

CUSTOMERS' PERCEPTIONS OF THE MARKETING
MIX AND THE EFFECT ON MALAYSIAN
HYPERMARKETS' BRAND LOYALTY

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UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF BUSINESS AND FINANCE
DEPARTMENT OF COMMERCE AND ACCOUNTANCY

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DECLARATION

We hereby declare that:

- (1) This undergraduate research project is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.
- (2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) Equal contribution has been made by each group member in completing the research project.
- (4) The word count of this research report is 13,553.

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DEDICATION

Dedicated to

Khoo, Kuit, Lee, Tan and Yee's families

Dear researchers' sweet families who are always give us fully support and strength with no regret. Besides, their financial sponsors are the motivation to process this study to be ended successfully.

Ms. Shirley Lee Voon Hsien

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Respondents

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LIST OF ABBREVIATIONS

5IVs	5 Independent Variables
AS	Advertising Spending
BL	Brand Loyalty
DI	Distribution Intensity
GDP	Gross Domestic Product
KMO	Kaiser-Meyer-Olkin
P	P-value
PP	Price Promotion
PR	Price
SI	Store Image
SPSS	Statistical Package for Social Science

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PREFACE

In essence, Bachelor of Commerce (Hons) Accounting lies the assessment of Research Methodology and Project (RMP) or also known as the final year project that required graduating students to do specific project in this final year.

Specifically, the topic that researchers had selected is customers' perceptions of marketing mix and the effect on Malaysian hypermarkets' brand loyalty in which to complete this study in a span of 28 weeks.

The term of marketing mix has been well discussed in overseas country whereas Malaysia still lack of this kind of information in retailing. Therefore, it is very significant to process this research in order to contribute to the retailing management regarding their marketing strategic.

In the context of marketing is out of the accounting coverage, as curious students, we should explore our knowledge in relation to learn more information other than stipulated course structure. With respect of it, researchers would like to think out of the box and process this study in accordance to explore their knowledge.

In order to understand the relationship between marketing mix and brand loyalty in Malaysian hypermarkets, researchers had conducted questionnaires to customers those shopped hypermarkets in Malaysia as well as reviewed past empirical studies from other countries.

Abstract

In the past decades, Malaysian hypermarkets are increasing rapidly. Therefore, brand loyalty has become a critical retailing topic. Meanwhile, plentiful studies are more concern on the effects of marketing mix towards brand equity instead of brand loyalty. By conducting this research study, the main goal is to identify which marketing mix will affect brand loyalty in Malaysian hypermarkets in relation to contribute hypermarkets' management and future researchers in Malaysia. However, the researchers are adapting the dissertation that done by Chen (2007) in relation to its five independent variables (IVs) which are price, store image, advertising spending, distribution intensity and price promotion as examining the relationship between five IVs and Malaysian hypermarkets' brand loyalty. As such, researchers adapted it by reason of comparing the results between Malaysian and Taiwan hypermarkets. Furthermore, researchers will distribute 250 questionnaire surveys to customers in Malaysian hypermarkets. Lastly, this study is a descriptive and explanatory study by using descriptive and inferential analysis.

Keywords: Marketing Mix, Malaysian Hypermarkets, Brand Loyalty.

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

This chapter provides an overview of the research project – “Customers’ Perceptions of the Marketing Mix and the effect on Malaysian Hypermarkets’ brand loyalty.” Initially, this chapter will begin with the research background, followed by the problem statement as well as research objectives which are subdivided into general objective and specific objectives. After that, development of research questions, hypotheses and significance of the study will be further discussed. Then, chapter layout will depict general descriptions on each chapter and a conclusion will be followed.

