Therefore, the develop hypothesis is:

*H1: There is a positive relationship between brand knowledge and brand referral behaviors.*

### **2.7.2 Brand Personality and Brand Referral Behaviors**

Based on Anggraeni and Rachmanita (2015) study, brand personality which is one of the predictors has a significant relationship towards brand referral behaviors. They found that brand personality positively related with brand referral behaviors. According to Shih-Chieh and Ying-Kai (2015), they found that brand personality has direct relationship with brand referral behaviors. In fact, the more brand referral a consumer receives, the more they may be influenced by it.

Research by Polyorat (2011) showed the results revealed that, for a university brand, brand personality dimensions of sincerity and competence have more influences on brand referral behaviors than those of excitement and sophistication while ruggedness dimension is found not influence the brand referral behaviors. A study by Kim, Han and Park (2001) found that the

attractiveness of the brand personality directly affects positive brand referral behaviors. Therefore, the develop hypothesis is:

*H2: There is a positive relationship between brand personality and brand referral behaviors.*

### **2.7.3 Brand Experience and Brand Referral Behaviors**

According to Zhang, Hu, Guo and Liu (2016), brand experience has a significant relationship towards brand referral behaviors. They also stated that customer who has meaningful experience feels the need to speak about it in an emotional and colourful way to his friends, and share the experience in social media channels. According to Roy and Naidoo (2017), their findings showed that brand experience has a positive and direct effect towards brand referral behaviors. They claimed that as consumers construct experiences, they tend to refer to the elements of a product that correspond to components in the experience pyramid. According to Khan and Rahman (2017), through their study also found that brand experience has a significant relationship with the brand referral behaviors. Therefore, the develop hypothesis is:

*H3: There is a positive relationship between brand experience and brand referral behaviors.*

## 2.8 Chapter Summary

It is clearly shown that the independent variables which are brand knowledge, brand personality and brand experience have an affect towards brand referral behaviors. Gen-Y consumers have a good command in purchasing because they are the exclusive consumers when it comes to their familiarity with respect to purchasing. Gen-Y consumers are most likely to try a new product. If the products give a good experience and make them satisfied when use it, they will help the company to promote the product to other consumer. This is because Gen-Y consumers like to share with other if they think the product is worth to buy.



## CHAPTER 3

### RESEARCH METHODOLOGY

#### 3.0 Introduction

This chapter explained the methodology used to measure the variables; brand referral behaviors, brand knowledge, brand personality and brand experience in conducting this research. It also included research design, operational definition, measurement, instrumentation, data collection procedures and also data analysis techniques.

#### 3.1 Research Design

A research design is define as a guideline or blueprint for researchers on how to conduct the study (Ekinici, 2015). According to Sekaran (2003), the research design of the study involved some rational decision options that are easily understood. It is important to gather data systematically as to get a reliable result regarding the research questions. In this section, it includes type of study, sources of data, unit of analysis, population of frame, sample and sampling technique.

##### 3.1.1 Type of Study

The type of study is a quantitative study to help in determining the relationship between brand referral behaviors, brand knowledge, brand personality and brand experience. Quantitative research method is applied to quantify and generalize the results from sample to population (Leong, 2008). A descriptive study will be used as it is a statistical study that shows patterns



and trends of particular situation. The type of descriptive study to be used is cross-sectional because it involves collecting data just once, probably a few days, weeks or months to meet research objectives (Sekaran & Bougie, 2013).

### **3.1.2 Sources of Data**

Before the data collection process, the total population number has been obtained from School of Business Department (SBM), Universiti Utara Malaysia. Then, the data will be collected through the distribution of the questionnaires to the involved sample. Following that, the data will be analyzed in order to obtain results that will show the relationship between the variables.

### **3.1.3 Unit of Analysis**

The unit of analysis for this study is individual. The respondents are undergraduate students of Universiti Utara Malaysia who are taking program under School of Business Management. Their response will be treated as individual data source.

### **3.1.4 Population of Frame**

The populations for this study are all undergraduate students under School of Business Management (SBM). It consist of students who are taking Bachelor of Marketing, Bachelor of Entrepreneurship, Bachelor of Business Administration and Bachelor of Human Resource Management. They are selected because they are most categorizes as Gen-Y.

### 3.1.5 Sample and Sampling Technique

In order to know the number of sample, a table developed by Krejcie and Morgan (1970) is used to get the exact number of respondent needed for this study. The total population for this research is 2,529 students. Based on that table, the sample size for total populations of 2,529 would be 335 respondents. However, the sample for this study will be 350 out of 2,529 populations of SBM students. The larger the sample size, the higher response rate of this study. This study used random sampling method which includes both proportionate sampling and systematic sampling. Proportionate sampling is to identify adequate and relevant number of sample for each program under SBM and systematic sampling specifically to choose the right respondent. Classes were randomly selected. A systematic sampling approach namely every 3<sup>rd</sup> name of the student attendance list were selected and questionnaire were collected before they leaving the lecture hall. The following table showed the number of UUM undergraduate business students' population:

**Table 3.1**  
*UUM Undergraduate Business Students Population*

<b>Program</b>	<b>Number of Students</b>
Bachelor of Marketing	499
Bachelor of Entrepreneurship	329
Bachelor of Business Administration	1144
Bachelor of Human Resource Management	557
<b>Total</b>	<b>2,529</b>

Source: UUM School of Business Department

## 3.2 Operational Definition and Measurement

The operational definition of the variables needs to be defined to have a better understanding related to the study.

### 3.2.1 Brand Referral Behaviors

Brand referral behaviors will be measured by using four (4) items by Gremler and Gwinner (2000). There will be provided five-point Likert Scale (1=Strongly Disagree to 5=Strongly Agree).

**Table 3.2**  
*Operational Definition and Items for Brand Referral*

Variable	Operational Definition	Items
Brand Referral Behavior	The degree to which an individual's as a brand referral behavior	1) I encourage friends and family to buy this cosmetic brand.
		2) I recommend this cosmetic brand whenever anyone seeks my advice.
		3) If the cosmetic brand been mentioned in a conversation, I would recommend this cosmetic brand.
		4) I have actually recommended this cosmetic brand to my friends and/or family.

Source: Gremler and Gwinner (2000)

### 3.2.2 Brand Knowledge

Brand knowledge will be measured by using nine (9) items which are five (5) from brand awareness by Kocoglu et al. (2015) and four (4) from brand

image by Yee and Mansori (2016). There will be provided five-point Likert Scale (1=Strongly Disagree to 5=Strongly Agree).

