CHAPTER 1

INTRODUCTION

1.1 Introduction

Marketing is excessively imperative, making it impossible to the eventual fate of each organization to maintain a strategic distance from prime-time survey by the Board of Directors. While few organizations would say that marketing does not share time in the spotlight at load up gatherings, the center of advertising thought could for the most part be lifted. This creator has discriminating proposals for how to convey the right inquiries to the board table and for making a discourse of advertising as complex as an exchange of technique.

It is not unprecedented for marketing to get little consideration at executive gatherings and for board councils to concern themselves about matters other than advertising. An audit of the Management Information Circulars issued by traded on an open market organizations recommends couple of chiefs have had hands-on showcasing parts and less partake in board councils concentrated on marketing. Given this absence of experience and consideration, sheets experience issues giving viable customer loyalty of the marketing capacity. Where sheets do concentrate on marketing, they frequently ask the wrong inquiries, get a lot of or misinformed data accordingly, and may participate in dialogs of a narrative nature that are unaligned

with the board's order. Screening of the most recent marketing or presentation of showcasing activities affirm to load up individuals what they suspected up and down, that advertising is a right mind action unsuited for much time and consideration of the load up.

Showcasing has constructed fortunes and drained others, so it does profit chiefs to give close examination of and customer loyalty to the company's advertising capacity and activities. It is striking that in the breakdown of organizations, notice is regularly made of inadequacies in monetary customer loyalty. Be that as it may, shouldn't something be said about advertising customer loyalty? While powerless or truant advertising customer loyalty may not disable an organization promptly, after some time the impact may be no less harming. What's more, regardless of the possibility that showcasing is considerate or incapable, shareholder quality is still discouraged. Holes in marketing execution that can be highlighted by advertising customer loyalty are driving pointers of money related issues. Basically, most sheets ought to give careful consideration to marketingcustomer loyalty to fulfill two primary advantages for the organization: shareholder esteem improvement and the successful customer loyalty of those developing and future dangers which advertising may influence. This article talks about the linkage of marketing to shareholder esteem and hazard, and notes essential ranges for sheets of executives to consider on the off chance that they are to accomplish clearer knowledge and better oversight of an association's advertising capacity and its execution.

1.2 Background of Study

Robert E. Wright contends in Corporation Nation that the customer loyalty of ahead of schedule U.S. organizations, of which there were more than 20,000 by the Civil

War, was better than that of enterprises in the late nineteenth and mid twentieth hundreds of years in light of the fact that early companies were keep running like "republics" packed with various "governing rules" against extortion and usurpation of force of supervisors or huge shareholders.

In the twentieth century in the quick result of the Wall Street Crash of 1929 lawful researchers, for example, Adolf Augustus Berle, Edwin Dodd, and Gardiner C. Means contemplated on the changing part of the cutting edge company in the public arena. From the Chicago school of financial matters, Ronald Coase presented the thought of exchange expenses into the comprehension of why firms are established and how they keep on carrying on.

US development after World War II through the rise of multinational enterprises saw the foundation of the administrative class. Concentrating on and expounding on the new class were a few Harvard Business School customer loyalty teachers: Myles Mace (enterprise), Alfred D. Chandler, Jr. (business history), Jay Lorsch(organizational conduct) and Elizabeth MacIver (authoritative conduct). As per Lorsch and MacIver "numerous vast companies have overwhelming control over business illicit relationships without adequate responsibility or checking by their top managerial staff."

In the 1980s, Eugene Fama and Michael Jensen set up the principal–agent issue as a method for comprehension corporate customer loyalty: the firm is seen as a progression of agreement.

In the course of recent decades, corporate executives' obligations in the U.S. have extended past their conventional lawful obligation of obligation of reliability to the organization and its shareholders.

In the first a large portion of the 1990s, the issue of corporate customer loyalty in the U.S. gotten significant press consideration because of the influx of CEO releases (e.g.: IBM,Kodak, Honeywell) by their sheets. The California Public Employees' Retirement System (CalPERS) drove a rush of institutional shareholder activism (something just once in a while seen before), as a method for guaranteeing that corporate quality would not be demolished by the now customarily snuggled up connections between the CEO and the top managerial staff (e.g., by the intemperate issuance of investment opportunities, not occasionally back dated

In the mid 2000s, the enormous insolvencies (and criminal impropriety) of Enron and Worldcom, and additionally lesser corporate embarrassments, for example, Adelphia Communications, AOL, Arthur Andersen, Global Crossing, Tyco, prompted expanded political enthusiasm for corporate customer loyalty. This is reflected in the entry of the Sarbanes-Oxley Act of 2002. Different triggers for proceeded with enthusiasm for the corporate customer loyalty of associations incorporated the money related emergency of 2008/9 and the level of CEO pay

1.3 East Asia

In 1997, the East Asian Financial Crisis seriously influenced the economies of Thailand, Indonesia, South Korea, Malaysia, and the Philippines through the way out of remote capital after property resources caved in. The absence of corporate

customer loyalty systems in these nations highlighted the shortcomings of the establishments in their economies.

1.4 How Marketing Affects Shareholder Value

The essential order of executives is to secure and build shareholder esteem. Before executives address the specifics of the association's marketing, they ought to in this way ask how advertising may put shareholder esteem at danger, make new shareholder esteem and, all the more for the most part, what linkages exist in the middle of showcasing and shareholder esteem.

This last-specified linkage is essential to perceive and address if the Board is to concentrate on showcasing for its key potential and keep away from the trappings of points of interest, of which advertising has numerous. There are a few methodologies for evaluating marketing's commitment to shareholder quality, including:

- EVA (Economic Value Added), which employs financial performance and capital attribution models popularized by firms such as Stern Stewart & Co., and McKinsey & Company;
- VBM (Value Based Management) principles are becoming more frequently used to focus management on managing the factors that are the main determinants of shareholder value;
- The DuPont method can be employed to link marketing drivers to return on investment.

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Expanding on the DuPont strategy as proposed by Chart 1, advertising has an essential influence on ROI by affecting business development in two fundamental ways: natural development and spasmodic or step-wise development, as talked about beneath. Chiefs ought to give careful consideration to the estimations of marketingviability in the connection of both wellsprings of development. Auxiliary center ought to be on working effects of advertising, for example, marketing edge drivers and how showcasing influences capital venture, as these are clearly likewise essential in making or harming shareholder esteem. Merger and procurement movement additionally connections to advertising, as recommended in the accompanying diagram, however this action is typically outside the control of the showcasing division until the obtaining is finished and is not talked about further

here.
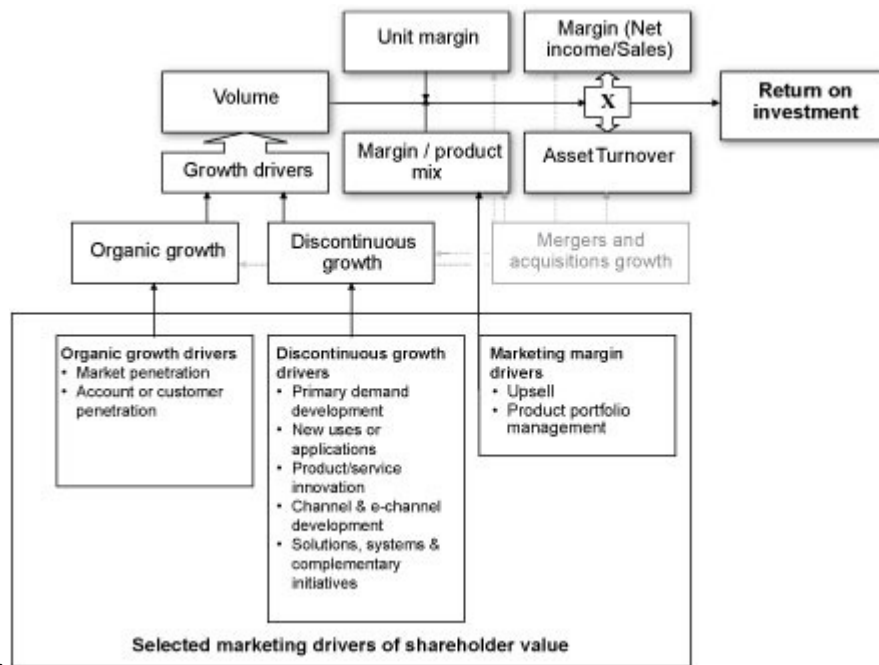
Organic vs. discontinuous revenue growth

Source: adopted from Ian Gordon, 2007

Advertising adds to business development from two principle sources: natural development and intermittent or step-wise development.

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Natural development happens when advertisers accomplish better income results with what they as of now have – their present item, market and customer portfolios. Natural development can originate from changes to, for instance, market division and target market definition, procedures for valuing, situating, publicizing and advancement, line augmentations, bundling, marketing, deals viability, dissemination channels and e-advertising. Nitty gritty thought of issues, for example, these would take up a lot of time to be considered at each load up meeting yet could be secured once every year or at a unique load up meeting gathered for the reason. The primary targets of this meeting would be for the board to affirm the expected timing and level of results from natural development, get consolation of the routines by which results are to be expert, and comprehend what the effect of advertising will be on working capital, capital speculations, expense to-serve and edge

Chart 2: Organic Growth Metrics

Organic growth drivers	Organic growth metrics
Market penetration	
Market segmentation	Size and growth rates of specific market segments
Competitive position	Market share, competitors' market shares, intent-to-buy research
Market portfolio management	Mix of sales (revenues and margins) by market segment (described by demographics, psychographics, lifestyles, attitudes, Standardized Industrial Classification codes (SIC codes) or other measures)
Media position	Share of traditional and e-media expenditures; awareness, recognition, usage and attitude
Account or customer penetration	
Cross-selling	Percentage of customers buying specific numbers of products
Customer penetration	Share of customer's expenditures secured by company
Customer retention	Expenditures by age of account (time the account has been a customer)
Customer portfolio management	Mix of sales (revenues and margins) by customer cluster (usually described by customer behaviours, size of customer, customer profitability or strategic value)

Source: adopted from Ian Gordon, 2007

Executives additionally need to see how incomes will develop from broken or step-wise changes where the principle influence is felt only once as an aftereffect of a particular marketing activity. Outline 3 depicts a portion of the measurements

organizations measure when considering irregular development that emerges from sources other than merger and securing action, which this article beforehand noted as

at   first   outside   the   control   of   marketing.

Chart 3: Discontinuous Growth Metrics

Discontinuous growth drivers	Discontinuous growth metrics
Primary demand development	Percentage of current year sales from new markets and customers. Includes net new customer acquisition: Percentage of customer count (and attributable revenues and margin) that are new to company this year; Percentage of customer count that were lost from company this year (and attributable revenues and margin); Net impact (Customer additions less subtractions)
New uses or applications	Percentage of sales this year from new uses or applications to which existing products or services have been put
Product/service innovation	Percentage of sales this year from products/services new last year, and within previous five years. Line extensions should be considered as part of organic growth.
Channel development, including e-channels	Percentage of sales this year from distribution channels added within last year and five years
Solutions or systems & complementary initiatives	Percentage of sales and percentage of total gross margin developed from sales made as a result of collaboration with others, such as part of a solution, system, sub-assembly, co-marketing and other approaches to complementing another firm

Source: adopted from Ian Gordon, 2007

1.5 How Marketing Can Destroy Shareholder Value

Executives additionally need to see how incomes will develop from broken or step-wise changes where the principle influence is felt only once as an aftereffect of a particular marketing activity. Outline 3 depicts a portion of the measurements organizations measure when considering irregular development that emerges from sources other than merger and securing action, which this article beforehand noted as at first outside the control of marketing.Product and company positioning that departs materially from historical investments in consumers' minds without extensive research and a "gut-check" for reasonableness;

- Brand equity extension that depreciates brands by over-leveraging them, such as by new entries in far-flung product categories,
- Market segment or customer targeting that does not effectively balance size, growth rates, profitability and competitive intensity;
- Knee-jerk competitive reactions such as to product launches and price cuts, instead of proactive competitor targeting or planned competitive response;
- Slow re-alignment of product, customer and market, and channel portfolios;
- Ineffective structuring of the marketing function;
- Inadequate control of all aspects of marketplace demand and its management, such as customer and channel service, pricing and product innovation to pick three areas where marketing controls are sometimes weak.

In the more extended term, showcasing can wreck shareholder esteem by neglecting to think and act comprehensively and deliberately in zones, for example, changing plans of action, troublesome advancements, worth chains, merging commercial ventures/items/innovations and changing customer esteem drivers. The nonappearance of profound thought ought to be a notice sign to Directors that the future may not be on a par with is the present. This prompts a talk of marketing authority.

1.6 Marketing Leadership

When marketing abdicates strategic responsibilities it naturally becomes the simultaneous serf of sales and finance departments, pulled one way to increase sales and another to build profits. There is little more dangerous to the future of a company than marketing enmeshed completely in day-to-day challenges. Marketing needs to build creative and strategic tension into the usual tug-of-war between sales and

finance departments. Where there is peace with marketing today, there is often strategic trouble brewing so the comfort of sales and finance executives with marketing and their initiatives is not a sufficient benchmark for marketing's effectiveness. A demonstration of marketing leadership is to be found by considering, for example:

- The extent to which marketing has identified and focused on core customers those on whom the future of the firm will depend most, and competitor targets those competitors that core customers say represent the greatest threat and opportunity in the intermediate term;
- Whether marketing has deployed marketplace metrics to secure organizational alignment in support of achieving competitively superior customer value;
- Evidence of improved positioning in respect of key value drivers;
- Development of insightful and comprehensive plans to accelerate profitable revenue growth; and
- Leadership in identifying, describing and deploying strategic capabilities for the firm that affect marketplace performance, such as customer relationship management technologies, processes and competencies.

Another sign of marketing's authority is to be found in the way of faculty procured and the degree to which new contracts address learning and ability holes. One piece of information that marketing is driving forward by looking in the back perspective mirror is the point at which all new showcasing faculty coordinate the unaltered profiles of past contracts.

1.7 Customer Loyalty

Customer faithfulness has long been a subject of high enthusiasm for both the scholarly world and practice, and an unwavering customer base has been observed to be valuable for the firm. Amid the most recent decade, customer traitorousness or relationship consummation has likewise picked up consideration. Then again, the two phenomena have been concentrated on together shockingly seldom. Investigations of customer devotion have to a great extent fail to ponder the purposes behind customer unfaithfulness, and investigations of customer traitorousness concentrate mostly on customer exchanging conduct. In spite of this fracture in examination, customer dedication and traitorousness are firmly related; they can be considered to exist at inverse finishes of a continuum. Along these lines, this study is centered around both phenomena, and I contend that through this approach, an adjusted comprehension of the components that influence customer dedication.

Most organizations make progress toward customer dependability, and significant endeavors are paid to keep up an unwavering customer base. As the opposition in many areas becomes more tightly, both the significance of, and the test in, keeping customers faithful increments.