1.1 Research Background

Malaysian retail environment has experienced a marked and continuous evolution over the decades. Chang and Tu (2005) indicated that the major source of competitive advantage for retailers was to enhance and retain customer loyalty. Strategies developed need to recognize customer loyalty as a complex and multifaceted construct affecting customer choices and preference by understanding the role of format in customer’s decision-making (Huddleston, Whipple & VanAuken, 2004). Moreover, Yoo Donthu and Lee (2000) supposed that the price, store image, distribution intensity, advertising spending and price promotion (as 5IVs) in hypermarket would influence customer decision-making and brand loyalty.

Basically, hypermarket means “everything under the same roof” which combines supermarkets and department stores with respect to wide floor space for the broadest category of products linked to discount price policy of self-service and networking techniques based on sales promotion methods and effective merchandising, and large parking space (Perrigot & Cliquet, 2006). Furthermore, researchers define Malaysian

hypermarkets as those hypermarkets located in Malaysia regardless foreign or local hypermarkets. The representations of Malaysian hypermarkets in this study are local hypermarket which is Mydin and foreign hypermarkets in Malaysia which include Tesco, Giant, and Carrefour. In essence, customers are defined as the people who are willing to purchase grocery in hypermarkets.

In order to reflect the situation of hypermarkets in Asia, researchers tend to describe the trends of hypermarkets in Thailand and Korea. Residents in Thailand and Korea have spent money in hypermarkets with the highest percentage of 64% and 58% respectively as compared with other retail industries ("Retail and Shopper Trends Asia Pacific," 2010). Meanwhile, Malaysian has spent 37% the most money in hypermarkets as compared with other supermarkets, convenience stores and personal cares stores ("Retail and Shopper Trends Asia Pacific," 2010). Hence, Malaysian hypermarkets are also quite similar with this described situation.

Main changes in customer purchasing behavior have been contributed by the strong economic growth in the late 80's and early 90's ("Malaysia Exporter Guide Annual," 2010). The number of hypermarkets increased immensely from only one in 1995 to thirty in 2003 in Malaysia (Moreira, 2003). After the recession peaked in 2008 and 2009, retailing has enjoyed the healthy growth as purchasing power of shoppers was increasing when economic recovered in 2010 ("Retailing in Malaysia," 2011). Likewise, GDP for 2010 was forecasted to grow at 7% in Malaysia ("Malaysia Exporter Guide Annual," 2010). The hypermarkets in Malaysia have dramatically increased from 79 to 91 outlets between 2009 and 2010 ("Retail and Shopper Trends Asia Pacific," 2010).

In 2010, Malaysia had a population of around 27.5 million which is one of the most developed countries in Southeast Asia ("Preliminary Count Report," 2010). Malaysian hypermarkets recently became the dominant format in city as 45% to 60% of household customers selected hypermarkets as their main outlets ("Malaysia Exporter Guide Annual," 2010). Hence, there is a potential increase in numbers of hypermarkets throughout Malaysia due to the significant population of household customers who are brand conscious and demanding greater variety and quality of

products. Expansion plans for Malaysian hypermarkets and customers who spend cautiously will increase the challenges and uncertainties in the economic environment. Therefore, the critical strategy for Malaysian hypermarkets is to investigate and focus the 5IVs in marketing mix that can influence customer choices (Pappu & Quester, 2006). Besides, it was critical to develop retail strategies to manage customer loyalty, patronage and switching behavior (Knox & Denison, 2000). Furthermore, level of service, pricing policy, and product assortment and customer demographic profile are the major factors to distinguish hypermarkets from another.

According to Yoo and Donthu (2001), customer-based brand equity (constituted by brand loyalty, brand association, perceived quality, and brand awareness) was a measurement of perception and behavioural brand equity towards individual customer. Moreover, Yoo and Donthu (2001) defined brand loyalty as tendency to be loyal towards a particular brand and it is demonstrated by the purchase intention as the first choice. In this research, researchers tend to focus mainly on brand loyalty on Malaysian hypermarkets due to brand loyalty has an overall effect related to brand equity.