**Table 3.3**  
*Operational Definition and Items for Brand Knowledge*

Variable	Operational Definition	Items
Brand Knowledge	The degree to which an individual's has knowledge about the cosmetic brand	<u>Brand Awareness</u>
		1) I can differentiate the cosmetic brand I use among the other competing brands.
		2) I know/am aware of the cosmetic brand I am using.
		3) I know what cosmetic brand I use looks like.
		4) The cosmetic brand I use is sold in more stores compared to the competing brands.
		5) When buying cosmetic product, the first cosmetic brand to come to my mind would be the brand I use.
		<u>Brand Image</u>
		6) I believe the cosmetic brand image that I choose is outstanding and gives me a good impression.
		7) I believe the cosmetic brand I choose has a high reputation for quality.
		8) This cosmetic brand comes to my mind immediately when I want to purchase a cosmetic product.
9) The value of this cosmetic brand gives me confidence to its products.		

Source: Kocoglu et al. (2015); Yee and Mansori (2016)

### 3.2.3 Brand Personality

Brand personality will be measured by using fifteen (15) items by Aaker (1997). There will be provided five-point Likert Scale (1=Strongly Disagree to 5=Strongly Agree).

**Table 3.4**  
*Operational Definition and Items for Brand Personality*

Variable	Operational Definition	Items
Brand Personality	The degree to which an individual's has personality toward cosmetic brand	1) I believe this cosmetic brand is down-to-earth. 2) I believe this cosmetic brand is honest. 3) I believe this cosmetic brand is wholesome. 4) I believe this cosmetic brand is cheerful. 5) I believe this cosmetic brand is daring. 6) I believe this cosmetic brand is spirited. 7) I believe this cosmetic brand is imaginative. 8) I believe this cosmetic brand is up-to-date. 9) I believe this cosmetic brand is reliable. 10) I believe this cosmetic brand is intelligent. 11) I believe this cosmetic brand is successful. 12) I believe this cosmetic brand is upper class. 13) I believe this cosmetic brand is charming. 14) I believe this cosmetic brand is outdoorsy. 15) I believe this cosmetic brand is tough.

Source: Aaker (1997)

### 3.2.4 Brand Experience

Entrepreneurship education will be measured by using twelve (12) items by Brakus et al. (2009). There will be provided five-point Likert Scale (1=Strongly Disagree to 5=Strongly Agree).

**Table 3.5**  
*Operational Definition and Items for Brand Experience*

Variable	Operational Definition	Items
Brand Experience	The degree to which an individual's has experience from the cosmetic brand he/she use	<ol style="list-style-type: none"> <li>1) This cosmetic brand makes a strong impression on my visual sense or other senses.</li> <li>2) I find this cosmetic brand interesting in a sensory way.</li> <li>3) This cosmetic brand does not appeal to my senses.</li> <li>4) This cosmetic brand induces feelings and sentiments.</li> <li>5) I do not have strong emotions for this cosmetic brand.</li> <li>6) This cosmetic brand is an emotional brand.</li> <li>7) I engage in physical actions and behaviors when I use this cosmetic brand.</li> <li>8) This cosmetic brand results in bodily experiences.</li> <li>9) This cosmetic brand is not action oriented.</li> <li>10) I engage in a lot of thinking when I encounter this cosmetic brand.</li> <li>11) This cosmetic brand does not make me think.</li> <li>12) This cosmetic brand stimulates my curiosity and problem solving.</li> </ol>

Source: Brakus, Schmitt, and Zarantonello (2009)

### 3.3 Instrumentation

The main instrument for this study is self-administered survey questionnaire. Questionnaire is an effective instrument for collecting data to ensure the relevancy and consistency of the gathered information as the responses are objectives, standardized and comparable (Sekaran & Bougie, 2010; Zikmund, Babin, Carr & Griffin, 2010). The sources for variables measurements are as in following table:

**Table 3.6**  
*Sources of Variables Instruments*

<b>Category</b>	<b>Instrument</b>	<b>Coding</b>	<b>Items</b>
<b>Section A</b> Demographic	Adapted from: Aaker (1997)	A1–A5	5 items
<b>Section B</b> Cosmetic Behavioral	Adapted from: Desai (2014)	B1-B4	4 items
<b>Section C</b> Brand Referral	Adapted from: Gremler and Gwinner (2000)	C1-C4	4 items
<b>Section D</b> Brand Knowledge	Adapted from: Kocoglu et al. (2015)	D1-D9	9 items
<b>Section E</b> Brand Personality	Adapted from: Aaker (1997)	E1-E15	15 items
<b>Section F</b> Brand Experience	Adapted from: Brakus, Schmitt, and Zarantonello (2009)	F1-F12	12 items

For Section A, the questions are about demographic information. The respondents will be asked questions that related to their gender, race, age, monthly income and program. For Section B, the respondents need to answers the questions regarding consumer behaviors that related to the type of cosmetic product, favourite cosmetic brand, where they get the cosmetic product and price range. Meanwhile, for Section C, D, E and F, the questions will be related to variables as stated in Table 3.6. The respondents need to answer by using the five-point Likert Scale where 1=Strongly Disagree, 2= Disagree, 3=Neutral, 4=Agree and 5=Strongly Agree.

### **3.4 Data Collection Procedures**

For this study, self-administered procedure is used in order to distribute and collect questionnaires from the respondents. It can be conducted either in individual or in

group setting by using form of paper. By using this procedure, it can be distributed to a large number of people with a low cost. A total of 350 questionnaires have been distributed to the respondents that consist of undergraduate students under School of Business Management (SBM), UUM. Table 3.7 below shows the number of sample needed to distribute for each program by using proportionate sampling. Proportionate sampling is the number of sampling units drawn from each stratum is in proportion to the population size of that stratum (Lavrakas, 2008). Lavrakas (2008) also define proportional allocation as a procedure for dividing a sample among the strata in a stratified sample survey. A sample survey collects data from a population in order to estimate population characteristics. Each respondent is required to spend about five to ten minutes to complete the questionnaires. Respondents were approached during the classes especially at DKG 2 and DKG 6 whereby most of the SBM undergraduate students' class located. Classes were randomly selected including classes held on Sunday, Monday, Tuesday, Wednesday and Thursday and involve both morning as well as evening classes to avoid any biasness. A systematic sampling approach namely every 3<sup>rd</sup> name of the student attendance list were selected prior to the lecturer approval and cooperation in the early class and questionnaire were collected before they leaving the lecture hall. After two weeks duration, out of 350 of questionnaires distributed, 338 of questionnaires were returned but three were found incomplete and have to be eliminated. Thus, a total of 335 questionnaires are usable for this research.



**Table 3.7**  
*Proportionate Sampling*

<b>Program</b>	<b>Number of Students</b>	<b>Percentage 100%</b>	<b>Number of Sample</b>
Bachelor of Marketing	499	20	70
Bachelor of Entrepreneurship	329	13	46
Bachelor of Business Administration	1144	45	157
Bachelor of Human Resource Management	557	22	77
<b>Total</b>	<b>2,529</b>	<b>100</b>	<b>350</b>

### 3.5 Data Analysis Techniques

The collected data will be analyzed by using Statistical Package for Social Science (SPSS) version 23. The analysis techniques that involved are pilot test, descriptive analysis, reliability analysis, normality test, correlation analysis and multiple regression analysis.