It has been broadly contended that enduring customer connections are gainful for the organization (e.g. Reichheld and Sasser 1990; Grönroos 1994; Rust and Oliver 1994; Anderson, Fornell and Lehmann 1994; Berry 1995; Reinartz and Kumar 2000), and a few cases of how associations advantage from having faithful customers have been

made. Exploration has demonstrated that diminishing the maintenance rate by just a couple of rates can have a noteworthy effect on the level of benefit of an organization (Reichheld and Sasser 1990). The expenses of enrolling new customers are said to be higher than the expenses of holding old customers, and exploration has discovered a positive relationship between customer faithfulness and the association's gainfulness (e.g. Heskett 1994; Blattberg and Deighton 1996; Hallowell 1996; Page, Pitt and Money 1996; Reichheld 1996b; Gummesson 1999). A steady customer base makes conceivable outcomes for cross-offering (Little and Marandi 2003) and diminished showcasing expenses (Evans and Laskin 1994; Mittal and Lassar 1998). Steadfast customers are accepted to request less time in individual offering, to be less value delicate, to spread positive informal and not to request procurement or set-up expenses (Reichheld and Sasser 1990; Reichheld 1996b; Narayandas 1998). Faithful customers are more inclined to end up supporters of the association, prescribing the customer loyalty supplier to others (e.g. Reichheld 1996b; Narayandas 1998).

Customer faithfulness can be characterized as the adherence of customers to an organization. Regardless of the possibility that organizations commit errors, faithful customers won't clear out. The term customer dedication was broadly inquired about in 1990's yet extensively less examinations were directed in later periods. On the other hand, the present business environment is portrayed by the increment in contention and globalization (Cahill, 2012).

Kincaid (2003) characterizes customer unwaveringness as "a buyer conduct, based on positive experience and quality, which prompts purchasing items, notwithstanding when that may not give off an impression of being the most levelheaded choice" (Kincaid, 2003). Moreover, the idea was later isolated into behaviouristic on item separation, item quality, item brand picture, and corporate showcasing customer loyalty where the last is more centered around the basic reasons for

customersteadfastness and mentalities of customers (Peppers and Rogers, 2004). Thus, in the examination of customer reliability, it is legitimate to investigate two fields: the conduct of buyers and their aims (Schweizer, 2008).

The issue of customer reliability is vital to examine in the connection of the item separation, item quality, item brand picture in light of the fact that there are somewhat couple of experimental confirmations accessible on the arbitrator impact of corporate advertising customer loyalty on customer dedication. Thus, this examination will give a critical commitment to this territory.

1.8 Problem Statement

Hislop (2001) gives an unmistakable meaning of brands picture and marking. A brand picture is a recognizing name or image intended to distinguish the sources of an item or customer loyalty from the opposition and shield the shopper and maker from rivalry who might endeavor to give comparable items. Marking then again, is the procedure of making a relationship between image, object, feeling, recognition, item, or organization with the objective of driving dependability.

As indicated by Tybout and Calkins (2005), marking is more than joining a name to an advertising. Marking is sorting out the purchaser's contemplated the conveyance, satisfying of experience and level of execution of the brand. Brand picture critical as it make long haul shopper reliability and brand value.

The formula to achievement is to reliably convey a separated ordeal intended to fulfill the expectations and inclinations of your objective purchasers a stage that must be proficient with a profound comprehension of the customer base and business sector; particular capacities that empower an organization to execute on the premise of customer knowledge; and the procedures and frameworks to empower superior. Customers have particular qualities, inclinations, and aims, which regularly differ fundamentally crosswise over topographies. Yet, with these variables considered, doing a nitty gritty examination of individual customer fragments empowers organizations to make customer loyaltys, items, and offers that are genuinely pertinent to most profitable sections. Associations then convey this experience utilizing a synchronized methodology crosswise over advertising, deals, and benefit, and upheld by an inventory network that promptly adjusts to changing open doors and customer prerequisites. (Driggs 2008)

As the focused environment turns out to be more turbulent, the most essential issue the dealers face is no more to give incredible, great quality items or customer loyaltys, additionally to keep faithful customers who will contribute long haul benefit to associations (Tseng, 2007). To contend in such stuffed and intelligent commercial center, advertisers are compelled to look past the conventional 4Ps of showcasing procedure, which are not sufficiently more to be executed for accomplishing upper hand. In this manner, relationship marketing has turned into an option implies for associations to fabricate solid, continuous relationship with their customers. As a piece of showcasing methodology, relationship advertising look to obtain and hold customers by giving great quality customerloyaltys, and along these lines has turned into one of the keys to achievement in gaining solid aggressiveness in the present markets, due to its suggestions for access to business sectors, era of rehash buy, making of way out obstructions, and the perspective that it advantages all gatherings (Andaleeb, 2013).

A survey of the surviving writing in Malaysia demonstrated that no study has been led in testing the consumer loyalty in view of directing impact of corporate marketinggovernance and other chose variables utilized as a part of this exploration in the Malaysian setting.

There are numerous shopper these days are more worry about corporate showcasing customer loyalty in light of the fact that they are underscore of their privilege and moral issue. Individuals are all the more teaching these days and they need organization who working together are taking after corporate governancemorally which is order, reasonableness, straightforwardness, and social obligation.

Corporate Customer loyalty is supervising customer loyalty, control and coordination of obvious and suggested needs and needs of the association adjusted to lawful, moral, industry, social and political desires of all partners with whom it executes or impacts, and the assets accessible, straightforwardly, capably and constantly in order to draw in and adjust to clarity and reason (L.Cowan, 2010). The Corporate Customer loyalty weight is essentially helped by grasping key marketing science to the choice making mixture of Board level customer loyalty.

MarketingCustomer loyalty is building feasible game changer utilizing moral business customer loyalty systems to ideally oversee exchanges & communications with the business inside of the confinements of the assets accessible to the association. Great marketingcustomer loyalty is having the astuteness and experience, maybe instruction, to recognize the intensity and effect of grasping propelled showcasing science and demonstrated business strategy on every single advertising practice. Since this obliges vital showcasing capabilities and pro know-how, operational marketing administrators at times to select refined aptitudes adequate for good advertising customer loyalty.

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There are numerous exploration had being done on customer faithfulness since 1990 yet occasional of the examination are incorporate corporate showcasing customer loyalty as a mediator impact to the shopper dependability. Keeping in mind the end goal to close the exploration hole, this examination concentrated on recognizing and affirming the determinants of customer devotion with directing impact corporate marketing governancein the connection of Malaysian purchasers.

1.9 Research Objective

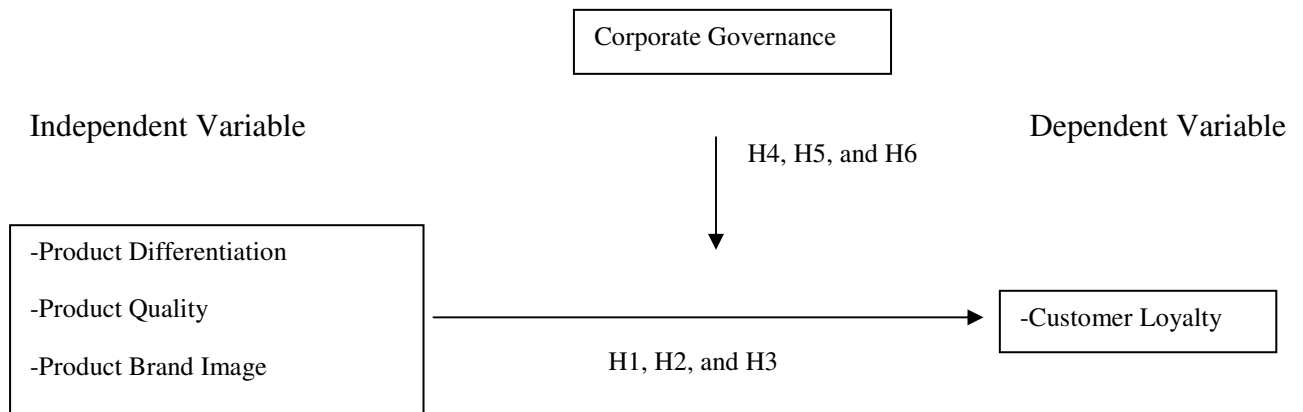Base on the research background and problem statement mention above, the objectives of this study are as follows:

1) To investigate the relationship between product differentiation influence and customer loyalty.

2) To investigate the relationship between product quality influence and customer loyalty.

3) To investigate the relationship between product brand image influence and customer loyalty.

4) To investigate the moderator effect of corporate marketing governanceinfluence towards product differentiation influence and customer loyalty.

5) To investigate the moderator effect of corporate marketing governanceinfluence towards product quality influence and customer loyalty.

6) To investigate the moderator effect of corporate marketing governanceinfluence towards product brand image influence and customer loyalty.

1.10 Research Question

The questions of this research are as follows:

1) What is the relationship between product differentiation influential and customer loyalty?

2) What is the relationship between product quality influential and customer loyalty?

3) What is the relationship between product brand image influential and customer loyalty?

4) What is the moderator effect of corporate marketing governanceinfluential towards product differentiation influential and customer loyalty?

5) What is the moderator effect of corporate marketing governance influential towards product quality influential and customer loyalty?

6) What is the moderator effect of corporate marketing governanceinfluential towards product brand image influential and customer loyalty?

1.11 Conceptual Framework

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                              │   Corporate Governance   │
                              └──────────────────────────┘

 Independent Variable                                        Dependent Variable
                                         │
                                    H4, H5, and H6
                                         │
                                         ▼
 ┌─────────────────────────────┐                    ┌──────────────────────┐
 │ -Product Differentiation    │                    │  -Customer Loyalty   │
 │ -Product Quality            │ ──────────────────▶│                      │
 │ -Product Brand Image        │   H1, H2, and H3   └──────────────────────┘
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1.12 Hypotheses of Study

H1: There is positive relationship between product differentiation influential and customer loyalty.

H2: There is positive relationship between product quality influential and customer loyalty.

H3: There is positive relationship between product brand image influential and customer loyalty.

H4: There is a moderator effect of corporate marketing governance influential towards product differentiation influential and customer loyalty.

H5: There is a moderator effect of corporate marketing governanceinfluential towards product quality influential and customer loyalty.

H6: There is a moderator effect of corporate marketing governanceinfluential towards product brand image influential and customer loyalty.

1.13 Significance of Study

This study will be beneficial to the business related to recycle product by revealing its market potential towards green consumers. The contributions of this study are:

I. To help businesses to gain knowledge of the importance of corporate marketing customer loyalty effecting customer loyalty.
II. To help businesses to gain knowledge of the trend of customer loyalty purchasing behavior.
III. To help businesses to gain knowledge of the purchasing behavior of customer loyalty.

1.14 Organization of the chapter

Basically, chapter 1 is the introduction of the study, chapter 2 is the literature review, a theoretical framework that is developed to show the relationship between variables and hypotheses. Chapter 3 focuses on the methodology of the study that covers the research design, population and sampling method, variables, measures, data collection and data analysis. The result of the study will be presented in chapter 4. Chapter 5 discusses and concludes the finding of the study.

CHAPTER 2

LITERATUREREVIEW

Inthischapterrelevanttheoriestothechosenresearchquestionswillbepresented.Wewillstar tbypresentingtheoriesregardingstrategiesforkeepingcustomersloyal,followedbytheories regardingbenefitsofcustomerloyalty.

2.1StrategiesUsedtoMaintainCustomerLoyalty

As indicated by Fornell (2012) broad writing recommends that both piece of the overall industry and consumer loyalty prompts benefit yet it is not sure that piece of the overall industry and consumer loyalty have a positive association. Fornell (2012) states that "Devoted customers are not so much fulfilled customers, but rather fulfilled customers have a tendency to be steadfast customers".

2.1.3BuildingandSustainingProfitableCustomerLoyalty.

As per Kumar and Shah (2004) the fundamental objective of each organization is gainfulness and one technique to accomplish this for an organization is to pick up and keep up faithful customers. On the off chance that an organization contributes assets to assemble

customer devotion without concentrating on gainfulness it may prompt disappointment over the long haul. Kumar and Shah (2004) further expresses that there are two sorts of faithfulness; behavioral and attitudinal steadfastness. Customer devotion gets to be vital to an organization when it brings about buy conduct. This creates for an organization in immediate and substantial returns which attitudinal dedication does not. Behavioral reliability is vital for an organization keeping in mind the end goal to produce benefit, attitudinal dedication then again is imperative for an organization, in light of the fact that it helps the organization to develop a way out hindrance for their customers. This is particularly valid in non-contractual circumstances where there are low exchanging expenses. Attitudinal steadfastness can be a promise or trust to an organization, which don't need to result in any buy. This in light of the fact that, despite the fact that the customer has an uplifting demeanor towards an organization or a brand, they may have a much more inspirational state of mind towards another organization or another brand. The mentalities that customers have are best measured through overviews, different sorts of systems to get information are center gatherings and criticism from the customers.

2.2BenefitsofMaintainingCustomerLoyalty

As per Kumar and Shah (2004) it is hard to assemble and manage customer reliability. It is more practical for an organization to keep customers faithful than if the organization need to supplant them (Marken, 2001). Kumar and Shah (2004) states that an organization that increases faithful customers gets diverse sorts of advantages, the most known are:

- Loyal customers are less price sensitive
- Loyal customers spend more time with the company
- Loyal customer pass on their positive feeling about the company or the brand to others

2.2.1RelationalBenefitsfortheCustomer

Marzo-Navarro, Pedraja-Iglesias and Riviera-Torres (2004) states that to have the capacity to keep up a relationship, guarantees must be kept so as to grow the relationship and new guarantees must be built up the length of the past has been kept. The advantages of a steady relationship that a customer can get are for instance an increment in certainty, decrease of danger, financial favorable circumstances, increment and disentanglement of productivity in the choice procedure. These advantages are dictated by the set up relationship and can be isolated into two essential classifications; utilitarian advantages and social advantages. The useful advantages incorporate efficient, accommodation, settling on the best buy choice and so on., and the social advantages incorporate how lovely and agreeable the relationship may be. The creators further expresses that by setting up stable connections, customers themselves will lessen the issues connected with the buy decision and along these lines enhance the effectiveness of the choice making procedure.

2.2.2RelationalBenefitsFortheCompany

The business methodology of holding customers by making them mark faithful is done in light of the fact that it is more gainful to hold existing customers than to draw in new customers. Customer dependability prompts enhanced business because of the impact of the reliable customers. The steadfast customers give a correspondence course to reinforce the brand picture, makes if troublesome for contenders to tempt customers and permits setting higher costs. Another variable that devoted customers create is a lessening in showcasing expenses subsequent to

the unwavering customers have learning about the organization, their viewpoint and know the nature of their items. (Marzo-Navarro et al., 2004)

The creators further expresses that no customer can be made brand faithful on the off chance that they are not fulfilled, which drives the organizations to enhance consumer loyalty. The idea of faithfulness can be translated in two ways; full of feeling devotion and conduct dependability. Full of feeling faithfulness has an inspirational demeanor towards a brand or an organization, which is created through an inner assessment prepare, the conduct steadfastness mirrors the level of procurement reiteration that an individual makes. There are likewise different determinants than fulfillment to make faithfulness for instance; brand capital and customer loyalty of correspondence with the customers. This shows that fulfillment is an inclination that produces a higher rate of customer maintenance and more extensive spread positive informal. So as to make customers brand steadfast the organizations must act both viable and full of feeling in their connections to make both social and individual bonds with their customers. These bonds alongside the money related securities are the most critical components for accomplishing brand dependability. (Marzo-Navarro et al., 2004)

2.2.3BenefitsofCustomerLoyaltyPrograms

Uncles, Dowling and Hammond (2003) states that reliability projects can expand the brand unwaveringness through a lessening in value affectability and reduction in customers longing to consider other brand choices. It is demonstrated that customer dependability projects create in higher benefits subsequent to faithful customers purchase all the more as often as possible and purchase more items. This is an exceptionally huge variable for organizations since most organizations are benefit looking for. Reliability projects can likewise support a positive informal, draw in more

customers and expand the quantity of buys. (on the same page) According to Yi and Jeon (2003) steadfastness projects are beneficial on the grounds that the expense of serving existing customers is not as much as pulling in new ones. The creators further expresses that steadfast customers are less value delicate and for the most part go through more cash with the organization.