1.2 Problem Statement

Recently, the rivalry in the retail industry has increased due to the number of Malaysian hypermarkets increased rapidly. Hence, Malaysian hypermarkets' management tends to look an approach that can help them to keep and expand market share in these competitive industry. Although Malaysian hypermarkets realize that marketing mix will affect customers' brand loyalty, they do not know which element of marketing mix has the most significant influence towards brand loyalty.

In the past decade, majority of the studies tended to test whether stipulated elements of marketing mix were correlated positively with the brand equity. Although brand loyalty is one of the brand equity's dimensions, there is lack of evidence to prove that marketing mix is affecting directly to the brand loyalty. The studies such as Yoo, et al. (2000), Rajh (2005), Yang and Liao (2004) evaluated the surface of the brand loyalty

only rather than investigating deeply on brand loyalty. Therefore, Malaysian hypermarkets are lack of information about which marketing mix's element will significantly influence the brand loyalty as well as there is no comparison on findings between overseas country and Malaysia which can be adapted for suiting Malaysia and thus Malaysian hypermarkets are unable to implement the effective marketing strategy.

1.3 Research Objectives

The research objectives in this study can be categorized into general objective and specific objective.

1.3.1 General Objectives

This section primarily describes the purpose of the research. In this research study, the general objective is:

- To identify the marketing mix that influencing customers perceptions toward Malaysian hypermarkets' brand loyalty.

1.3.2 Specific Objectives

On the other hand, the specific objectives in this study are created as below:

- To examine the relationship of price towards Malaysian hypermarkets' brand loyalty.
- To examine the relationship of store image towards Malaysian hypermarkets' brand loyalty.
- To examine the relationship of distribution intensity towards Malaysian hypermarkets' brand loyalty.

- To examine the relationship of advertising spending towards Malaysian hypermarkets' brand loyalty.
- To examine the relationship of price promotion towards Malaysian hypermarkets' brand loyalty.
- To compare results between Taiwan and Malaysian customers' perceptions of the marketing mix and the effect on hypermarkets' brand loyalty.

1.4 Research Questions

More specifically, this study is conducted to ravel out the following questions:

- What are the marketing mixes that influencing customers perceptions towards Malaysian hypermarkets' brand loyalty?
- Is there any relationship between price and Malaysian hypermarkets' brand loyalty?
- Is there any relationship between store image and Malaysian hypermarkets' brand loyalty?
- Is there any relationship between distribution intensity and Malaysian hypermarkets' brand loyalty?
- Is there any relationship between advertising spending and Malaysian hypermarkets' brand loyalty?
- Is there any relationship between price promotion and Malaysian hypermarkets' brand loyalty?

- Is there any difference in results between Taiwan and Malaysian customers' perceptions of the marketing mix and the effect on hypermarkets' brand loyalty?

1.5 Hypotheses of the Study

The hypotheses of the study are developed as below:

H1: There is a significant positive influence of prices towards Malaysian hypermarkets' brand loyalty.

H2: There is a significant positive influence of store image towards Malaysian hypermarkets' brand loyalty.

H3: There is a significant positive influence of distribution intensity towards Malaysian hypermarkets' brand loyalty.

H4: There is a significant positive influence of advertising spending towards Malaysian hypermarkets' brand loyalty.

H5: There is a significant positive influence of price promotion towards Malaysian hypermarkets' brand loyalty.

1.6 Significance of the Study

In short, this study will contribute to the hypermarkets' management and future researchers in Malaysia. For Malaysian hypermarkets' management, this research can assist them in identifying their service quality, marketing performance, customer satisfaction and brand loyalty. Besides, it can also diagnose the areas of marketing strategy that require improvements. Thus, this research can be used as a reference to management in allocating resources efficiently and avoid unnecessary investment.

Furthermore, for the future researchers, this research can also be used as supporting material for guiding them in conducting research in term of service quality, marketing management and brand loyalty in Malaysia. Therefore, this study focuses on the specific application of brand loyalty which provides a substantial contribution to future research.