#### 3.5.1 Pilot Test

A pilot test was conducted by taking 30 samples from UUM undergraduate business students to determine the reliability and validity of the items used in the questionnaires that has been designed before conducting the actual survey. From the result of pilot test, it showed that all items used for the questionnaires are reliable and valid as the Cronbach's Alpha is greater than 0.70. The following Table 3.7 showed the reliability statistics of the pilot test.

**Table 3.8**  
*Reliability Statistics for Pilot Test*

<b>Variable</b>	<b>Number of Items</b>	<b>Cronbach's Alpha</b>
<b>Dependent Variable</b>		
Brand Referral	4	0.820
<b>Independent Variables</b>		
Brand Knowledge	9	0.842
Brand Personality	15	0.916
Brand Experience	12	0.900

### 3.5.2 Descriptive Analysis

Descriptive analysis is about the transformation from raw data into a form that is easy to understand and interpret (Zikmund et al., 2010). This analysis used to calculate and analyze the frequency and percentage of respondents' demographic information at Section A of the questionnaires. The data of demographic information are based on answers provided by the respondents.

### 3.5.3 Reliability test

Reliability test is conducted to determine the reliability and validity of the items that used to measure the variables. The reliability could be identified through the analysis and interpretation of Cronbach's Alpha. The following Table 3.8 shows the Rule of Thumb used for Cronbach's Alpha coefficient value which is adapted from Zikmund et al. (2010).

**Table 3.9**  
*Rule of Thumb for Cronbach's Alpha Coefficient Value*

Alpha Coefficient Range	Strength of Association
< 0.60	Poor
0.60 to < 0.70	Moderate
0.70 to < 0.80	Good
0.80 to < 0.90	Very Good
0.90	Excellent

Source: Zikmund et al. (2010)

### 3.5.4 Normality Test

The normality test is run to check either the data is normally distributed or not. The two techniques used to explain the distribution of data are skewness and kurtosis. The skewness value describes the symmetry of the distribution whereas kurtosis describes information about the “peakedness” of the distribution (Pallant, 2011). According to Hair, Black, Babin and Anderson (2010), the data are more to normally distributed when the values of are closer to zero.

### 3.5.5 Correlation Analysis

The correlation analysis is used to identify the relationship between two variables and to identify how strong the relationship is. In this study, correlation analysis could help in determine the relationship between independent variables (brand knowledge, brand personality and brand experience) and dependent variable (brand referral behaviors). The following Table 3.9 shows the correlation value and its strength of relationship.

**Table 3.10**  
*Correlation Value and Strength of Relationship*

<b>Correlation Value, r</b>	<b>Strength of Relationship</b>
± 0.70 or higher	Very high
± 0.50 to ± 0.69	High
± 0.30 to ± 0.49	Moderate
± 0.10 to ± 0.29	Low
± 0.01 to ± 0.09	Very Low
0.00	No Relationship

Source: Pallant (2013)

### **3.5.6 Multiple Regression Analysis**

Multiple regression analysis is used to determine the relationship between some independent variables and dependent variable. According to Pallant (2011), multiple regressions are a more sophisticated exploration of the interrelationship among a set of variables. Besides that, it can be used to test the predictive power of a set of variables and to assess the relative contribution of each variable. In this analysis, the R square ( $R^2$ ) will represent the values of the variance in the dependent variable that is influenced by the independent variables.

### **3.6 Chapter Summary**

This chapter has described in details all the methodology used for the data collection. The selection of sample and also sampling method has been explained very well. It has explained the research design and instrumentation used in this study. Besides that, it also has explained the data collection procedures and techniques used for analyzing the data.

## **CHAPTER 4**

### **RESULT AND FINDINGS**

#### **4.0 Introduction**

This chapter presented the result and findings for the study. The data collected from the respondents are put into the Statistical Package for the Social Science (SPSS) version 23 and have been analyzed. The analysis included the descriptive analysis, normality test, reliability analysis, Pearson's correlation analysis and multiple regression analysis. Besides that, there were a summary of hypothesis testing that show whether the hypothesis is accepted or rejected. At the end of this chapter, there is a brief summary for this chapter.

#### **4.1 Response Rate**

A total of 350 questionnaires have been distributed to the undergraduate students under School of Business Management (SBM), UUM which consist of students from Bachelor of Marketing, Bachelor of Entrepreneurship, Bachelor of Business Administration and Bachelor of Human Resource Management. Out of 350 of questionnaires distributed, 338 of questionnaires were returned, thus the response rate is 96.57%. However, three of them were found incomplete and cannot be used. Therefore, a total of 335 questionnaires were usable to be analyzed.

**Table 4.1***Summary of the Total Questionnaires and the Respondent Response Rate*

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Distributed Questionnaires	350
Returned Questionnaires	338
Non-returned Questionnaires	12
Returned and Usable Questionnaires	335
Returned and Non-usable Questionnaires	3
Respondent Response Rate	96.57%

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## 4.2 Descriptive Analysis

In this part, the descriptive analysis will include the demographic information of the respondents. It has been analyzed by frequency analysis in order to get the frequency and percentage of the respondent.

For the gender, there are only 55 (16.4%) respondents are male, meanwhile another 280 (83.6%) respondents are female. As for the race, majority of the respondents are Malay which is about 268 (80.0%) respondents. For Chinese and Indian respondents, each represents 42 (12.5%) and 11 (3.3%) of the total respondents. Another 14 (4.2%) respondents are represents other race. For the age of respondents, there are 326 (97.3%) respondents are at the age 20 until 25 years old and 9 (2.7%) respondents are at the age 26 until 30 years old and there is no respondent at the age of 31 until 36 years old and above.

As for the monthly income, almost of the respondents which are 322 (96.1%) respondents have below RM 1,000 and only 13 (3.9%) respondents have monthly

income between RM 1,000 – RM 1,999. There is no respondent have monthly income between RM 2,000 until RM 4,000 and above.

The questionnaires have been distributed to the respondents that consist of undergraduate students under School of Business Management (SBM), UUM. Therefore, it only consist four (4) programs. There is 78 (23.3%) respondents from Bachelor of Marketing, 65 (19.4%) respondents from Bachelor of Entrepreneurship, 148 (44.2%) respondents from Bachelor of Business Administration and the least number of respondent are from Bachelor of Human Resource Management which is 44 (13.1%) respondents. The number of respondent from Bachelor of Marketing and Bachelor of Human Resource Management is more than the number of proportionate sampling for both programs because this study is more related with their program. Thus, the researcher distributes more questionnaires to both programs.