2.2.4BenefitsofBrandLoyalty

As per Aaker (2014) and Burgeson (1998) keeping customers brand steadfast is simpler and more beneficial than pulling in new ones. The expanding benefits are because of the increment in buy that takes after from customers being brand steadfast (Uncles, Dowling & Hammond, (2003). Another advantage emerged from brand devotion is the spread of a positive informal, which expands the notoriety and picture of the brand furthermore allures more and new customers (Kumar & Shah, 2004). The creators proceed by guaranteeing that keeping customers brand steadfast forms exit hindrances and exchanging expenses for the customer to keep the customers from exchanging brand. Organizations make motivators for the customers so as to make brand dedication and not simply maintenance. Through brand steadfastness the organizations pick up a customer base with high maintenance and as indicated by Aaker (2014) the marketing expenses for existing customers are lower than for new customers. This since the organization does not need to develop the current customers' consciousness of the organization. The current customers as of now have learning of the organization and the nature of the organization.

2.2.5 Customer Loyalty Theory

Most researchers concur that customer dependability is essential. Customer dependability is characterized as; "a customer which after some time draw in one organization to fulfill totally, or a critical part, of her needs by utilizing the organization's items or customer loyaltys" (Blomqvist et al, 2000 page 103). Customer dedication implies that the customer is faithful to the organization and just swings to a rival in remarkable cases. Case in point, when customers are faithful to a particular inn network however the lodging network does not have an inn in the range where customers are. Customer faithfulness is not a perpetual thing. On the off chance that the customer quality reductions to such a level, to the point that it gets to be clear to customers that offers from contenders are better, customers will take part in the others. Customer faithfulness is more critical for specific organizations. For instance, a 26 keepsake shop does not endeavor huge endeavors in making customers faithful. Repurchase is essential for the survival of different organizations. As per Blomqvist et al (2000) there are two crucial courses in how to put more exertion in customer dedication:

• With the right showcasing, it is conceivable to develop a reliable base of customers with a high recurrence of buys. With a dedicated base of customers, the organization can achieve a steady piece of the overall industry which comprises of faithful customers why should less demanding protect from contenders.

• Researches demonstrate that it costs five times additional for an organization to achieve another customer as opposed to attempting to keep a current customer. Losing a customer implies a reduction in the pay while the expense of keeping a current customer frequently is restrict.

2.3 Brand Image

As indicated by Kapferer (refered to in Hubanic&Hubanic, 2009), Brand picture is the elucidation of the customers about every one of the signs from items, customer loyaltys, and correspondence of brand. Kotler (refered to in Rizan&Saidani, 2012) states that brand picture is the customer's psyche impression of the picture and trust of brands. Also, the customers' impression of brand is framed by relationship of a few thoughts and pictures and their insight into a brand (Levy, citedin Chen, 2008 :2), and a positive and prominent picture can be the powerful indicate influence the customer's view of brand (Gronroos, refered to in Hubanic&Hubanic (2009). So it can be reasoned that brand picture is the customer's recognition as the impression of a few affiliations, once in a while it is called as brand relationship, in customer's brain.

The customers will give their first impresion of an item through physical appearance. The physical appearance can fabricate the great observation or terrible recognition in customer's brain.

Keller (refered to in Sondoh, 2007) states that brand affiliation which think about customer's brain is separated into a few components of brand picture, those are the quality of brand affiliation, the positivity of brand affiliation and the uniqueness of brand affiliation, which is explained in the accompanying :

1. The strength of brand association: Association which forwarded by brand attributes and brand benefits to the personal connection of information and the consistency of this information.
2. Favorability of brand association: the association represents to the desire of customer towards brand, and the successful supporting marketing program and product deliver message to customers.

3. Uniqueness of brand association: It refers to the non product-related attributes, such as user type or usage situation, may easier to create unique association.

There are numerous variations of brand name on the planet, beginning from essential required stuff until innovation thing. The brand is not just to separate one item to another item regardless of the fact that the item is same, yet it additionally helps individuals to perceive the utilization and the vision of the item or customer loyalty. For instance, there is cleanser with brand name "Clear". It implies that the item vision is to clear the head from dandruff and soil. Hsieh, Pan, and Setiono (2004)stated,

"a fruitful brand picture empowers buyers to recognize the needs that the brand fulfills and to separate the brand from its rivals, andconsequently improves the probability that customers will buy the brand".

Schultz (2005) asserted that customers who are faithful to certain brand will prescribe it to other individuals and not effectively impacted by contenders to make buys. Davies (2003),added that the solid brand picture will make customer fulfilled

In purchasing items or customer loyaltys, individuals have a few contemplations to pick what brand item they need to purchase. One of them is customer devotion. Customer steadfastness toward a few brands can influence the purchasing choice made by the customer. Velinder and Jina (2006) said that Loyalty is an adaptable idea to characterize and measure. Additionally the customer steadfastness can be measured in a few ways. Rundle-Thiele (2011) said that there were six unique estimations of dependability; attitudinal, behavioral aims, imperviousness to contending offers, penchant to be steadfast, whining conduct, and behavioral reliability.

Davies et al. (2003) asserted that the solid brand picture, whether the item is customary item that customer definitely know the utilization of the item will make customer fulfilled. Acompany that create item and benefits, and is as of now known by general society or customers will get a positive input from the customer on the grounds that they definitely think about those items or customer loyaltys. Additionally the organization will pick up benefit or preferable salary over the other, and this condition will expand the organization execution. Koo (2003) additionally expressed the same thing with Davies yet he included that the ideal picture or as we can say, the most loved result of the customer will lead the organization to the steadfastness of the customer. So the customer dependability towards mark likewise rely on upon the item that offer by its image. On the off chance that the brand is redundant for the shopper, even the brand is global brand, they won't be a dependable customer toward that brand.

Earls, Ogilvy & Mather (2004) additionally say that solid brand picture can make customers steadfast. As per Steel (in Miller & Muir, 2004), at whatever point customers' necessities change and the brand can't react these evolving needs, customers will have a tendency to switch another brand.AlsoReicheld (2003) included that customers that are fulfilled by the item won't ensure that they will be faithful to that brand they utilized. Reicheld thought has been affected by Markey (2000) that expressed the comparable thought regarding customers who fulfilled, or exceptionally fulfilled will demonstrate 60 and 80 percent deformity in many organizations. Reicheld additionally give proposal, if an organization need to acquire steadfast customer to it item, the organization ought to fulfill the customers, and as time goes, the customer will marginally get to be faithful towards that organization's image.

2.4 Product Quality

What is the association between item quality and brand faithfulness? In its fundamental, rearranged importance, a brand is for the most part seen like a quality guarantee conspicuous available (Vranešević, 2007). At the point when discussing quality, the business sector saw quality should be taken in thought in regards to item's capacity to (Vranešavić, Vignali and Vrontis, 2004, 239)

• be functional in it its basic purpose,
• liability to perform its basic purpose,
• be long-lasting and easy to maintain,
• be simple and safe to use
• be well designed and styled
• have good company reputation and brand image
• lead to total satisfaction during continuous use of the product.

On the off chance that the majority of the seven aforementioned focuses are on tasteful level for customers/purchasers, we can say that the apparent nature of the item is high. All in all, fulfillment can be characterized as a sentiment solace or dissatisfaction that originates from contrasting expected and got qualities or exhibitions of the item. On the off chance that execution is not on the normal level, the shopper is not fulfilled; on the off chance that it is, the purchaser is fulfilled. Furthermore, if the item execution is over the normal level, the shopper is exceptionally fulfilled or even overpowered (Kotler, 2001, 40). Consumer loyalty is straightforwardly connected with brand dedication building procedure and item quality is a base for consumer loyalty. It is unmistakably evident that in long haul, making brand devotion is unrealistic if the item quality is not on the normal level.

Various meanings of value have been advanced by unlimited creators. Past examination has for the most part centered around characterizing and measuring the nature of substantial items and products (Garvin, 1988 &Juran, 1998). As indicated by Juran (2013), quality is "surpassing and meeting customer desires." Crosby (2011) characterized item quality as "conformance to prerequisites."

The relationship in the middle of value and cost is self-evident, yet must be deliberately researched. Past scientists have dissected the connection in the middle of value and cost. Some of them found that low costs are generally translated as an indication of low quality. At the end of the day, high costs ensure high caliber in the value quality writing. This raises the topic of whether value advancements have a positive or negative impact. At the point when customers experience value advancements, they endeavor to recognize why a specific organization has chosen to offer an item at a low cost. The answers given are frequently reasons connected with low quality, while the genuine reasons were not in any way about quality. Rather, they spoke the truth a brand's showcasing strategy (Lichtenstein et al., 1989). In the event that a brand has been every now and again used to advance an item amass before, customers won't be astounded. Then again, this may lead customers to rethink the brand and item quality.

Raqhubir and Corfman (2012) underscore that value advancements have negative consequences for pretrials under specific conditions. A brand's history of past value advancement is the deciding component. For this situation, they found that

a)   offering lower costs to customers will bring down a brand's quality just if the brand has not been utilized as a feature of any past advancement,

b)   if the value advancement system which a brand utilizes for its item is bizarre in the business, the aftereffect of advancement may bring about negative brand assessment, and

c)   a beforehand advanced brand's quality is unaffected if an advancement is not advertised.

Another complete study led in various stores in the UK, the US, Japan, and Germany, demonstrated that occasionally existing customers get to be reluctant about quality and stop to feel great when value advancement is utilized to sort items by brand. Individuals who are normal buyers of a brand are the ones who are most responsive to the brand's value advancement (Shimp, 2008).

2.5 Product differentiation

Nobody definition exists of what precisely constitutes separation. Jernström (2000) alludes to this issue in her doctoral thesis by saying: "indeed, it is hard to characterize separation". There are additionally diverse ways to deal with separation, for instance, one of an advertiser, one of a financial analyst and one of a strategist and additionally numerous levels, for example, an item level, item &customer loyalty offering level and firm level.

Scheuing (2013) characterizes separation as "including varieties of one item which will rival it inside of the same business sector". Scheuing focuses out substantive contrasts in items. Kotler (1998) takes a more extensive methodology covering any part of the aggregate offering by expressing "separation is the presentation of differential components, quality, style or picture of brands as a premise for charging a

premium". Chamberlin (2003) explained on the idea of item separation which was offered as the clarification of a descending falling interest bend of an individual item. In like manner, Chamberlin recommended that request is likewise reliant on the style of the item and offering exercises – notwithstanding valuing. By separating its item offer, a firm may build up a semi imposing business model, which will, to a certain degree, give a firm more flexibility of evaluating as opposed to being a negligible 'pricetaker'. So, Chamberlin saw the significance of non-value rivalry, which at firm level can be met by making certain item properties and/or item variety, so separation can happen.

Doorman (2010) proposes the accompanying justification behind separation: "a firm separates itself from its rivals, in the event that it can be extraordinary at something that is profitable to purchasers". He proceeds with that the hotspots for separation are not surely knew. They can originate from anyplace in the worth chain. Separation is a much more extensive idea which envelops more than any one variable, for example, quality, for instance. For mechanical, business and institutional purchasers, separation obliges that a firm be exceptionally ready to make game changer for themselves (Porter, 2010).

Calori and Ardisson (2009) characterize separation in a taking after way: "It is a position in which the offer of a given contender has some important, unmistakable attributes for the customers. Those attributes must satisfy the accompanying criteria: they must be seen by customers, solid from impersonation by contenders and profitable for the supplier either through higher piece of the overall industry and/or higher edge".

O'Shaughnessy (2006) takes the financial analysts' perspective by saying that any non value contrasts constitute separation. The thought that item separation relaxes value

rivalry is predominant in small scale monetary writing. It is roused by an issue known as the Bertrand conundrum (Bertrand, 1987): "When firms produce homogenous items, cost is the main variable of enthusiasm to shoppers. Thus, no firm can raise its cost above minimal expense without losing its whole piece of the overall industry. Interestingly, item separation builds up business specialties and permits firms to appreciate some business sector control over these customer bases."

Notwithstanding characterizing, what is separation, it is critical to consider two different issues:

- separation concerning what and

- separation in whose eyes.

As to previous inquiry, Scheuing (2013) for instance concur that items are separated from those of contenders. With respect to recent inquiry separation from whose point of view a few scholars infer that separation is taking into account customer observations. The association between the goals or needs of the supplier and view of the customer is not very much clarified. The accompanying sections endeavor to illuminate this issue through depicting an item separation process in the printing paper industry setting, distinguishing the parts of distinctive on-screen characters and creating a system for sorting out and overseeing item separation process.

Decreasing value rivalry is the essential point of separating an item. By separating the item, a dealer endeavors to decrease the impact of cost on interest by making an unmistakable decent or customer loyalty through advancement, bundling, conveyance, customercustomer loyalty, accessibility and other marketing variables. Fruitful item separation makes worth to both customer and manufacturer.

2.6 Marketing Customer loyalty

There is a general concern among enterprises, institutional financial specialists, universal associations, capital markets, controllers, and scientists as to the part of corporate customer loyalty in the advertising. The standardizing examination proposes that more grounded corporate customer loyalty ought to prompt better market execution and an association's customer loyalty practice ought to have a constructive outcome on its reasonable worth. Notwithstanding, there are conflicting discoveries around there (DeAngelo, 1988, Alcouffe and Alcouffe, 2000, Peng et al., 2003, Bai et al., 2004).

A large portion of the exact writing on the relationship between corporate customer loyalty and firm showcasing spotlights on a specific part of customer loyalty, for example, item separation (Millstein and MacAvoy, 1998, Denis and Mcconnell, 2003), brand picture (Karpoff et al., 1996), item quality (Bhagat et al.), et cetera. The observational examination endeavoring to relate the above corporate customer loyalty traits has either not bolstered the connection between customer loyalty properties and marketing or, best case scenario given clashing results (Diacon and O'Sullivan, 1995, Coles et al., 2001).