1.7 Chapter Layout

1.7.1 Chapter One: Research Overview

This chapter is the introductory which provides an overview of the study context and explanations on the research problem. It covers introduction, research background, problem statement, research objectives which consist of the general objective and specific objective, research questions, hypotheses and significant of study to the application of management theory and practice.

1.7.2 Chapter Two: Literature Review

The purpose of this chapter includes the literature review about the context will be discussed. On the other hand, the review of relevant theoretical model and conceptual framework will be proposed for the further study. Besides, relevant hypotheses will be developed.

1.7.3 Chapter Three: Methodology

In chapter three, it will explain the methodology of the research where the research design will be specified. It consists of six elements of the whole study which are data collection methods, sampling design, research instrument, construct measurement, data processing and lastly data analysis.

1.7.4 Chapter Four: Data Analysis

This chapter is description of data analysis. It also presents some patterns and analysis of the results which are relevant to the research questions and hypotheses. There will be descriptive analysis that further discusses the respondent demographic profile and central tendencies measurement of constructs. Besides, inferential analyses are included as it is important for examining the individual variables and its relationships with other variables. Lastly, conclusion of this chapter will be provided as the linkage for next chapter.

1.7.5 Chapter Five: Discussions, Conclusion and Implication

This chapter provides the justification for results and explanations for each variable. It encompasses the summary of the statistical analyses, discussion of major findings and implications of the study. Thus, it also provides the limitations of the study and recommendations for further research.

1.8 Conclusion

All the dimensions of chapter one stated above are the overview of this study. Meanwhile, it provides the preliminary understanding on how researchers will conduct research study. Therefore, chapter one will be referenced as foundation for further exploration in this study which will be conducted in chapter two and so on.

CHAPTER 2: LITERATURE REVIEW

2.1 Review of the Literature

2.1.1 Brand Loyalty

In these times, companies' most meritorious assets are their brands which adding both economic and strategic value to its proprietors. Thus, enhancing brand loyalty has become a core of marketing theory to establish sustainable competitive advantage. The study of Silberhorn (2010) cited many studies and publications in marketing research which were dedicated to the brand loyalty concept such as past studies of Chaudhuri and Holbrook (2001).

Oliver and Rust (1997) developed a conceptual framework of brand loyalty that revealed the overall range of brand loyalty is based on a hierarchal effect model with respect to affective, behavioral intention, cognitive and action dimensions. Furthermore, in year 1999, Oliver gave a definition of brand loyalty as "a deeply held commitment to rebuy or repatronize a preferred product or service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts are having the potential to cause switching behavior". As such, it reveals that the changes in marketing environments or strategies will influence the purchasing behavior of a customer, but customer's loyalty will still remain constantly and they will still repeatedly purchase their favorite brands in the future.

However, brand loyalty can also be defined as the final destination of brand management in a company with respect to test the weakness or strength of its customers' loyalty and it could check whether customers still favor its product which compare to competitors (Aaker, 1996).

Furthermore, Silberhorn (2010) indicated that the majority studies on brand loyalty were limited to single-category perspective. Nevertheless, there was an enormous amount of literatures which are on the cross-category relationships in customers' decision-making by using multi-category market basket models such as past studies of Song and Chintagunta (2007) and Niraj, Padmanabhan and Seetharaman, (2008).

On the other hand, Jacoby and Chestnut (1978) reflected that the construction of brand loyalty could be divided into attitudinal and behavioral dimensions. Attitudinal loyalty was defined as intention to repurchase the brand (Mellens, Dekimpe & Steenkamp, 1996). In contrast, behavioral loyalty was defined as actual and observable repurchase behaviors (East & Hammond, 1996). Gounaris and Stathakopoulos (2004) indicated that an increase in behavioral loyalty was caused by attitudinal loyalty.