For the type of cosmetic product, there are 97 (29.0%) respondents chose make up. Another 77 (23.0%) respondents chose skin care, 76 (22.7%) respondents chose body care and 85 (25.4%) chose perfume. As for the favourite cosmetic brand, there are 5 top brands that famous among the respondents which are 27 (8.1%) respondents use Sephora, 20 (6.0%) respondents use Nivea, 19 (5.7%) respondents use Maybelline, 17 (5.1%) respondents use De' Xandra and 13 (3.9%) respondents use Adidas. For the question where do you get the product, there are 318 (94.9%) respondents buy from hypermarket, 8 (2.4%) respondents buy from kiosk, 6 (1.8%) respondents buy through online and only 3 (0.9%) respondents buy from direct selling. As for the price range spending to buy the product, almost of the respondents which are 327 (97.6%) respondents spend below RM 500 and only 8 (2.4%)

respondents spend between RM 500 – RM 1,000. There is no respondent spend between RM 1,001 until RM 3,001 and above.

**Table 4.2**  
*Demographic Information of Respondents*

Variable	Category	Frequency	Percentage
Gender	Male	55	16.4
	Female	280	83.6
Race	Malay	268	80.0
	Chinese	42	12.5
	Indian	11	3.3
	Others	14	4.2
Age	20 - 25 years	326	97.3
	26 - 30 years	9	2.7
	31 - 35 years	0	0
	36 and above	0	0
Monthly income	Below RM 1,000	322	96.1
	RM 1,000 – RM 1,999	13	3.9
	RM 2,000 – RM 2,999	0	0
	RM 3,000 – RM 3,999	0	0
	RM 4,000 and above	0	0
Program	Bachelor of Marketing	78	23.3
	Bachelor of Entrepreneurship	65	19.4
	Bachelor of Business Administration	148	44.2
	Bachelor of Human Resource Management	44	13.1
Type of cosmetic product	Make-up	97	29.0
	Skin care	77	23.0
	Body care	76	22.7
	Perfume	85	25.4
	Others	0	0
Favourite Cosmetic Brand	1) Sephora		
	2) Nivea		
	3) Maybelline		
	4) De'Xandra		
	5) Adidas		
Where do you get the cosmetic product?	Hypermarket	318	94.9
	Kiosk	8	2.4
	Online	6	1.8
	Direct selling	3	0.9
	Others	0	0
Price range	Below RM 500	327	97.6
	RM 501 - RM 1,000	8	2.4
	RM 1,001 – RM 2,000	0	0
	RM 2,001 – RM 3,000	0	0
	RM 3,001 and above	0	0



### 4.3 Reliability Analysis

Reliability is a measurement to show that a reliable instrument is used as a means for data collection. To conduct a reliability analysis towards the questionnaires, it can be analyzed by using Cronbach's Alpha.

The reliability result for the dependent variables (brand referral behaviors) shows that the instrument used has a "very good" strength of association because the Cronbach's Alpha is between 0.80 to 0.90 which is 0.876. As for the independent variables which are brand knowledge and brand experience, the reliability result shows that the instruments used for them have a "very good" strength of association because the Cronbach's Alpha is between 0.80 to 0.90, which are 0.860 and 0.850 respectively. Meanwhile, the reliability result for brand personality shows an "excellent" strength of association because the Cronbach's Alpha is greater than 0.90 which is 0.920. Table 4.3 shows the details and values for each variable.

**Table 4.3**  
*Reliability Statistics*

Variable	Number of Items	Cronbach's Alpha
<b>Dependent Variable</b>		
Brand Referral Behaviors	4	0.876
<b>Independent Variables</b>		
Brand Knowledge	9	0.860
Brand Personality	15	0.920
Brand Experience	12	0.850

#### 4.4 Normality Test

The table 4.4 below shows the details on normality test for each variable. In order to do the normality test, it can be done by looking at the skewness value and also kurtosis value.

The skewness value for dependent variable (brand referral behaviors) is -0.309. Meanwhile, the skewness value for independent variables (brand knowledge, brand personality and brand experience) is -0.492, -0.418 and 0.443 respectively. According to Pallant (2011), negative skewness values show a clustering of scores at the high end (right-hand side of a graph). The range for skewness values suggested by Hair et al. (2010) is within -1 to +1. As the skewness value for the dependent variable and independent variables are between the range, this indicates that all of the values are near to normal, which is normal is equal to 0.

For the kurtosis analysis, all the values are positive. The kurtosis value for dependent variable (brand referral behaviors) is 0.364. Whereas, the kurtosis value for independent variables (brand knowledge, brand personality and brand experience) is 0.062, 0.224 and 0.517 respectively. Coakes and Steed (2003) suggests that a cut-off point for kurtosis value is within the range of -3 to +3. Therefore, the kurtosis values for this study are within the acceptable range. According to Pallant (2011), positive kurtosis values mean that the kurtosis values for the dependent variable and independent variables show that the distribution either peaked or clustered in the centre.

**Table 4.4**  
*Normality Test*

<b>Variable</b>	<b>Skewness</b>	<b>Kurtosis</b>
<b>Dependent Variable</b>		
Brand Referral	-0.309	0.364
<b>Independent Variables</b>		
Brand Knowledge	-0.492	0.602
Brand Personality	-0.418	0.224
Brand Experience	0.443	0.517

#### **4.5 Pearson's Correlation Analysis**

For this study, the analysis used is Pearson's correlation analysis. According to Pallant (2005), by using this correlation analysis, it can help to calculate the strength of relationship between variables. This is because this correlation analysis gives an indication related to the correlation among variables. The correlation results are showed in Table 4.5.

For brand knowledge and brand personality, the result showed that there is a positive relationship between the brand knowledge and brand referral behavior ( $r = 0.634$ ) and between the brand personality and brand referral behaviors ( $r = 0.451$ ), which means that there is a relationship between these variables. According to Pallant (2013), the relationship between brand knowledge and brand referral behavior is high because the value of 0.634 is within the range of  $\pm 0.50$  to  $\pm 0.69$  and the relationship between brand personality and brand referral behavior is moderate because the value of 0.451 is within the range of  $\pm 0.30$  to  $\pm 0.49$ .

As for the brand experience, the result also showed that there is a positive relationship between the brand experience and brand referral behaviors ( $r = 0.255$ ), which means that there is a relationship between these two variables. According to Pallant (2013), the relationship is to be low because the value of 0.255 is within the range of  $\pm 0.10$  to  $\pm 0.29$ .

**Table 4.5**  
*Correlations Results*

	<b>BK</b>	<b>BP</b>	<b>BE</b>	<b>BRB</b>
<b>Brand Knowledge</b>	1			
<b>Brand Personality</b>	0.665**	1		
<b>Brand Experience</b>	0.328**	0.370**	1	
<b>Brand Referral Behavior</b>	0.634**	0.451**	0.255**	1

*Note: \*\*Correlation is significant at the 0.01 level (2-tailed)*

#### 4.6 Multiple Regression Analysis

Multiple regression is conducted to show the contribution of independent variables (brand knowledge, brand personality and brand experience) in influencing the dependent variable (brand referral behaviors). The results of multiple regression analysis are as Table 4.6.