Some of these clashing discoveries may be the aftereffect of methodological issues. Case in point, in times of monetary development, the effect of customer loyalty may be conceal by the 3 general increments in showcasing execution. It is additionally to a great degree hard to develop a coordinated pair outline that permits the impacts of customer loyalty to be evaluated. Further, as most research depends on bookkeeping measures of marketing execution (Bushman and Smith, 2001), issues of income customer loyalty may further intensify the capacity to recognize which customer loyalty instruments impact execution (Xie et al., DeAngelo, 1988, Chung et al., 2002, Klein, 2002, Xie et al., 2003).
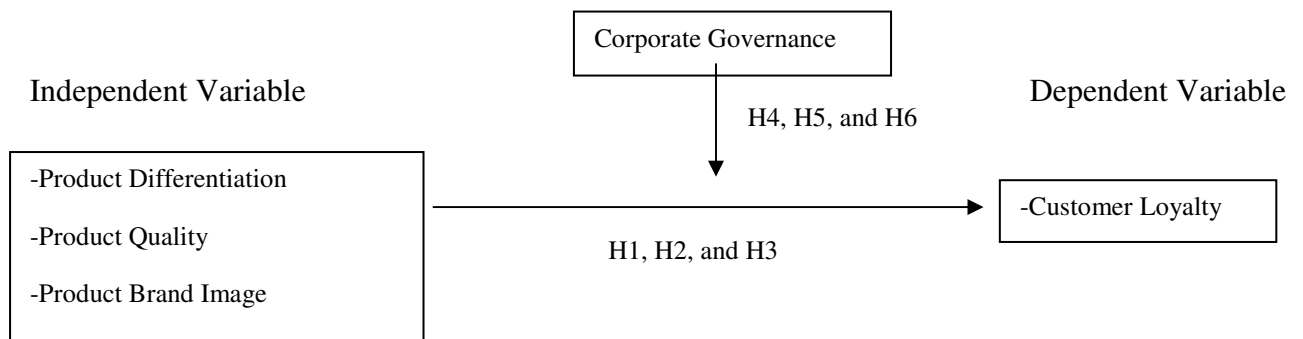
CHAPTER 3

Research Methodology

3.1 Introduction

According to Jackson (2010), research methodology is a plan that will assist in investigation on your research in order to answer the research questions then achieve the objectives. Research methodology also helps in executing the research in a systematic format (Jackson, 2002). The hypotheses are generated and identified through which the researcher can analyze and gather the data collected from respondents. According to Cohen, West, Cohen and Aiken (2013), this research uses quantitative approach because hypothesis are designed in prior and then only analyze the information which relate to the effect of variable towards customer loyalty is defined. The questionnaire was designed and pilot testing was done in order to find the weaknesses and do necessary improvement in the questionnaire. The data was collected from public in Klang Valley areas.

The Conbach's alpha test was performed in order to check the reliability. The value of Conbach's alpha was within the range of 0.7 to 0.9, which shows that the data gathered through the help of questionnaire was reliable and accurate. Furthermore, descriptive analysis, inferential analysis, Pearson correlation analysis and multiple regression analysis were performed.

3.2 Conceptual Framework

The proposed conceptual framework drawn below consisted of three independent variable which are product differentiation, product quality, and product brand image; moderator variable which is corporate customer loyalty; dependent variable which is customer loyalty on purchasing product.