**Table 4.6**  
*Multiple Regression Analysis*

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	0.527	0.247		2.132	0.034
Brand Knowledge	0.759	0.073	0.592	10.355	0.000
Brand Personality	0.051	0.072	0.041	0.707	0.480
Brand Experience	0.058	0.059	0.046	0.993	0.321

**R Square = 0.405**  
**F = 75.173**  
**R = 0.637**

*Note: Dependent variable = Brand Referral Behaviors*

Based on the results, the variables (brand knowledge, brand personality and brand experience) explained 40.5% ( $R^2=0.405$ ) of the variance in the brand referral behaviors. Meanwhile, from the ANOVA table, the p-value is 0.000, which is  $p<0.05$ . This indicates that the equation is a good fit,  $F(3,331)=75.173$ . The F test results indicate the relationship between the three independent variables and the dependent variable at the significant level of  $p<0.05$ .

The standardized beta coefficient ( $\beta$ ) for brand knowledge is  $\beta=0.592$  and the significant value is 0.000 which is  $p<0.05$ . This shows that the results is found to be relationship because the significance value is lower than 0.05. Thus, this result support the hypothesis one (H1) that states “*There is a positive relationship between brand knowledge and brand referral behaviors*”.

However, the standardized beta coefficient ( $\beta$ ) for brand personality is  $\beta=0.041$  and the significance value is 0.480 and brand experience is  $\beta=0.046$  and the

significance value is 0.321, which is  $p > 0.05$ . This shows that the results for both brand personality and brand experience is found to be no relationship because the significant value is greater than 0.05. Thus, these results do not support the hypothesis two (H2) and hypothesis three (H3) that states “*There is a positive relationship between brand personality and brand referral behaviors*” and “*There is a positive relationship between brand experience and brand referral behaviors*”.

**Table 4.7**  
*Summary of Hypothesis Testing*

Hypothesis	Description	Result
H1	There is a positive relationship between brand knowledge and brand referral behaviors.	Supported
H2	There is a positive relationship between brand personality and brand referral behaviors.	Not supported
H3	There is a positive relationship between brand experience and brand referral behaviors.	Not supported

#### 4.7 Chapter Summary

This chapter has presented the result and findings after being analyzed by using Statistical Package for the Social Science (SPSS) version 23. The analyses that have been conducted are including descriptive analysis, normality test, reliability analysis, Pearson’s correlation analysis and multiple regression analysis. The following chapter summarized on the finding, discussion, limitation, recommendation and conclusion.

## CHAPTER 5

### CONCLUSION AND RECOMMENDATIONS

#### 5.0 Introduction

Mainly, this chapter discussed the conclusion of the findings and recommendation for the future research. Moreover, this chapter will answer all the research objectives and research questions in this study. With this chapter, it will help to determine the factors that lead brand referral behaviors among undergraduate business students in Universiti Utara Malaysia.

#### 5.1 Discussion of the Findings

The main purpose of this analysis is to examine the influence of independent variables (brand knowledge, brand personality and brand experience) towards dependent variable (brand referral behaviors). The data were obtained from questionnaires that had been distributed to 350 respondents of UUM undergraduate business students. All the collected data were analyzed using Statistical Packages for Social Science (SPSS) version 23. The following discussion was related to the previous findings and previous literature that related to this study.

##### 5.1.1 Relationship between Brand Knowledge and Brand Referral Behaviors

Generally, brand knowledge is one of the personal factors that are crucial in motivating someone to be brand referral. The results of this study found that

brand knowledge has a significant relationship towards brand referral behaviors among UUM undergraduate business students. Based on the analysis, it is found that there is a positive significant relationship between brand knowledge and brand referral behaviors. The results clarified that the brand knowledge propensity influenced students to get involved as brand referral behaviors.

This finding is consistent with the previous studies (Chen & He, 2003; Packard & Wooten, 2013). They have proved that there is a significant relationship between brand knowledge and brand referral behaviors.

The results of findings also aligned with the study by Jalilvand and Samiei (2012) which found that brand knowledge is positively related with brand referral behaviors. They also viewed that people who have knowledge about the cosmetic brand will become brand referral. This means that an individual with a more knowledge about cosmetic brand will influence the other individual to purchase the product or not.

### **5.1.2 Relationship between Brand Personality and Brand Referral Behaviors**

Brand personality is one of the factors that could influence individual to become as brand referral. However, the results of this study found that there is no significant relationship between brand personality and brand referral behaviors among UUM undergraduate business students. From the results of analysis, it is found that there is a negative significant relationship between



brand personality and brand referral behaviors. The results clarified that brand personality is not a predictor towards brand referral behaviors. The finding is not aligned with previous studies (Polyorat, 2011; Kim, Han & Park, 2001). Their studies found that there is significant relationship between brand personality and brand referral behaviors.

### **5.1.3 Relationship between Brand Experience and Brand Referral Behaviors**

The result of this study shows that brand experience has no significant relationship towards brand referral behaviors among UUM undergraduate business students. Based on the analysis, it is found that there is no relationship between brand experience and brand referral behaviors. The results clarified that the brand experience did not influence the students as a brand referral.

This result is not aligned with the previous study by Tugrul (2014), Brakus et al. (2009) and Klaus and Maklan (2013). Their study showed that there is a significant relationship between brand experience and brand referral behaviors. Their results of study do support the influence of brand experience towards brand referral behaviors.

### **5.1.4 Summarize of the findings and further discussion**

Overall, it can be concluded that brand knowledge have a positive significant relationship towards brand referral behaviors. In contrast, other predictors

which are brand personality and brand experience do not have significant relationship with brand referral behaviors.

Brand knowledge shows positive relationship with brand referral behaviors. The result is significant because UUM students' views and beliefs that brand knowledge can lead to referral communication about cosmetic brand. Customer who buys and used the brand will know more about the brand. Other people who are going to buy the same brand will ask the customer first since he/she has the information and knowledge about the brand. Therefore, developing a positive brand knowledge based on the customer's minds can increase the customers' intention to buy the brand and finally achieve a strong predictor of brand referral behaviors.

Meanwhile, the findings of this study showed that there are no significant relationship between brand personality and brand experience towards brand referral behaviors among UUM undergraduate business students. It can be concluded that brand personality and brand experience did not make UUM students involve with the brand referral behaviors. Refer to the results which there are no relationship between brand personality and brand experience toward brand referral behaviors, UUM students seem purchase some brand without elaborate the personality and experience of those brand.

## **5.2 Implications of the Study**

### **5.2.1 Theoretical Contributions**

This study examined the relationship between brand knowledge, brand personality, brand experience and brand referral behaviors. Thus, it made that this study contribute into studying these three predictors towards the brand referral behaviors. In fact, the result of this study gives new empirical evidence of how brand referral behaviors related to those predictors. Through this study, marketers must be aware and have deep understanding on referral communication about products and services.

### **5.2.2 Practical Contributions**

This study area also could benefits the cosmetic company. Therefore, they should consider in examining the brand referral behaviors. The study on the brand referral behaviors especially among Gen-Y is very important because it could give contribution towards the managers and marketers. At the same time, it could enhance company's brand success such as loyalty, increase market penetration, boost revenue and create positive brand referral advertising.

Gen-Y especially students will be a powerful market in the future. Marketer should pay attention with the students as their target market since this market segment represent the future society which mean students are the future potential consumers. Since the respondent for this study are university students, it means they are well educated. Marketer should take advantage to

make this market segment as their ‘advertisement source’ because brand referral has been the most effective form of communication in influencing other consumers and exerts a strong influence on consumer purchasing.

### **5.3 Limitations of the Study**

There are some unavoidable limitations in this research paper. First of all, the limitation in this study is biasness among students. The biasness occurred when the answers given by them are not sincerely from their opinion. In fact, many of them preferred to answer “neutral” instead of choosing “agree” or “disagree”. This situation is unavoidable because the answers are all depends on the individual. Another limitation in this study is time constrain. As the time for completing this study is limited, therefore, the chosen population might small and it might not represent all the business students at Universiti Utara Malaysia. Furthermore, this study should generalize to all students.

### **5.4 Recommendation for Future Research**

The following will be the discussion on the recommendations for the future research. It is recommended for the future study to examine other possible factors that can be the predictor of brand referral behaviors. One possible predictor for the future research is brand attitude. The study should consider how effective the brand attitude could influence brand referral behaviors. This is because through brand attitude, the customer will give their opinion and suggestion to other people like family members or friends about the brand. It is vital to examine more on the brand referral behaviors

by determining the predictors that could enhance and influence the brand referral. Furthermore, the study should involve more respondents including non-business students in order to determine the factor towards brand referral behaviors among the university students.

## **5.5 Conclusion**

To recapitulate, this study have achieved the research objectives in examining the relationship between brand knowledge, brand personality, brand experience and brand referral behaviors among the UUM undergraduate business students. Out of three independent variables, one of them, brand knowledge is significantly related to brand referral behaviors. Meanwhile, another two, brand personality and brand experience are not significantly related to brand referral behaviors. This study will give managers and marketers to understand deeply about brand referral behaviors among Gen-Y. For example, from the finding found that brand knowledge is the predictor of brand referral behaviors, so marketer should focus and explain more details about the cosmetic product toward this generation because Gen-Y is the highest number of customer who buys cosmetic product the most.

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## Appendix A: Research Questionnaires



Pusat Pengajian  
Pengurusan Perniagaan  
SCHOOL OF BUSINESS MANAGEMENT

Universiti Utara Malaysia

Dear respected respondents:

You are invited to participate in this research entitled **“PREDICTORS OF BRAND REFERRAL BEHAVIORS OF COSMETIC BRAND AMONG GEN-Y CONSUMERS”**. Please answer all items in the questionnaire honestly and carefully as it will influence the result of the research.

Information obtained from this questionnaire WILL BE TREATED STRICTLY CONFIDENTIAL and will be used solely for academic purposes.

Thanks for your time in responding to this questionnaire.

Your participation is highly appreciated.

Sincerely,

NOOR HASANIYATI BINTI MOHD REJAB

Master of Science (Management), UUM

Email: [hasaniyati.rejab@gmail.com](mailto:hasaniyati.rejab@gmail.com)

**SECTION A :**

Please tick ( ✓ ) in the boxes below that closely describe your background.

**Section A : Demographic Information**

1. Gender :

i) Male

ii) Female

2. Race :

i) Malay

iii) Indian

ii) Chinese

iv) Others

3. Age :

i) 20 – 25 years

iii) 31 – 35 years

ii) 26 – 30 years

iv) 36 years and above

4. Monthly Income :

i) Below RM 1,000

iv) RM 3,000 – RM3,999

ii) RM 1,000 – RM 1,999

v) RM 4,000 and above

iii) RM 2,000 – RM 2,999

5. Program

i) Bachelor of Marketing

ii) Bachelor of Entrepreneurship

iii) Bachelor of Business Administration

iv) Bachelor of Human Resource Management

**SECTION B :**

Please tick ( ✓ ) in the boxes below that closely describe your cosmetic behavior.

**Section B : Consumer Behavior**

1. Type of cosmetic product:

- |                |                          |                                  |                          |
|----------------|--------------------------|----------------------------------|--------------------------|
| i) Make-up     | <input type="checkbox"/> | iv) Perfume                      | <input type="checkbox"/> |
| ii) Skin care  | <input type="checkbox"/> | v) Others (please specify) _____ |                          |
| iii) Body care | <input type="checkbox"/> |                                  |                          |

2. Favourite cosmetic brand:

- i) Please specify \_\_\_\_\_  
(e.g. Sephora, Nivea, D'herbs, Safi)

3. Where do you get the cosmetic product?

- |                                  |                          |
|----------------------------------|--------------------------|
| i) Hypermarket                   | <input type="checkbox"/> |
| ii) Kiosk                        | <input type="checkbox"/> |
| iii) Online                      | <input type="checkbox"/> |
| iv) Direct selling               | <input type="checkbox"/> |
| v) Others (please specify) _____ |                          |

4. Price range :

- |                          |                          |
|--------------------------|--------------------------|
| i) Below RM 500          | <input type="checkbox"/> |
| ii) RM 501 – RM 1,000    | <input type="checkbox"/> |
| iii) RM 1,001 – RM 2,000 | <input type="checkbox"/> |
| iv) RM 2,001 – RM3,000   | <input type="checkbox"/> |
| v) RM 3,001 and above    | <input type="checkbox"/> |

## SECTION C, D, E & F

Please choose and tick (√) your answer in the space provided according to this scale.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

### Section C: Brand Referral

		1	2	3	4	5
1.	I encourage friends and family to buy this cosmetic brand.					
2.	I recommend this cosmetic brand whenever anyone seeks my advice.					
3.	If the cosmetic brand been mentioned in a conversation, I would recommend this cosmetic brand.					
4.	I have actually recommended this cosmetic brand to my friends and/or family.					

### Section D: Brand Knowledge

		1	2	3	4	5
Brand Awareness						
1.	I can differentiate the cosmetic brand I use among the other competing brands.					
2.	I know/am aware of the cosmetic brand I am using.					
3.	I know what cosmetic brand I use looks like.					
4.	The cosmetic brand I use is sold in more stores compared to the competing brands.					
5.	When buying cosmetic product, the first cosmetic brand to come to my mind would be the brand I use.					
Brand Image						
6.	I believe the cosmetic brand image that I choose is outstanding and gives me a good impression.					
7.	I believe the cosmetic brand I choose has a high reputation for quality.					
8.	This cosmetic brand comes to my mind immediately when I want to purchase a cosmetic product.					
9.	The value of this cosmetic brand gives me confidence to its products.					