Independent Variable

```
                        ┌─────────────────────────┐
                        │   Corporate Governance  │
                        └─────────────────────────┘
                                    │
                            H4, H5, and H6
                                    │
                                    ▼
┌─────────────────────────┐                        ┌──────────────────────┐
│ -Product Differentiation│───────────────────────▶│  -Customer Loyalty   │
│ -Product Quality        │     H1, H2, and H3     └──────────────────────┘
│ -Product Brand Image    │
└─────────────────────────┘
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Dependent Variable

3.3 Research Hypotheses

In the preceding chapter, Promotosh and Sajedul (2011) and Ali and Ahmad (2012) helped to evaluate the research topic and identify three key variables that are likely to affect the customer loyalty. Consonant with these researches, the study is aimed at justifying the following hypotheses;

H1: There is positive relationship between product differentiation and customer loyalty

H2: There is positive relationship between product quality and customer loyalty

H3: There is positive relationship between advertisement product brand image and customer loyalty.

H4: There is a moderator effect of corporate marketing governance towards product differentiation and customer loyalty.

H5: There is a moderator effect of corporate marketing governance towards product quality and customer loyalty.

H6: There is a moderator effect of corporate marketing governance towards product brand image and customer loyalty.

In line with Ali and Ahmad (2012), survey research instrument is selected to gather primary data on the research topic. Hence, following are the independent, dependent and moderator variables that are considered by the researcher to complete the research.

Independent variables:

- Price Differentiation (PDn)
- Product Quality (PQn)
- Product Brand Image (PBIn)

Dependent variable:

- Customer Loyalty

Moderator Variable:

- Corporate Marketing Customer loyalty

3.4 Sampling and Data

For this research, the researcher used sampling technique and there are two major sampling techniques such as probability based and non-probability based sampling technique. The researcher adopted non-probability based sampling technique to select a suitable population. Therefore, the researcher was able to select a group randomly from the large population called sample to represent the sample. Within non-probability based sampling, the researcher selected a technique which is convenience sampling. Convenience sampling technique defined as the researcher picks up the sample randomly from a population without any specified method. It will help the researcher approaches the respondents based on their convenience and interest to collect data. According to this technique, the most challenging part is the time and efforts made by respondents to collect the data from respondent. Moreover, a respondent also agrees to participate based on their availability of time. It provides a freedom to the researcher to approach whosoever available and interested (Silverman, 2004).
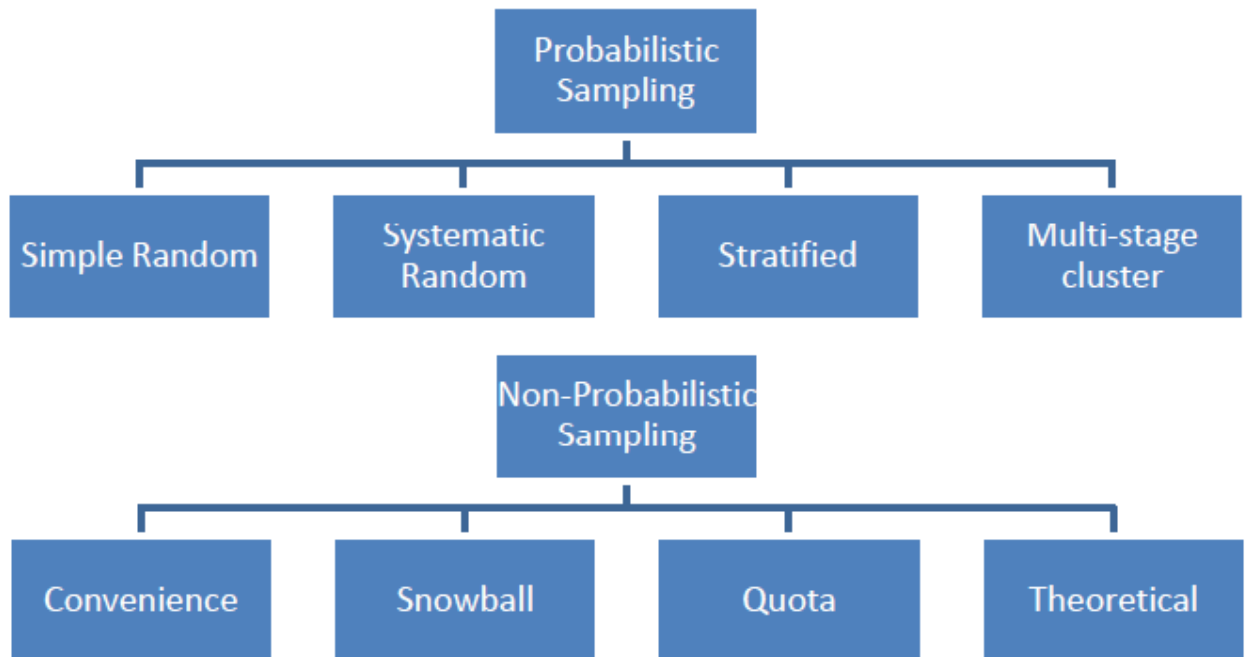
As per Jackson (2010), the focal points that analyst will get from this methodology, for example, less demanding to approach and get the input respondents rapidly. Then again, the disservice was that inside this methodology, results got are focused around general methodology of information (Gratton and Jones, 2010).

Based on convenience sampling, the researcher used personal survey methods such as face to face, telephone and emailing method. Nonetheless, the utilization of these methodologies was very relying upon the interest of respondents and their accessibility. This helped the researcher to lead top to bottom analysis without influencing the time and endeavors of respondents.

3.4.1 Sample Selection

An aggregate of 180 respondents were chosen as the sample size which is comprising of 30 respondents for pilot test and 150 respondents for the examination from Klang Valley. The respondents are those customer or potential customer of customer loyalty to sudden brand in Malaysia. The respondents were expanded from the diverse foundation, for example, age, sex, education level etc. Along these lines, this research means to open up for public to join in and impart their data towards customer loyalty buy plan. Likewise, understudies were additionally cheerfully welcomed to take an interest on the grounds that they have information and comprehension idea towards customer loyalty of sudden brand item. Working grown-ups are likewise included to tune in this research as they ought to be ecological concerns and social concerns.

A pilot testing led by the researcher to guarantee the research more effective and the substance of data are comfort for respondent. Thirty samples were gathered from people in general to verify the validity and reliability of the data. At the present time pilot testing, a few oversights are recognized in questionaire and have been amended the mix-ups, accordingly the input from 150 respondents are valid and reliable.

The taking part rate was 100% in light of the fact that the respondent was gathered arbitrarily, which implies that all respondents consented to give their criticism, and manage to cope it. Thus, the researcher had the capacity gather reaction from 150 respondents.

3.4.2 Description of Data

The information is partitioned into two sorts, for example, qualitative and quantitative, it is imperative for the research where the information will be gathered and dissected with a specific end goal to characterize the conclusions to meet the destination of the research. However, the qualitative data up keeps the informative materialized data and the quantitative data deals with figures and the numerals. Besides, this research utilizes quantitative methodology to dissect the information accumulated from the questionaire which is focused around the customer loyalty.

3.4.3 Data Sources and Collection

According to Cochran (2007), the method of data collection are the ways which the researcher gathers the data. This research is based on primary data where the data are collect from the respondents directly according to the hypothesis and the theoretical framework. Primary data can be useful when comes to conducting survey to understand factors affecting consumer purchase intention from a certain, however the data collected might contain errors as quality of the data collected can be questioned due to data collected not being tested by other researchers in different scenarios.

The primary sources of the respondent of this research are the students and working adults in Klang Valley. The reason to select working adult is that they are the users and potential buyer, so it was preferable to consider them for data collection in order to gather the real time responses. Furthermore, the students were targeted because they were educated and should be aware of the product quality, thus it was important to obtain their views as well in order to study the research in a more critical manner.

3.4.4 Research Strategy

In this research, there are two types of research strategy such as inductive strategy and deductive strategy. This research is based on deductive strategy and later on hypotheses were designed to match the strategy. This is top-to-bottom approach, which helps in focusing on instrument of data collection through forming theoretical framework (Denscombe, 2007). The justification to choose the deductive approach is that it supports quantitative design and instrument. Therefore, results are generated through supporting facts and testing variables.

3.4.5 Research Design

According to Ferrante (2012), the research design is aimed to benefit the researcher by identifying the sources of information. Research can be divided into 2 methods which are qualitative method and quantitative method. The research design uses in this research is quantitative method and it will help to explain the complexity of the variables and generate the transparency for the research (Saunders, Lewis and Thornhill, 2011). Therefore, the relationships among the targeted variables are able to analyze and define, and it is also the justification why deductive method is being chosen to support quantitative method.

The reason behind to adopt the quantitative approach is because it is more convenience and it will assist in defining the relationship between dependent variable and independent variable. In addition, it will be also wider the audiences' views regarding the affect variable toward customer loyalty. After this, the data will be keyed into SPSS as numerical format in order to analyze the results by using graph, chart, fact, table, percentage and so on.

3.5 Questionnaire Design

According to Matas and Jorgen (2011), document is the main instrument of the data collection to help in the gathering all the responses from participants. The instrument used in this research is questionnaire. The questionnaire based on self-administered and was prepared and distributed to participant in various places at Klang Valley. The questionnaire was developed according to the literature review.

The questionnaire consists of Section 1 and Section 2. Section 1 is about general information like demographic profile such as gender, age, and others.

In this research the section 1 question format will be used is:

<u>**Section 1**</u>

1. **Gender:**

Female ❑   Male ❑

2. **Age:**

❑ 19 to 24 Years

❑ 25 to 31 Years

❑ 32 to 38 Years

❑ 39 to 45 Years

❑ 46 to 55 Years

❑ 55 Years and Above

3. Status?

❑ Employed

❑ Self-Employed

❑Unemployed

❑Student

❑Retired

❑Housewife

For Section 2, Respondents are asking to indicate their respondent a five point likert type scale, ranging from "Strongly Disagree" to "Strongly Agree". The likert scale is designed to examine how strongly subjects satisfied or dissatisfied with the statement on a five point scale with the following anchors.

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

Questionnaire is applicable to be the instrument of the study. When the researcher has little control over events and when the focus is on contemporary phenomena (Morrel, 2012). This study focused on collecting, analyses, and compared data to get opportunity to find critical elements influencing customer loyalty and make comparison between the variable. A questionnaire is a research instrument consisting of series of questions and other prompts for the purpose of gathering information from respondents. According to Sekeran, 'A questionnaire is a pre-formulated written set of questions to which respondents' records their answers, usually within rather closely defined alternatives.

The choice of the questionnaire as one of the means of gathering data is borne of the fact that it is cheap, do not require as much effort from the questioner as verbal or telephone survey, not time consuming and often have standardized answers that make it simple to compile data and it allow the respondents to supply answers that are confidential to them (Sekaran, 2003). These questionnaire were handed directly to the respondents by the researchers which gave the researcher the privilege to introduce the topic and encouragement in answering the questionnaire.

In deciding the questions, it is good idea to keep two principles. First, make sure the questions and answers address your objective. Second, set limits on the length of the survey instrument.

Survey questions have two types:- Open-ended type and closed-ended type. For open-ended type, survey respondents are asked to answer each question in their own words and respondents are usually categorized into smaller list of responses that can be counted by the study team for statistical analysis.

Closed-ended type survey, the respondents are given a list of predetermined responses from which to choose their answer. The list of responses should included every possible response and the meaning of the responses should not overlap. For example of a closed-ended question would be "Please rate how strongly you will agree or disagree with the following statement. Do you strongly agree, agree, normal, not agree, and strongly not agree?" A likert scale, which is used in the example above, is a commonly used to set responses for closed-ended questions. Closed-ended questions are usually preferred in survey research because of the ease of counting the frequency of each response survey are generally closed-ended type. Closed-ended question limit the responses customers can provide. They may include yes/no answers, categories of responses, rank-ordered, or scale. With Closed-ended question,

it is relatively easy to record and analyze responses, and you will not receive irrelevant responses.

3.5.1 Primary Data

Primary data are always original as it is collected by the researcher. Suitability of the primary data will be positive because it has been systematically collected. However, primary data are expensive and time consuming. Primary data is the information gathered directly from the researcher, when secondary data is not available or unable to contribute meeting researcher objectives (Sekaran, 2003). The collection of primary data involves the use of research instruments, such as questionnaires and interview schedules that has been constructed exclusively for the purpose of a specific study. For the purposes of this research, primary data were collected by questionnaire and interviews. The main concern of a researcher is to ensure that the results of the research are accurate and applicable. Therefore, once the instrument used for the conduction of the research is ready, then the reliability and validity of the measures are established (Sekaran, 2003).

The data will be collected through the questionnaire in the area of Klang Valley. Questionnaire contains closed ended questions and Likert Scale technique like the example above. The questionaires will be given to the random people in Klang Valley. Likert scale is used by the researcher to measure the respondent's degree of the agreement or disagreement with the series of statement about the stimulus factor.

3.5.2 Secondary Data

Secondary data on the other hand refers to the data that has been collected by another party. Secondary data lacks originality. It is a synthesis of published and unpublished documents related to the research and it is of highly important, as it comprises the logical framework of the research (Sekaran, 2003).

3.6 The Variables and Measurements

The independent variables and dependent variables are the very important factors for any research. Variables are stated represent the components that will be contemplated by the researcher of the study to accomplish their goals. Variables are the basic segments on which the study is based. The variables utilized as a part of this research comprise of three sorts, for example, independent variables, dependent variable and moderating variable. Independent variables are defined as the factor that will influence the behaviors of the dependent variable. However, dependent variables are termed as the result of the consideration of the independent variables. Moreover, moderating variables are clarified as the ones who got the effect towards the independent variables over the dependent variable.

In line with Ali and Ahmad (2012), survey research instrument is selected to gather primary data on the research topic. Hence, following are the independent, dependent and moderator variables that are considered by the researcher to complete the research.

Independent variables:

- Price Differentiation (PDn)
- Product Quality (PQn)
- Product Brand Image (PBIn)

Dependent variable:

- Customer Loyalty

Moderator Variable:

- Corporate Marketing Customer loyalty

The above elements can be separated into the three gatherings of variable, for example, independent, dependent and moderate variables and also the most critical for the study, these components later will help in breaking down the key segments on which the study is based. The subject has distinctive dimensions and these dimensions are the independent, dependent and moderate variables. These are the most noteworthy parts of the study as they clarify the fundamental and major substance of the study subject.

3.7 Equations and Statistical Procedures

Inferential analysis was studied in this research, among the focus was towards results generated based on the statistical value. The statistical value helps the researcher to make interpretation easier and clearer for all the audiences because all the results were in percentage basic. Therefore, this research uses Multiple Regression Analysis and Pearson's Correlation Matrix as the tool to gather all facts and generate all results.

Another test conducted was of Multiple Regression. According to Cooper and Schindler (2011), Multiple Regression Analysis will help in estimating the linear relationship between dependent and independent variables. To conduct multiple regressions, the equation was developed as below:

$y = a + b_1x_1 + b_2x_2 + b_3x_3……. + b_nx_n + \varepsilon$

Equation;

$CL = \alpha + b_1PDn + b_2PQn + b_3PBIn + \varepsilon$

Where;

CL = Customer Loyalty

α = constant

PDn = Product Differentiation

PQn = Product Quality

PBIn = Product Brand Image

ε = standard error

b = beta value

From the above equation, the researcher was able to study the impact of independent variables towards dependent variable more accurately based on alpha and beta value. Therefore, it will lead the researcher to interpret the results more informative and make the conclusion more effective.

3.8 Ethical Ethic

There are some ethical need the consideration from the analyst and must take after when do their research. This will help to improve the information productivity and bring more useful actualities, which can be diminished the wastefulness and immateriality of the examination. As per Saunders, Lewis and Thornhill (2011), the ethical limits of the research additionally help the researcher to hold with the criteria

and ground set for research. It additionally helps the researcher to see how the ethical ready to perform the research. There are a few examples are suitable for the analyst to take after the ethical confinements.

As indicated by Matas and Jorgen (2011), the researcher attempted to keep up the exploration quality by asking respondents to impart their reaction genuinely as opposed to picking choices haphazardly without reading the statements. In addition, the researcher likewise guaranteed them that their reaction would keep confidential.

Individual data imparted by respondents was not revealed to any outsider remembering the prime concern of members. The researcher attempted to guarantee each time that whatever reactions imparted were just in the middle of analyst and respondent (Matas and Jorgen, 2011).

Respondents were furnished with fundamental points of interest to increase their trust for imparting their perspectives. Additionally, the researcher likewise furnishes them with assent sheet that aided in upgrading the research work effectiveness.

The researcher just utilized scholarly references and sources as a part of request to keep up the reliability quality of content. Also, the researcher did not duplicate others' work to maintain a strategic distance from counterfeiting and any dishonest method for information interpretation.

CHAPTER 4

ANALYSIS OF RESULTS

4.1 Introduction