### Section E: Brand Personality

		1	2	3	4	5
1.	I believe this cosmetic brand is down-to-earth.					
2.	I believe this cosmetic brand is honest.					
3.	I believe this cosmetic brand is wholesome.					
4.	I believe this cosmetic brand is cheerful.					
5.	I believe this cosmetic brand is daring.					
6.	I believe this cosmetic brand is spirited.					
7.	I believe this cosmetic brand is imaginative.					
8.	I believe this cosmetic brand is up-to-date.					
9.	I believe this cosmetic brand is reliable.					
10.	I believe this cosmetic brand is intelligent.					
11.	I believe this cosmetic brand is successful.					
12.	I believe this cosmetic brand is upper class.					
13.	I believe this cosmetic brand is charming.					
14.	I believe this cosmetic brand is outdoorsy.					
15.	I believe this cosmetic brand is tough.					

### Section F: Brand Experience

		1	2	3	4	5
1.	This cosmetic brand makes a strong impression on my visual sense or other senses.					
2.	I find this cosmetic brand interesting in a sensory way.					
3.	This cosmetic brand does not appeal to my senses.					
4.	This cosmetic brand induces feelings and sentiments.					
5.	I do not have strong emotions for this cosmetic brand.					
6.	This cosmetic brand is an emotional brand.					
7.	I engage in physical actions and behaviors when I use this cosmetic brand.					
8.	This cosmetic brand results in bodily experiences.					
9.	This cosmetic brand is not action oriented.					
10.	I engage in a lot of thinking when I encounter this cosmetic brand.					
11.	This cosmetic brand does not make me think.					
12.	This cosmetic brand stimulates my curiosity and problem solving.					

YOU HAVE COMPLETED THE QUESTIONNAIRES.  
THANK YOU FOR YOUR COOPERATION.



## Appendix B: SPSS Output

### DESCRIPTIVES ANALYSIS

#### Frequencies

#### Statistics

		Gender	Race	Age	Monthly Income	Course	Type of Cosmetic Product	Favourite Cosmetic Brand	Where Do You Get the Cosmetic Product	Price Range
N	Valid	335	335	335	335	335	335	335	335	335
	Missing	0	0	0	0	0	0	0	0	0
Mean		1.84	1.32	1.03	1.04	2.47	2.44		1.09	1.02

#### Frequency Table

#### Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	55	16.4	16.4	16.4
	Female	280	83.6	83.6	100.0
	Total	335	100.0	100.0	

#### Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	268	80.0	80.0	80.0
	Chinese	42	12.5	12.5	92.5
	Indian	11	3.3	3.3	95.8
	Others	14	4.2	4.2	100.0
	Total	335	100.0	100.0	

#### Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-25 years	326	97.3	97.3	97.3
	26-30 years	9	2.7	2.7	100.0
	Total	335	100.0	100.0	

### Monthly Income

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Below RM1000	322	96.1	96.1	96.1
RM1000- RM1999	13	3.9	3.9	100.0
Total	335	100.0	100.0	

### Program

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid B. Mktg	78	23.3	23.3	23.3
B. Entrepreneurship	65	19.4	19.4	42.7
BBA	148	44.2	44.2	86.9
B. HR	44	13.1	13.1	100.0
Total	335	100.0	100.0	

### Type of Cosmetic Product

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Make-up	97	29.0	29.0	29.0
Skin care	77	23.0	23.0	51.9
Body care	76	22.7	22.7	74.6
Perfume	85	25.4	25.4	100.0
Total	335	100.0	100.0	

### Favourite Cosmetic Brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Acqua Di Gio	1	.3	.3	.3
	Adidas	13	3.9	3.9	4.2
	Aiken	2	.6	.6	4.8
	Aqua Di Gio	1	.3	.3	5.1
	Avon	11	3.3	3.3	8.4
	Bath & Body Works	2	.6	.6	9.0
	Biore	6	1.8	1.8	10.7
	Body Shop	9	2.7	2.7	13.4
	Boss	1	.3	.3	13.7
	Catrice	3	.9	.9	14.6
	Cetaphil	3	.9	.9	15.5
	Chanel	4	1.2	1.2	16.7
	Clean & Clear	3	.9	.9	17.6
	Clear Men	2	.6	.6	18.2
	D' Nars	2	.6	.6	18.8
	Dashing	10	3.0	3.0	21.8
	De' Xandra	17	5.1	5.1	26.9
	DKNY	1	.3	.3	27.2
	Dove	5	1.5	1.5	28.7
	Dunhill	6	1.8	1.8	30.4
	E.L.F. Cosmetic	1	.3	.3	30.7
	Elianto	3	.9	.9	31.6
	Enchanteur	6	1.8	1.8	33.4
	Eversoft	2	.6	.6	34.0
	Fair & Lovely	4	1.2	1.2	35.2
	Garnier	7	2.1	2.1	37.3
	Garnier Men	4	1.2	1.2	38.5
	Gucci	1	.3	.3	38.8
	Head & Shoulder	2	.6	.6	39.4
	Himalaya	5	1.5	1.5	40.9
	Hugo	6	1.8	1.8	42.7
	In2it	2	.6	.6	43.3
	Johnson's	10	3.0	3.0	46.3
	Loreal	11	3.3	3.3	49.6
	Maybelline	19	5.7	5.7	55.2

Mentholatum	6	1.8	1.8	57.0
Naked	2	.6	.6	57.6
Neutrogena	4	1.2	1.2	58.8
Nivea	20	6.0	6.0	64.8
Nivea Men	3	.9	.9	65.7
Nurraysa	4	1.2	1.2	66.9
Nutox	8	2.4	2.4	69.3
NYX	5	1.5	1.5	70.7
Olay	7	2.1	2.1	72.8
Oxy	2	.6	.6	73.4
Pantene	4	1.2	1.2	74.6
Revlon	5	1.5	1.5	76.1
Revolution	1	.3	.3	76.4
Rexona	6	1.8	1.8	78.2
Safi Balqis	6	1.8	1.8	80.0
Safi Rania	3	.9	.9	80.9
Sendayu Tinggi	4	1.2	1.2	82.1
Sephora	27	8.1	8.1	90.1
Silky Girl	10	3.0	3.0	93.1
Simply Siti	8	2.4	2.4	95.5
SKII	2	.6	.6	96.1
St. Ives	1	.3	.3	96.4
The Face Shop	1	.3	.3	96.7
Vaseline	3	.9	.9	97.6
Versace	2	.6	.6	98.2
Victoria Secret	6	1.8	1.8	100.00
Total	335	100.0	100.0	