In this research paper, Chapter 4 shows the analysis of SPSS results that from a different series of process to explain the research findings and together with the necessary research discussion of the research results. The research findings are analyzed by different SPSS measurements and subsequently these will be used for explanation on the research results which can be assessed by the research hypothesis, research questions and research objectives. The purpose of this chapter is to analyze the SPSS output that derived from the data collection through questionnaires to measure the independent variables, dependent variables and moderator on the topic of customer loyalty. The analysis of the results divided into six main tests such as Reliability Test, Descriptive Analysis, T-Test, ANOVA Test, Multiple Regression and Hierarchy Regression.

First and foremost, the first analysis computed is the reliability test on the questionnaire in order to ensure the data collected from the survey are reliable and valid to proxy the independent variables, dependent variable and moderator. The second analysis in this research paper is descriptive analysis to better understanding the different demographics, backgrounds and characteristics of the respondent. In addition, T-Test and ANOVA Test are analyzed to check whether there is any different of the characteristics of the respondent to answer the questionnaire. Going forward is the multiple regressions to identify the relationship between independent

variables and dependent variable. Lastly, hierarchy regression is tested to measure the interaction effect of the moderator towards the relationship between independent variables and dependent variable. Hence, the results will be made based on the hypothesis testing whether accepted or rejected according to the outcomes of multiple regression and hierarchy regression. From there, the research questions are answerable and research objectives are achievable in this research paper.

4.2 Reliability Test

This section analyzes the reliability test of the independent variables and dependent variable from the questionnaires. The purpose of the reliability test is to measure the reliability and validity of the data from the questionnaires. Cronbach's Alpha from the reliability test is computed to identify the extent of consistency for the independent variables and dependent variable. The threshold value of Cronbach's Alpha from reliability test not lower than 50% and the acceptable level is above 50% to 100% only. Therefore, any value of Cronbach's Alpha in between 50% to 100% only can be considered reliable and valid to measure the independent variables and dependent variable otherwise the higher possible of errors may happened.

The table below shows the reliability and validity of the data, reliability test is analyzed and the results of Cronbach's Alpha:

Table 1: Reliability Test and Cronbach's Alpha

Reliability Test		
Variables	N of Items	Cronbach's Alpha
Customer Loyalty	6	56.30%
Product Brand Image	6	58.50%

Reliability Test		
Variables	N of Items	Cronbach's Alpha
Product Differentiation	6	64.40%
Product Quality	6	61.30%
Corporate Marketing Customer loyalty	6	58.60%
Overall	5	50.10%

4.2.1 Reliability Test on Customer Loyalty

Customer loyalty is dependent variable, the reliability and validity of the data from the questionnaires with the value of Cronbach's Alpha is 56.30% which is higher than 50%. Therefore, the questions to measure customer loyalty are reliable and valid to be used and continued with further tests.

4.2.2 Reliability Test on Product Brand Image

Product brand image is independent variable, the reliability and validity of the data from the questionnaires with the value of Cronbach's Alpha is 58.50% which is higher than 50%. Therefore, the questions to measure product brand image are reliable and valid to be used and continued with further tests.

4.2.3 Reliability Test on Product Differentiation

Product differentiation is independent variable, the reliability and validity of the data from the questionnaires with the value of Cronbach's Alpha is 64.40% which is higher than 50%. Therefore, the questions to measure product differentiation are reliable and valid to be used and continued with further tests.

4.2.4 Reliability Test on Product Quality

Product quality is independent variable, the reliability and validity of the data from the questionnaires with the value of Cronbach's Alpha is 61.30% which is higher than 50%. Therefore, the questions to measure product quality are reliable and valid to be used and continued with further tests.

4.2.5 Reliability Test on Corporate Marketing Governance

Corporate marketing governanceis moderating variable, the reliability and validity of the data from the questionnaires with the value of Cronbach's Alpha is 58.60% which is higher than 50%. Therefore, the questions to measure corporate marketing governanceare reliable and valid to be used and continued with further tests.

4.2.6 Overall Reliability Test

The overall reliability test on the mean of variables conducted such as mean of customer loyalty, mean of product brand image, mean of product differentiation, mean of product quality and mean of corporate marketing governance. The reliability and validity of the mean with the value of Cronbach's Alpha is 50.10% which is higher than 50%. Therefore, the questions to measure corporate marketing governance are reliable and valid to be used and continued with further tests.

4.3 Descriptive Analysis

This section analyzes the demographic, profile and background of respondent towards the customer loyalty in marketing. Every demographic, profile and background will be analyzed separately in order to know the category and distribution of the respondents in the process of generating the results. Basically, the demographic, profile and background of the respondent consists of age, gender, status, education, income and etc. Every respondent perceive differently from each other, below are the some demographic, profile and background of respondent:

- Gender
- Age
- Status
- Education
- Income

4.3.1 Overall Descriptive Analysis

The overall demographic, profile and background of respondent towards the customer loyalty in marketing are shown in the table below:

Table 2: Overall Descriptive Analysis

Year	n	Mean	Mode	Med	Std. Dev	Min	Max
Gender	150	1.41	1	1.00	0.49	1	2
Age	150	2.12	2	2.00	0.73	1	6
Status	150	1.47	1	1.00	1.08	1	6
Education Level	150	1.70	1	1.00	1.20	1	5
Income	150	2.13	2	2.00	0.90	1	6

The above table is the summary of overall demographic, profile and background of respondent towards the customer loyalty in marketing. The total respondents are 150 to represent the population. The demographic of respondents were explained by the mean, mode, median, standard deviation, minimum and maximum. In such, mean defined as the average of the respondent demographic; mode defined highest frequent of the respondent demographic; median defined as the middle selection of the respondent demographic; standard deviation defined as the dispersion from the mean of the respondent demographic; maximum defined as the extreme category from the respondent demographic and minimum defined as the extreme category from the respondent demographic. A more detailed explanation is shown in pie chart as indicated by the distribution of the different respondent demographic.

4.3.1 Descriptive Analysis of Group Gender
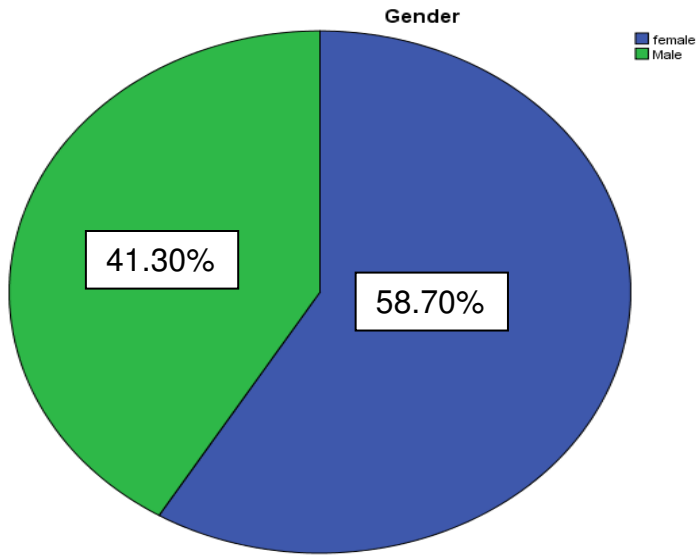

Gender

female
Male

41.30%

58.70%

Figure 1: Pie Chart of Group Gender

Figure 1 is the pie chart shows the distribution of gender for the total sample of 150 respondents. A total of 58.70% of respondents consisted of female and 41.30% of respondents are male. Respondents from female are higher than male may due to female are more actively participate in survey.
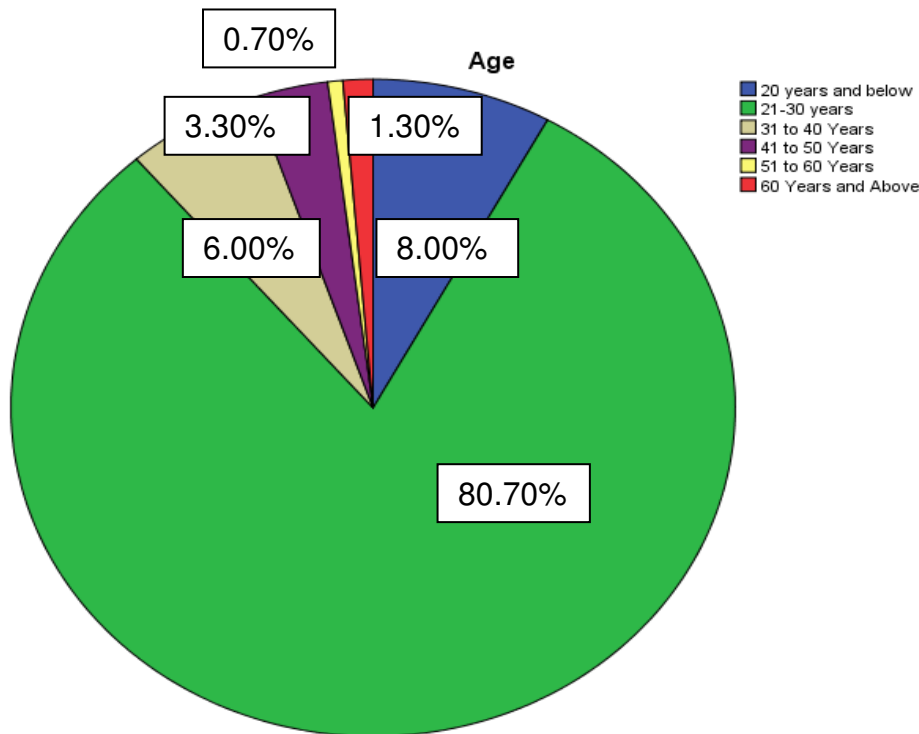
4.3.2 Descriptive Analysis of Group Age

Figure 2: Pie Chart of Group Age

Figure 2 is the pie chart shows the distribution of age for the total sample of 150 respondents. The age group of 21-30 years is the highest frequency of the respondents in this research, which equivalent to a total percentage of 80.70%. In addition, the age group of 60 years and above is the lowest frequency of the respondents in this research, which equivalent to a total percentage of 1.30%. The remaining of the age group such as 20 years and below with 8.00%; 31-40 years with 6.00%; 41-50 years with 3.30% and 51-60 years with 0.70%. In conclusion, majority of the respondents are young group and with a higher interest toward customer loyalty in marketing.

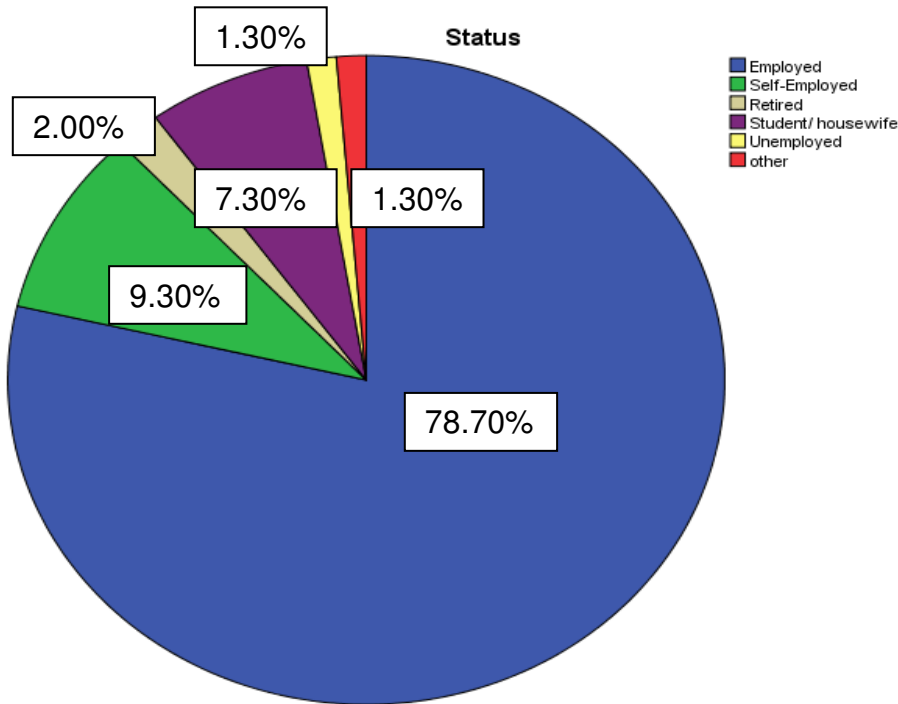### 4.3.3 Descriptive Analysis of Group Working Status

Figure 3: Pie Chart of Group Working Status

Figure 3 is the pie chart shows the distribution of working status for the total sample of 150 respondents. The status group of employed is the highest frequency of the respondents in this research, which equivalent to a total percentage of 78.70%. In addition, the group of unemployed is the lowest frequency of the respondents in this research, which equivalent to a total percentage of 1.30%. The remaining of the status group such as self employed with 9.30%; student or housewife with 7.30%; retired 2.00% and other with 1.30%. In conclusion, majority of the respondents are employed group and with a higher interest toward customer loyalty in marketing.

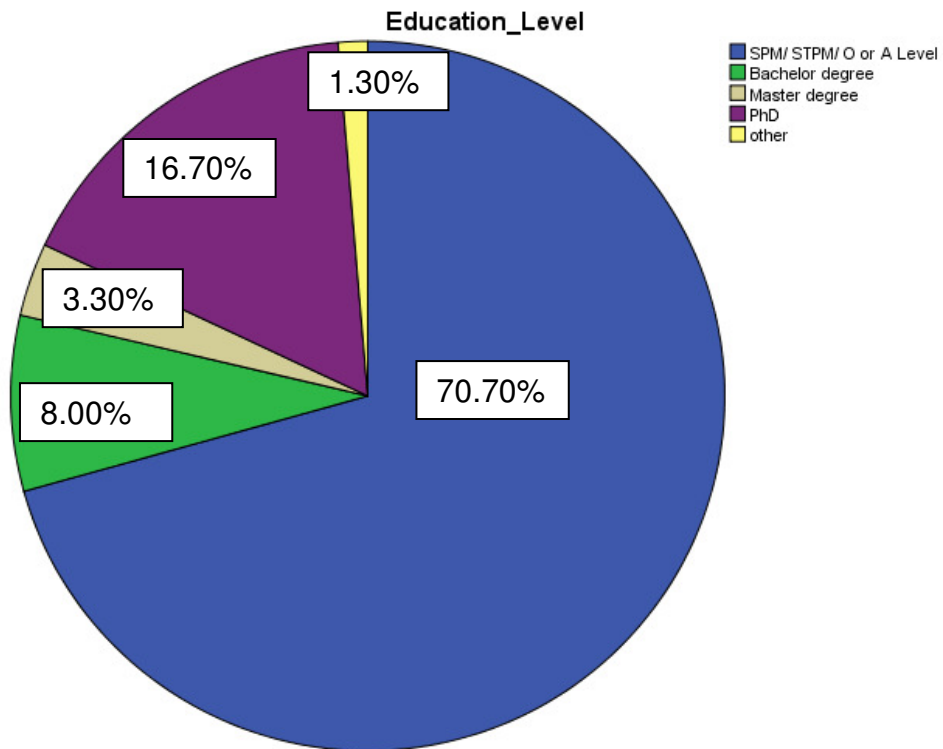## 4.3.4 Descriptive Analysis of Group Education Level

Figure 4: Pie Chart of Group Education Level

Figure 3 is the pie chart shows the distribution of education level for the total sample of 150 respondents. The education level group of SPM/STPM/O Level/ A Level is the highest frequency of the respondents in this research, which equivalent to a total percentage of 70.70%. In addition, the group of Master is the lowest frequency of the respondents in this research, which equivalent to a total percentage of 3.30%. The remaining of the education level group such as PhD with 16.70%; Bachelor with 8.00%; and other with 1.30%. In conclusion, majority of the respondents are with low education level and may with a higher interest toward customer loyalty in marketing.

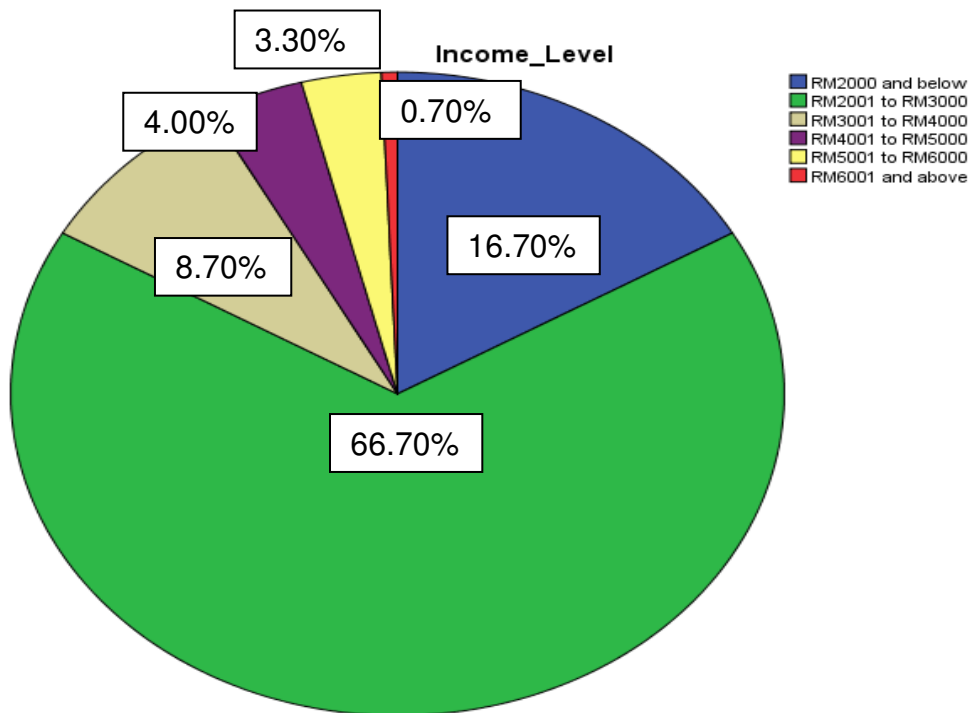## 4.3.5 Descriptive Analysis of Group Income Level

Figure 5: Pie Chart of Group Income Level

Figure 5 is the pie chart shows the distribution of group income level for the total sample of 150 respondents. The income level group of RM2001 to RM3000 is the highest frequency of the respondents in this research, which equivalent to a total percentage of 66.70%. In addition, the group of RM6001 and above is the lowest frequency of the respondents in this research, which equivalent to a total percentage of 0.70%. The remaining of the income level group such as RM2000 and below with 16.70%; RM3001 to RM4000 with 8.70%; RM4001 to RM5000 with 4.00% and RM5001 to RM6000 with 3.30%. In conclusion, majority of the respondents are with medium income level and may with a higher interest toward customer loyalty in marketing.

4.4 Analysis of Correlation between Variables

This section analyzes the correlation between variables; with the purpose of identify the co-relationship of independent variables and dependent variable. Methodology consists of Pearson correlation to measure the direction of positive co-relationship or negative co-relationship between independent variables and dependent variable. The values of Pearson correlation range from +1 to -1 to measure the co-relationship. If the value is nearer to +1, simply mean that there is a strong co-relationship between two variables; there is a weak co-relationship between two variables if the value nearer to -1 and 0 values simply mean there is no co-relationship between two variables. The accuracy of the co-relationship is confirmed by the confidence interval.

Table 1: The Analysis of Correlation between Variables

	Correlation				
	MPD	MPQ	MCG	MCL	MPBI
Construct					
MPD	1	0.17*	0.04	0.19*	0.29**
MPQ	0.17*	1	0.22**	0.06**	0.25**
MCG	0.04	0.22**	1	0.15	0.15
MCL	0.19*	0.06**	0.15	1	0.15
MPBI	0.29**	0.25**	0.15	0.15	1

Note:

1. MPD = Mean Product Differentiation; MPQ = Mean Product Quality; MCG = Mean Corporate Marketing Governance; MCL = Mean Customer Loyalty; MPBI = Mean Product Brand Image

2. *Correlation is significant at the 0.05 level and **correlation is significant at the 0.01 level

4.4.1 Analysis of Correlation of Product Differentiation and Product Quality

The above table shows the analysis of correlation between variables. First, the results show the correlation of product differentiation and product quality is positive co-relationship of 0.17, significant at the 0.01 level. The positive co-relationship simply means that when the product differentiation increased by 1%, will cause the product quality increased by 0.17% and vice versa.

4.4.2 Analysis of Correlation of Product Differentiation and Corporate Marketing Governance

Second, the results show the correlation of product differentiation and corporate marketing governanceis positive co-relationship of 0.04, but not significant at the 0.05 level. The positive co-relationship may not exist when the product differentiation increased by 1%, will cause the corporate marketing governanceincreased by 0.04% and vice versa.

4.4.3 Analysis of Correlation of Product Differentiation and Customer Loyalty

Third, the results show the correlation of product differentiation and customer loyalty is positive co-relationship of 0.19, significant at the 0.05 level. The positive co-

relationship simply means that when the product differentiation increased by 1%, will cause the customer loyalty increased by 0.19% and vice versa.

4.4.4 Analysis of Correlation of Product Differentiation and Product Brand Image

Forth, the results show the correlation of product differentiation and product brand image is positive co-relationship of 0.15, but not significant at the 0.05 level. The positive co-relationship simply means that when the product differentiation increased by 1%, will cause the product brand image increased by 0.29% and vice versa.

4.4.5 Analysis of Correlation of Product Quality and Corporate Marketing Governance

Fifth, the results show the correlation of product quality and corporate marketing governanceis positive co-relationship of 0.22, significant at the 0.01 level. The positive co-relationship simply means that when the product quality increased by 1%, will cause the corporate marketing governanceincreased by 0.22% and vice versa.

4.4.6 Analysis of Correlation of Product Quality and Customer Loyalty

Sixth, the results show the correlation of product quality and customer loyalty is positive co-relationship of 0.06, significant at the 0.01 level. The positive co-relationship simply means that when the product quality increased by 1%, will cause the customer loyalty increased by 0.06% and vice versa.

4.4.7 Analysis of Correlation of Product Quality and Product Brand Image

Seventh, the results show the correlation of product quality and product brand image is positive co-relationship of 0.25, significant at the 0.01 level. The positive co-relationship simply means that when the product quality increased by 1%, will cause the product brand image increased by 0.25% and vice versa.

4.4.8 Analysis of Correlation of Corporate Marketing Governance and Customer Loyalty

Eighth, the results show the correlation of corporate marketing governanceand customer loyalty is positive co-relationship of 0.15, not significant at the 0.05 level. The positive co-relationship may not exist when the corporate marketing governance increased by 1%, will cause the customer loyalty increased by 0.15% and vice versa.

4.4.9 Analysis of Correlation of Corporate Marketing Governance and Product Brand Image

Ninth, the results show the correlation of corporate marketing governanceand product brand image is positive co-relationship of 0.15, but not significant at the 0.05 level. The positive co-relationship may not exist when the corporate marketing governanceincreased by 1%, will cause the product brand image increased by 0.15% and vice versa.

4.4.10 Analysis of Correlation of Customer Loyalty and Product Brand Image

Tenth, the results show the correlation of customer loyalty and product brand image is positive co-relationship of 0.15, but not significant at the 0.05 level. The positive co-relationship may not exist when the customer loyalty increased by 1%, will cause the product brand image increased by 0.15% and vice versa.

4.5 T-Test and ANOVA Analysis

This section analyzes the t-test and ANOVA between variables; with the purpose of identify the differences from each other independent variables and dependent variable. The t-test is defined as the means of two any groups are statistically different from each variables and it is suitable whenever you want to compare the means of two groups. Analysis of variance (ANOVA) is defined as the means of

more than two groups are statistically different from each variables and it is suitable whenever you want to compare the means of more than two groups.

The results for t-test analysis are summarized as below:

a)   The means of group gender are statistically different from each variable such as customer loyalty, product differentiation, product quality, corporate marketing customer loyalty, and product brand image. There is no different the respondents in answering the questionnaire from various age groups on each variables.

The results for ANOVA analysis are summarized as below:

a)   The means of group age are statistically different from each variable such as customer loyalty, product differentiation, product quality, corporate marketing customer loyalty, and product brand image. There is no different the respondents in answering the questionnaire from various age groups on each variables.

b)   The means of group status are statistically different from each variable such as customer loyalty, product differentiation, product quality, corporate marketing customer loyalty, and product brand image. There is no different the respondents in answering the questionnaire from various age groups on each variables.

c)   The means of group education level are statistically different from each variable such as customer loyalty, product differentiation, product quality, corporate marketing customer loyalty, and product brand image. There is no different the respondents in answering the questionnaire from various age groups on each variables.

d)   The means of group income level are statistically different from each variable such as customer loyalty, product differentiation, product quality, corporate marketing customer loyalty, and product brand image. There is no different the respondents in answering the questionnaire from various age groups on each variables.

4.6 Multiple Regression Analysis

This section discusses the multiple regression analysis to analyze the effect of independent variables toward dependent variable and their relationship. The relationship is shown in the equation which measured by beta on how independent variable (X) affects the dependent variable (Y), and supported by intercept (B_0), co-efficient (B_n) and standard error (e). The relationship can be in the form of positive or negative. Later on, the decision made will be according to the hypothesis developed in Chapter 2.

$$Y = B_0 + B_1X_1 + B_2X_2 + B_3X_3 + e.$$

The analysis of multiple regression tests are shown in the below table:

Table 2: The Analysis of Multiple Regressions

	Hypothesis 1 Product Differentiation	Hypothesis 2 Product Quality	Hypothesis 3 Product Brand Image
	B_1X_1	B_2X_2	B_3X_3
Beta	0.14	0.01	0.10
t-stat	1.93	0.05	1.21
p-value	0.05	0.96	0.23
Constant (B_0)	3.36***		
Observations (n)	150		
Durbin Watson	2.03		
Adj-R-square	0.03		
F-Value	2.45*		

Notes: Significance at the 10 per cent, 5 per cent and 1 per cent level of confidence as indicated by * and ** and *** respectively.

The above table shows the results of multiple regressions for three independent variables which are product differentiation, product quality, and product brand image toward the impact and relationship of consumer loyalty.

The value of beta is measured to analyze the how the independent variables whether has any relationships to the dependent variable and the value of beta later will be confirmed by t-value and p-value in order to determine the level of significance (10%, 5% or 1%).

4.6.1 Hypothesis 1 of Product Differentiation and Customer Loyalty

The results shows product differentiation does have impact and relationship on the customer loyalty. As per the value of beta is 0.14 which explain that the change in the product differentiation will positively impact the customer loyalty by 14%. In addition, the regression of product differentiation shows the p-value is 0.05 which is smaller than 0.10, so the existence of relationship between product differentiation and customer loyalty is significant.

In addition, the findings of the hypothesis 1 are more flavor to the alternative hypothesis (H1) rather than null hypothesis (H01) where H1 testing there is a relationship between product differentiation and customer loyalty and H01 testing there is no relationship between product differentiation and customer loyalty. Therefore, the results conclude that reject the null hypothesis and accept alternate

hypothesis at 95% confidence level which there is a relationship between product differentiation and customer loyalty.

4.6.2 Hypothesis 2 of Product Quality and Customer Loyalty

The results shows product quality does not have impact and relationship on the customer loyalty. As per the value of beta is 0.01 which unable to explain that the change in the product quality will positively impact the customer loyalty by 1%. In addition, the regression of product quality shows the p-value is 0.96 which is bigger than 0.10, so no existence of relationship between product quality and customer loyalty is significant.

In addition, the findings of the hypothesis 2 are more flavor to the null hypothesis (H02) rather than alternative hypothesis (H2) where H02 testing there is no relationship between product quality and customer loyalty and H2 testing there is a relationship between product quality and customer loyalty. Therefore, the results conclude that accept the null hypothesis and reject alternate hypothesis at 95% confidence level which there is no relationship between product quality and customer loyalty.

4.6.3 Hypothesis 3 of Product Brand Image and Customer Loyalty

The results shows product brand image does not have impact and relationship on the customer loyalty. As per the value of beta is 0.10 which unable to explain that the change in the product brand image will positively impact the customer loyalty by 10%. In addition, the regression of product brand image shows the p-value is

0.23which is bigger than 0.10, so no existence of relationship between product brand image and customer loyalty is significant.

In addition, the findings of the hypothesis 3 are more flavor to the null hypothesis (H03) rather than alternative hypothesis (H3) where H03 testing there is no relationship between product brand image and customer loyalty and H3 testing there is a relationship between product brand image and customer loyalty. Therefore, the results conclude that accept the null hypothesis and reject alternate hypothesis at 95% confidence level which there is no relationship between product brand image and customer loyalty.

4.6.4 Overall Multiple Regressions on Customer Loyalty

This section discusses the overall multiple regressions on customer loyalty for the total observations of respondents, n is 150.The constant value is the B_0 is 3.36 to measure the overall regression results; f-value is 2.45, significant at the 10 per cent confidence level. The result of Durbin-Watson is 2.03 compared with the benchmark of 2.00 to measure the model to fit in the regression, therefore, the model is considered fit to the regression to explain variables. In addition, the overall model relationship between independent variables to dependent variable is measured by the adjusted R-square (Adj R^2), the higher the better results of the Adj R^2.This research shows the Adj R^2 is only 3%, therefore, there is some other hidden independent variables need to be studied on the impact of customer loyalty.

4.6.5 Hypothesis 4 of Moderating Effect of Corporate Marketing Governance to the Relationship between Product Differentiation and Customer Loyalty

This paper further analyzes the relationship between independent variables and dependent variable by looking at the moderating effect of corporate marketing governance. The hypothesis 4 tests the moderating effect of corporate marketing governancetowards the relationship between product differentiation and customer loyalty. The results are as below table 5:

Table 3: Moderating Effect of Corporate Marketing Governance to the Relationship between Product Differentiation and Customer Loyalty

Independent Variable	Customer Loyalty (H4)	
	block 1 (before moderating) unstd coefficient/ t-value	block 2 (after moderating) unstd coefficient/ t-value
Constant	3.70/ 11.94***	3.12/ 7.02***
Product Differentiation	0.17/ 2.41**	0.17/ 2.36**
Moderation effect	-	0.14/ 1.80*
R^2/ (R^2 change)	0.04	(0.21)
F-value/ (F Change)	5.81	(3.24)
p-value	0.02	0.07

Notes: Significance at the 10 per cent, 5 per cent and 1 per cent level of confidence as indicated by * and ** and *** respectively

The hierarchy regression adopts the variable of corporate marketing governanceas the moderator to test the moderating effect towards the relationship between independent

variables and dependent variable which are product differentiation and customer loyalty.

The results in the table 5 show corporate marketing governancemoderates the relationship between product differentiation and customer loyalty as per the scenarios of input from block 1 and block 2. As for block 1, the input excludes the moderating variable which is only to analyze the relationship between product differentiation and customer loyalty. Later followed by block 2, the input includes corporate marketing governanceas the moderating variable to analyze the whether the corporate marketing governanceenhances the relationship between product differentiation and customer loyalty.

The initial results in table 5 show the product differentiation does has relationship with customer loyalty, when the moderator is added in this relationship, the results show the relationship is strengthen by the moderator when is applied to the customer loyalty. Therefore, the result shows the corporate marketing governanceenhances the impact of product differentiation towards customer loyalty which indicated by the t-value of 7.02, significant at 1% confidence level on the moderator effect and f-change value of 0.21, significant at 10% confidence level on the overall regression. Therefore, the result concludes that accepts the alternate hypothesis (H4) and reject null hypothesis (H04) which is corporate marketing governancemoderates the relationship between product differentiations towards customer loyalty.

4.6.6 Hypothesis 5 of Moderating Effect of Corporate Marketing Governance to the Relationship between Product Quality and Customer Loyalty

This paper again further analyzes the relationship between independent variables and dependent variable by looking at the moderating effect of corporate marketing governance. The hypothesis 5 tests the moderating effect of corporate marketing governancetowards the relationship between product quality and customer loyalty. The results are as below table 6:

Table 6: Moderating Effect of Corporate Marketing Governace to the Relationship between Product Quality and Customer Loyalty

Independent Variable	Customer Loyalty (H5)	
	block 1 (before moderating) unstd coefficient/ t-value	block 2 (after moderating) unstd coefficient/ t-value
Constant	4.20/ 12.15***	3.73/ 8.56***
Product Quality	0.06/ 0.71	0.02/ 0.34
Moderation effect	-	0.14/ 1.74*
R^2/ (R^2 change)	0.06	(0.00)
F-value/ (F Change)	0.50	(3.03)
p-value	0.48	0.08

Notes: Significance at the 10 per cent, 5 per cent and 1 per cent level of confidence as indicated by * and ** and *** respectively

The hierarchy regression adopts the variable of corporate marketing governanceas the moderator to test the moderating effect towards the relationship between independent variables and dependent variable which are product quality and customer loyalty.

The results in the table 6 show corporate marketing governancemoderates the relationship between product quality and customer loyalty as per the scenarios of input from block 1 and block 2. As for block 1, the input excludes the moderating variable which is only to analyze the relationship between product quality and customer loyalty. Later followed by block 2, the input includes corporate marketing governanceas the moderating variable to analyze the whether the corporate marketing governanceenhances the relationship between product quality and customer loyalty.

The initial results in table 6 show the product quality does has relationship with customer loyalty, when the moderator is added in this relationship, the results show the relationship is strengthen by the moderator when is applied to the customer loyalty. Therefore, the result shows the corporate marketing governancedoes enhance the impact of product quality towards customer loyalty which indicated by the t-value of 8.56, significant at 1% confidence level on the moderator effect and f-change value of 0.00, significant at 10% confidence level on the overall regression. Therefore, the result concludes that accepts the alternate hypothesis (H5) and reject null hypothesis (H05) which is corporate marketing governancemoderates the relationship between product quality towards customer loyalty.

4.6.7 Hypothesis 6 of Moderating Effect of Corporate Marketing Governance to the Relationship between Product Brand Image and Customer Loyalty

This paper again further analyzes the relationship between independent variables and dependent variable by looking at the moderating effect of corporate marketing governance. The hypothesis 6 tests the moderating effect of corporate marketing governancetowards the relationship between product brand image and customer loyalty. The results are as below table 7:

Table 7: Moderating Effect of Corporate Marketing Governance to the Relationship between Product Brand Image and Customer Loyalty

Independent Variable	Customer Loyalty (H6)	
	block 1 (before moderating) unstd coefficient/ t-value	block 2 (after moderating) unstd coefficient/ t-value
Constant	3.80/ 11.14***	3.34/ 7.51***
Product Brand Image	0.15/ 1.88*	0.13/ 1.62
Moderation effect	-	0.12/ 1.60
R^2/ (R^2 change)	0.15	(0.02)
F-value/ (F Change)	3.51	(2.57)
p-value	0.06	0.11

Notes: Significance at the 10 per cent, 5 per cent and 1 per cent level of confidence as indicated by * and ** and *** respectively

The hierarchy regression adopts the variable of corporate marketing governanceas the moderator to test the moderating effect towards the relationship between independent variables and dependent variable which are product brand image and customer loyalty.

The results in the table 7 show corporate marketing governancemoderates the relationship between product brand image and customer loyalty as per the scenarios of input from block 1 and block 2. As for block 1, the input excludes the moderating variable which is only to analyze the relationship between product brand image and customer loyalty. Later followed by block 2, the input includes corporate marketing governanceas the moderating variable to analyze the whether the corporate marketing governanceenhances the relationship between product brand image and customer loyalty.

The initial results in table 7 show the product brand image does has relationship with customer loyalty, when the moderator is added in this relationship, the results show the relationship is strengthen by the moderator when is applied to the customer loyalty. Therefore, the result shows the corporate marketing governancedoes enhance the impact of product brand image towards customer loyalty which indicated by the t-value of 3.34, significant at 1% confidence level on the moderator effect and f-change value of 2.57, significant at 10% confidence level on the overall regression. Therefore, the result concludes that accepts the alternate hypothesis (H6) and reject null hypothesis (H06) which is corporate marketing governancemoderates the relationship between product brand image towards customer loyalty.

4.7 Overall Results Discussion

This paper uses reliability test, descriptive test, correlation test, t-test, ANOVA, multiple regression and hierarchy regression to analyze the data. The function of reliability test is to measure the consistency and validity of the data gathered by the Cronbach's Alpha. The data are consistent and valid with the Cronbach's Alpha higher than 0.50. The function of descriptive test is to measure the various respondent profiles such as gender, age, status, education level and income level. In the results, 58.70% are female, 41.30% are male, 80.70% are 21-30 years, 8.00% are 20 years and below, 6.00% are 31-40 years, 3.30% are 41-50 years, 0.70% are 51-60 years, 1.30% are 60 years and above, 78.70% are employed, 9.30% are self employed, 7.30% are student or housewife, 2.00% are retired, 1.30% are unemployed, 70.70% are SPM/STPM/O Level/ A Level, 16.70% are PhD, 8.00% are Bachelor, 3.30% are Master, 66.70% are RM2001 to RM3000, 16.70% are RM2000 and below, 8.70% are RM3001 to RM4000, 4.00% are RM4001 to RM5000, 3.30% are RM5001 to RM6000 and 0.70% are RM6001 and above.

The function of correlation test is to measure the relationship between dependent variable and independent variables. In the results, product differentiation and product quality is positive co-relationship of 0.17, significant at the 0.01 level, product differentiation and corporate marketing customer loyalty is positive co-relationship of 0.04, but not significant at the 0.05 level, product differentiation and customer loyalty is positive co-relationship of 0.19, significant at the 0.05 level, product differentiation and product brand image is positive co-relationship of 0.15, but not significant at the 0.05 level, product quality and corporate marketing customer loyalty is positive co-relationship of 0.22, significant at the 0.01 level, product quality and customer loyalty is positive co-relationship of 0.06, significant at the 0.01 level, product quality and product brand image is positive co-relationship of 0.25, significant at the 0.01 level, corporate marketing customer loyalty and customer loyalty is positive co-relationship

of 0.15, not significant at the 0.05 level, corporate marketing customer loyalty and product brand image is positive co-relationship of 0.15, but not significant at the 0.05 level, customer loyalty and product brand image is positive co-relationship of 0.15, but not significant at the 0.05 level.

The function of t-test and ANOVA is to identify the differences from each other independent variables and dependent variable such as t-test is for the means of two or any two groups and ANOVA is for the means of more than two groups. In the results, the means of group gender are statistically different from each variable such as customer loyalty, product differentiation, product quality, corporate marketing customer loyalty, and product brand image by using t-test. There is no different the respondents in answering the questionnaire from various age groups on each variables. In addition, using ANOVA the means of group of age, status, education level and income level are statistically different from each variable such as customer loyalty, product differentiation, product quality, corporate marketing customer loyalty, and product brand image. There is no different the respondents in answering the questionnaire from various groups of age, status, education level and income level on each variables.

Hypothesis 1, Hypothesis 2 and Hypothesis 3 are testing the relationship between independent variable and dependent variable by using multiple regressions. In the results, Hypothesis 1 shows product differentiation does have impact and relationship on the customer loyalty with the p-value is 0.05. Therefore, the results conclude that reject the null hypothesis and accept alternate hypothesis at 95% confidence level which there is a relationship between product differentiation and customer loyalty.Hypothesis2 shows product quality does not have impact and relationship on the customer loyalty with the p-value is 0.96. Therefore,the results conclude that accept the null hypothesis and reject alternate hypothesis at 95% confidence level which there is no relationship between product quality and customer loyalty. Moreover, Hypothesis 3showsproduct brand image does not have impact and relationship on the customer loyalty with the p-value is 0.23. Therefore,the results

conclude that accept the null hypothesis and reject alternate hypothesis at 95% confidence level which there is no relationship between product brand image and customer loyalty.

Hypothesis 4, Hypothesis 5 and Hypothesis 6 are testing the moderating effect between independent variable and dependent variable with moderator by using hierarchy regression. Hypothesis 4 shows corporate marketing governancemoderates the relationship between product differentiation and customer loyalty, indicated by the t-value of 7.02, significant at 1% confidence level. Therefore, the result concludes that accepts the alternate hypothesis (H4) and reject null hypothesis (H04) which is corporate marketing governancemoderates the relationship between product differentiations towards customer loyalty.Hypothesis5 shows corporate marketing governancemoderates the relationship between product quality and customer loyalty, indicated by the t-value of 8.56, significant at 1% confidence level. Therefore, the result concludes that accepts the alternate hypothesis (H5) and reject null hypothesis (H05) which is corporate marketing governancemoderates the relationship between product quality towards customer loyalty.Hypothesis 6 showscorporate marketing governancemoderates the relationship between product brand image and customer loyalty, indicated by the t-value of 3.34, significant at 1% confidence level. Therefore, the result concludes that accepts the alternate hypothesis (H6) and reject null hypothesis (H06) which is corporate marketing governancemoderates the relationship between product brand image towards customer loyalty.

From the results above, there is fourhypothesis are significant and two hypotheses are insignificant. The details are shown as below:

a. There is a relationship between product differentiation and customer loyalty
b. There is no relationship between product quality and customer loyalty
c. There is no relationship between product brand image and customer loyalty

d. There is a moderator effect of corporate marketing governancetowards product differentiation and customer loyalty

e. There is a moderator effect of corporate marketing governancetowards product quality and customer loyalty

f. There is a moderator effect of corporate marketing governancetowards product brand image and customer loyalty

4.8 Chapter Summary