### Where Do You Get the Cosmetic Product

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Hypermarket	318	94.9	94.9	94.9
Kiosk	8	2.4	2.4	2.4
Online	6	1.8	1.8	1.8
Direct Selling	3	.9	.9	100.00
Total	335	100.0	100.0	

### Price Range

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Below RM500	327	97.6	97.6	97.6
RM501-RM1000	8	2.4	2.4	100.00
Total	335	100.0	100.0	

### RELIABILITY ANALYSIS

#### Scale: Brand Referral Behaviors

#### Case Processing Summary

	N	%
Cases Valid	335	100.0
Excluded <sup>a</sup>	0	.0
Total	335	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.876	.877	4

#### Item Statistics

	Mean	Std. Deviation	N
C1	3.73	.742	335
C2	3.80	.753	335
C3	3.87	.748	335
C4	3.87	.814	335

## Scale: Brand Knowledge

### Case Processing Summary

		N	%
Cases	Valid	335	100.0
	Excluded <sup>a</sup>	0	.0
	Total	335	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.860	.861	9

### Item Statistics

	Mean	Std. Deviation	N
D1	3.76	.692	335
D2	3.84	.696	335
D3	3.87	.765	335
D4	3.90	.834	335
D5	3.91	.778	335
D6	3.74	.726	335
D7	3.78	.726	335
D8	3.84	.730	335
D9	3.82	.715	335

## Scale: Brand Personality

### Case Processing Summary

		N	%
Cases	Valid	335	100.0
	Excluded <sup>a</sup>	0	.0
	Total	335	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.920	.920	15

### Item Statistics

	Mean	Std. Deviation	N
E1	3.56	.776	335
E2	3.83	.657	335
E3	3.80	.762	335
E4	3.86	.764	335
E5	3.92	.807	335
E6	3.94	.795	335
E7	3.85	.786	335
E8	3.87	.814	335
E9	3.96	.802	335
E10	3.86	.785	335
E11	3.93	.743	335
E12	3.73	.763	335
E13	3.84	.777	335
E14	3.80	.781	335
E15	3.82	.736	335

### Scale: Brand Experience

#### Case Processing Summary

		N	%
Cases	Valid	335	100.0
	Excluded <sup>a</sup>	0	.0
	Total	335	100.0

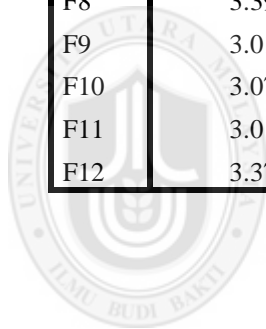
a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.850	.849	12

### Item Statistics

	Mean	Std. Deviation	N
F1	3.77	.661	335
F2	3.64	.672	335
F3	2.94	.797	335
F4	3.53	.741	335
F5	3.02	.927	335
F6	3.27	.871	335
F7	3.38	.816	335
F8	3.39	.855	335
F9	3.01	.917	335
F10	3.07	.908	335
F11	3.01	.940	335
F12	3.37	.862	335



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## NORMALITY TEST

### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Brand Referral Behaviors	335	100.0%	0	0.0%	335	100.0%
Brand Knowledge	335	100.0%	0	0.0%	335	100.0%
Brand Personality	335	100.0%	0	0.0%	335	100.0%
Brand Experience	335	100.0%	0	0.0%	335	100.0%

### Descriptives

		Statistic	Std. Error	
Brand Referral Behaviors	Mean	3.8194	.03570	
	95% Confidence Interval for Mean	Lower Bound	3.7492	
		Upper Bound	3.8896	
	5% Trimmed Mean	3.8364		
	Median	4.0000		
	Variance	.427		
	Std. Deviation	.65335		
	Minimum	1.75		
	Maximum	5.00		
	Range	3.25		
	Interquartile Range	.50		
	Skewness	-.309	.133	
	Kurtosis	.364	.266	
	Brand Knowledge	Mean	3.8295	.02783
95% Confidence Interval for Mean		Lower Bound	3.7748	
		Upper Bound	3.8843	
5% Trimmed Mean		3.8415		
Median		3.8889		
Variance		.259		
Std. Deviation		.50937		
Minimum		2.00		
Maximum		5.00		
Range		3.00		

	Interquartile Range	.78	
	Skewness	-.492	.133
	Kurtosis	.602	.266
Brand Personality	Mean	3.8392	.02884
	95% Confidence Interval for Lower Bound	3.7824	
	Mean Upper Bound	3.8959	
	5% Trimmed Mean	3.8499	
	Median	3.9333	
	Variance	.279	
	Std. Deviation	.52790	
	Minimum	2.00	
	Maximum	5.00	
	Range	3.00	
	Interquartile Range	.80	
	Skewness	-.418	.133
	Kurtosis	.224	.266
	Brand Experience	Mean	3.2843
95% Confidence Interval for Lower Bound		3.2292	
Mean Upper Bound		3.3395	
5% Trimmed Mean		3.2672	
Median		3.2500	
Variance		.263	
Std. Deviation		.51312	
Minimum		2.08	
Maximum		5.00	
Range		2.92	
Interquartile Range		.58	
Skewness		.443	.133
Kurtosis		.517	.266

## CORRELATION ANALYSIS

### Correlations

		Brand Knowledge	Brand Personality	Brand Experience	Brand Referral Behaviors
Brand Knowledge	Pearson Correlation	1	.665**	.328**	.634**
	Sig. (2-tailed)		.000	.000	.000
	N	335	335	335	335
Brand Personality	Pearson Correlation	.665**	1	.370**	.451**
	Sig. (2-tailed)	.000		.000	.000
	N	335	335	335	335
Brand Experience	Pearson Correlation	.328**	.370**	1	.255**
	Sig. (2-tailed)	.000	.000		.000
	N	335	335	335	335
Brand Referral Behaviors	Pearson Correlation	.634**	.451**	.255**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	335	335	335	335

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

## MULTIPLE REGRESSION ANALYSIS

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.637 <sup>a</sup>	.405	.400	.50615

a. Predictors: (Constant), Brand Knowledge, Brand Personality, Brand Experience

b. Dependent Variable: Brand Referral Behaviors

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57.775	3	19.258	75.173	.000 <sup>b</sup>
	Residual	84.799	331	.256		
	Total	142.574	334			

a. Dependent Variable: Brand Referral Behaviors

b. Predictors: (Constant), Brand Knowledge, Brand Personality, Brand Experience

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	.527	.247		2.132	.034	.041	1.014		
	Brand Knowledge	.759	.073	.592	10.355	.000	.615	.903	.550	1.817
	Brand Personality	.051	.072	.041	.707	.480	-.091	.192	.533	1.878
	Brand Experience	.058	.059	.046	.993	.321	-.057	.173	.851	1.175

a. Dependent Variable: Brand Referral Behaviors