In chapter 4 discusses the results from our data that have collected by using different research analysis skills and the findings are used to make decision based on the results obtained. This chapter is very essential in the research paper that analyzes the outcome from the data gathered from survey conducted represent the respondents' point of view. First, the reliability test to measure the consistency and validity of the data gathered and found that the data gathered all are consistent and valid to proceed to further analysis. Second, descriptive analysis is done to discuss the various respondent profiles. Third, correlation test is conducted after the descriptive test to identify the relationship between dependent and independent variables. Fourth, t-test and ANOVA is conducted to identify the differences from each other independent variables and dependent variable

Fifth, multiple regression tests are performed to analyze the relationship between independent variables towards the dependent variable. The results show there is a relationship between product differentiation and customer loyalty but there is no relationship between product quality, product brand image and customer loyalty. Lastly, hierarchy regression tests are performed to analyze the moderating effect on the relationship between independent variables towards the dependent variable. The results show there is moderator effect of corporate marketing customer loyalty towards product differentiation, product quality and product brand image towards customer loyalty. Therefore, based on the results, H1, H4, H5 and H6 are significant and accepted at different confidence levels and H2 and H3 are insignificant and rejected.

Chapter 5

CONCLUSIONS

5.1 Introduction

This chapter summarizes the overall chapters and focus on the key results and analysis from the Chapter 4, as well including the discussion on the results and analysis that support the empirical studies and the literature review. In addition, this chapter also discusses the hypotheses that made early in more details which are from the results and analysis. At last, this study will show some of the limitations and commendations from the research has conducted and for the future research and further improvement.

5.2 The Key Results

Based on the literature review from Chapter 2, there is a change of the corporate marketing governanceto the customer loyalty in the aspects of the product brand image, product differentiation, and product quality that relates to the behavior of consumers in Malaysia or as well across the world in the recent years. According to the literature review, the previous study shows that the customer loyalty for a

particular product can be affected by many factors such as business environmental factors and business social factors. This paper studies more in depth to use the factors of product brand image, product differentiation, and product quality to affect the customer loyalty and the moderating role of corporate marketing governanceto the relationship of product brand image, product differentiation, and product quality to the customer loyalty. This paper finds that there is only a factor of product differentiation does affect the customer loyalty and there is a moderator effect of corporate marketing governancetowards product brand image, product differentiation, and product quality to the customer loyalty.

Chapter 3 describes the data and methodology adopted in this research and Chapter 4 analyses the data and the results computation from the SPSS. The results from Chapter 4 very important in this paper where to analyze the outcomes from the data collection of the survey that conducted according to the respondents' intention. First, this paper conducted the reliability and validity test to measure the consistency and validity of the data collected. The results shown, the values of Cronbach's Alpha are accepted for all the variables measured, hence, the data gathered can be concluded are consistent and valid to further apply other analysis. Secondly, descriptive analysis is conducted to show the different respondent background. Thirdly, correlation test is conducted to identify the relationship between the independent and dependent variables.

In addition, multiple regression tests are conducted to analyze the relationship between independent variables towards the dependent variable. The results obtained are there is a relationship between product differentiation and customer loyalty, no relationship between product quality and customer loyalty and no relationship between product brand image and customer loyalty. Thus, the results show H_1 is significant and accepted at different confidence levels and H_2 andH_3 are insignificant and rejected.

At last, hierarchy regression tests are conducted to further analyze the moderation effects on the relationship between independent variables towards the dependent variable. The results obtained are there is moderator effect of corporate marketing governancetowards product differentiation and customer loyalty, there is moderator effect of corporate marketing governancetowards product quality and customer loyalty and there is moderator effect of corporate marketing governancetowards product brand image and customer loyalty. Thus, the results show H_4, H_5 andH_6 are significant and accepted at different confidence levels.

According to Fornell(1992) extensive literature suggests that the customer satisfactions in term of product differentiation, product quality and product brand image have an impact to the customer loyalty, and also states that "Loyal customers are not necessarily satisfied customers, but satisfied customers tend to be loyal customers". In this paper, product differentiation is one of the significant factors that influence the customer loyalty. Product differentiation will directly lead to the value added for the business and encourage the purchase and repurchase from the consumers. There are also some correlations between product differentiation and product quality, product brand image, corporate marketing customer loyalty, and customer loyalty.

In addition, there is no relationship between the product quality and product brand image toward the customer loyalty, meaning to say, the decrease or increase in the product quality and product brand image, do not affect the consumers to continue to purchase product. In normal circumstances, the changes of product quality and product brand image of the products will encourage consumers buy more of products that will create the customer loyalty of the consumers.

In the real world, there are many different products offered in the markets. When all the products in the market, there is only good products will be supported by the consumers and create the customer loyalty. In turn, it will deploy in market and the market will become more saturated because of the complexity and consumer will be confused on how to choose the good products.

In this paper, it is essential to study the products in order to create the awareness to the market consumer on the product differentiation, product quality and product brand image of the products and encourage consumers have a good behavior in adopt the products and will lead to the customer loyal to the products where will add value to the society by the nature of their usage, more healthy to the environment.

The results show the important of the corporation especially in marketing industry in making the policy on the products by the using the strategies of corporate marketing governancetowards product differentiation, product quality and product brand image. Some of the strategies of corporate marketing governancewidely used by marketers such as emphasize on the product differentiation, product quality and product brand image of the in order to create the customer loyalty from public to buy more products rather than just sell the products, and will help the business to increase the sale through long term relationship.

5.2.1 Hypotheses Results Discussion

This part discusses the all 5 hypotheses results such as the stated in Chapter 2 and 4. The overall results are essential in this chapter to use the findings to make decision on the business operation and policy making. The results show that only Hypothesis 1, Hypothesis 4, Hypothesis 5 and Hypothesis 6 are accepted meanwhile Hypothesis 2 and Hypothesis 3 are not accepted. The detailed of the results are as follow.

Table 9: Summary on the Hypotheses Results Discussion

Hypothesis	Regression (Constant)	t-value (f-value)/ Confidence Level	Hypothesis (Accept/ Reject)
H_1: There is a relationship between product differentiation and customer loyalty	0.14	1.93 /0.05	Accept H_1 and reject H_0
H_2: There is a relationship between product quality and customer loyalty	0.01	0.05/0.96	Accept H_0 and reject H_2
H_3: There is a relationship between product brand image and customer loyalty	0.10	1.21/0.23	Accept H_0 and reject H_3
H_4: There is a moderator effect of corporate marketing governance towards product differentiation and customer loyalty	3.12	(3,24)/0.07	Accept H_4 and reject H_0

H_5: There is a moderator effect of corporate marketing governancetowards product quality and customer loyalty	3.73	(3.03)/0.00	Accept H_5 and rejectH_0
H_6:There is a moderator effect of corporate marketing governancetowards product brand image and customer loyalty	3.34	(2.57)/0.02	Accept H_6 and rejectH_0

5.2.2 Hypotheses Results Analyses

For the first hypotheses, the results show should accepts H_1 and rejectH_0 at 5% confidence level,there is a relationship between product differentiation and customer loyalty. Also, the constants value for the whole regression is reported at 0.14, therefore to conclude that there is an impact for the product differentiation to affect the customer loyalty.

For the second hypotheses, the results show should accepts H_0 and reject H_2 at 10% confidence level,there is no relationship between product quality and customer loyalty. Also, the constants value for the whole regression is reported at 0.01, therefore to conclude that there is no impact for the product quality to affect the customer loyalty.

For the third hypotheses, the results show should accepts H_1 and rejectH_0 at 10% confidence level,there is no relationship between product brand image and customer loyalty. Also, the constants value for the whole regression is reported at 0.10,

therefore to conclude that there is no impact for the product brand image to affect the customer loyalty.

For the forth hypotheses, the results show should accepts H_4 and reject H_0 at 10% confidence level,there is moderator effect of corporate marketing governancetowards price towards product differentiation and customer loyalty. Also, the f-value for the regression is reported at 3.24. Therefore to conclude that there is an impact for the corporate marketing governanceto moderate the relationship between product differentiation and customer loyalty.

For the fifth hypotheses, the results show should accepts H_5 and reject H_0 at 0.01% confidence level,there is moderator effect of corporate marketing governancetowards price towards product quality and customer loyalty. Also, the f-value for the regression is reported at 3.03. Therefore to conclude that there is an impact for the corporate marketing governanceto moderate the relationship between product quality and customer loyalty.

For the last hypotheses, the results show should accepts H_6 and reject H_0 at 0.01% confidence level,there is moderator effect of corporate marketing governancetowards price towards product brand image and customer loyalty. Also, the f-value for the regression is reported at 2.57. Therefore to conclude that there is an impact for the corporate marketing governanceto moderate the relationship between product brand image and customer loyalty.

5.2.3 Justification of Results

From the above results, there are some justifications that in line with the previous literature review in different kind of aspects that this research is looking at the variables. This paper will extant the current literature and enhance the understanding of customer loyalty for the benefit of industry or company to adopt the strategy. It will also benefit to the community to create the awareness among the consumers to increase the usage of product.

In addition, this paper makes an important outcome that the product differentiation is the main factor to influence the customer loyalty, the product quality and product brand image are not the factors to influence the customer loyalty and benefit to all of the relevant parties. The key findings of this paper is the new breakthrough of the outcome shows only product differentiation is a factor to influence the customer loyalty because the consumers more concern the product differentiation rather than product quality and product brand image, therefore, product differentiation is more sensitive to the customer loyalty. Besides that, this research solely independent based on the customer loyalty and agrees with the previous literatures.

The section will follow by the recommendations that will discuss the research gaps based on the previous research where lacking of the complete aspects on the purchase intention of recyclable products due to its limitations. In a nutshell, this paper has contributed to the corporate customer loyalty; society, companies, industry and etc for the creation of the awareness of the customer loyalty among the consumers.

5.4 Contributions of the Study

The research gaps have been identified in chapter 2 and there is a room for the research to explore each of the topics in the areas of the research. The constraints of conducting this paper also has been identified such as the bias from the sample size selection, , the geographic areas should be spread out to whole Malaysian and not only Klang Valley, lack of time and resources for data collection, the depth and width of the research in remain arguable.

The contribution of the results is to help in better understanding of various significant factors that related to products. Moreover, this paper also able to find the how the corporate marketing governanceto influence the customer loyalty of the consumer and their behavior. It is ended up in finding the most preferred behavior of consumers of customer loyalty toward product that are suitable in creating better an environment of the corporate marketing governance.

5.5 Research Limitation

This section identifies the limitations of this research and all the dependent variables and independent variables will expose to the some threats which will affect in the overall results when conducting a research. In normal circumstances, the limitations are to suggest covering all the different aspects that can be influenced the research and to suggest some solutions that can help in future research. For those researchers encounter some constraints and limitations when conducting a research, therefore to encourage asking supports and try to assume the scenario in a certain possible way based on the delimitations possessed in certain areas.

There is a chance for a researcher to explore with many limitations in different kind of aspects in the related field of study, therefore, it will affect the result in the insignificant of the data analysis, the scope of study, lacking of secondary resources to support for the literature review, and geographic constraints when conduct the research that limited to a certain group of population and left behind the potential respondents as a whole.

Moreover, all the research limitations are defined subsequently later on become the problem statements for the future research and to be considered to make it clearer and obvious and better understanding the meaning behind. This paper has been derived the exemption of research limitations that cause the significant issues in formulating problem statement of the research study.

This paper has determined some research limitations that has restricted the researcher to look at different areas related corporate marketing customer loyalty to influence the customer loyalty of the consumer in Malaysia. The limitations are discovered as below:

a) The lack of time allocation when conducting the survey.

b) The compilation of data and data analysis will have an impact on the research.

c) The geographic constraint where the study was conducted in Klang Valley only.

d) The proxy of the Malaysian population and other market's response could also significant to the analysis for future amendments or suggestions.

e) Insufficient sample size for the research.

f) No funding for the expenses incurred during the process of survey.

g) The number of sample size only limited to 150 respondents and might not be enough in representing thought and perception of respondents.

h) The product brand image is not significant to the results, therefore to suggest the future research on the product brand image.

i) The product quality is not significant to the results, therefore to suggest the future research on the product quality.

5.6 Recommendations for Future Research

Based on the analyze and discussion on the variables such as product differentiation, product quality, product brand image and corporate marketing customer loyalty in this paper, there are still have numerous aspects to influence the customer loyalty. This study identifies the gaps from previous research on the same areas. The gaps are benefited to find out the intention to influence consumer market to the responses that related to customer loyalty.

For the future recommendations to conduct the same area of research, need to focus more specific aspect of the product characteristic that will influence the customer loyalty such as study how the specific product advertising strategies would help company to build the higher loyalty from consumers.

In the current competitive environment, there are different types of customer behavior towards product loyalty. It also objectively and intentionally to influence the existing market with more efficient and effective product brand advertisement awareness campaign that help them to capture bigger consumer market, remain researchable in future. Moreover, companies also use different kinds of advertising techniques to help in spreading product brand awareness and consumer loyalty which could have a direct impact over consumer's purchase decision. Therefore, it is to suggest to conduct further research on the different aspects that have been discussed with benefited to companies and could lead to increase consumer loyalty.

5.7 Chapter Summary

This section summary the whole Chapter 5 that have contributed to the subject knowledge related to the consumer loyalty. The Chapter 1 begins with a brief idea related to the main objectives of the research and the overall in what the research is about. This research further carried significant results of the overall findings described the current situation of the consumer loyalty.

According to the analysis of the overall scenarios which regard to the main and the structure of the previous studies, and both attributes to the study. In addition, the hypothesis generates has shown the findings and had contributed in critically analyzing and market response and scenario through consumer loyalty.

It also helps in recommend future amendments for improvement, and stated the elements of hypothesis justifications of findings followed by the contribution aspects and limitations incurred by the researcher. Lastly, this chapter has compiled the recommendations that provide a brief idea about the main objectives which are to be used in further research for the same field of studied variables.

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