Lastly, Tseng, Liao and Jan (2004) had highlighted that purchase a certain specific product occasionally did not make sense with brand loyalty due to the convenient factor or a variety of behavior. Since brand loyalty cannot be simply determined by customers' repurchasing frequency, it is not sufficient enough or reasonable to evaluate brand loyalty solely depending on customer purchase behavior.

2.1.2 Price

The definition of price was "an important extrinsic cue and indicator of product quality or benefits" (Yoo et al., 2000). Moreover, price could also be classified as "the only element in the marketing mix that produces revenue; the other elements produce costs" (Kotler, 2003). In the marketing mix model, companies adjust price and reduce expenses in order to gain expected profits.

Generally, different retailers are using different price strategies for achieving their respective goals. Price also implies the cost of product or service usually

express in the monetary term. Nevertheless, regarding what type of product or service sell, suddenly changes of the price will have a direct effect to the customers or clients and profitability of the business.

2.1.3 Store Image

Pan and Zinkhan (2006) defined store image as the method in which store was perceived in customer's mind. It will influence customers' decision as where should they shop. Companies' images formed by stakeholders were based on products, brands organizations and chains of organizations (Lemmink, Schuijf & Streukens, 2003). Store image was defined as the sum of customers' perceptions towards the stores through his/her experience with the store (Bloemer & Odekerken-Schroder, 2002). Knox and Denison (2000) highlighted managing customers' brand loyalty and preventing customer from switching stores was significant for corporate to develop retail strategy. As such, the acknowledged store image acts as a competitive advantage for Malaysian hypermarkets. Therefore, researchers define store image as customers' thinking in their mind towards different attributes of primarily marketing mix implemented by Malaysian hypermarkets.

2.1.4 Distribution Intensity

Generally, when products are available numerous stores to cover the market can be defined as distribution intensity. However, it has been argued that certain varieties of distributions fit certain categories of products. For instance, in order to enhance the products' images and gain substantial retailer support, firms tend to distribute exclusively or selectively rather than distribute intensively to its products.

Furthermore, the concept of distribution intensity has been primarily invoked by Copeland (1923). He linked the product class (convenience goods, shopping

goods and specialty goods) to required density of distribution. Accordingly, analysts tend to assume that convenience goods like grocery goods are likely to be distributed intensively which are on the basis of the underlying features of the product. If the distribution intensity could be successfully implemented, the customers could buy a brand through many of the possible outlets in a trading area (Coughlan, Anderson, Stern & El-Ansary, 2001).

2.1.5 Advertising Spending

Moorthy and Zhao (2000) highlighted that the characteristics of advertising spending were signal and informational devices to customers. Thus, advertising is a media that delivering information to the customers. Barone, Taylor, and Urbany (2005) also stated that most of the advertising spending is aimed to introduce new products or services. As such, advertising allows customers to be aware of new products or services while providing information related to the new products or services. Meanwhile, customers will judge whether the products or services are suitable for them before they decide to purchase them.

Besides, advertising spending and the perceive quality were positively related (Moorthy & Zhao, 2000; Aaker & Jacobson, 1994). Therefore, it implies that the quality of the products or services is high if a company allocates large amount of advertising spending. However, the effect of advertising towards customers should be concerned seriously. Consequently, company must design carefully on their advertising as the messages delivered may provoke different target customers (Angel & Manuel, 2005).

2.1.6 Price Promotion

Price promotion which was defined as the “short-term price reductions” was believed to harm brand equity when offered over in long-term time (Yoo et al., 2000). Hence, the price promotion period is normally short-term compared to

other marketing mix elements such as product, price, and place. However, the effects from price promotion mainly hail from brand switching, incidental purchase and storage (Van Heerde, Gupta & Wittink, 2003).

Withal, most of the effect of a price promotion was seen in customers' short-term brand choices and it increased the price sensitivity of non-loyal customers (Mela, Gupta & Lehman, 1997).

2.2 Review of Relevant Theoretical Models

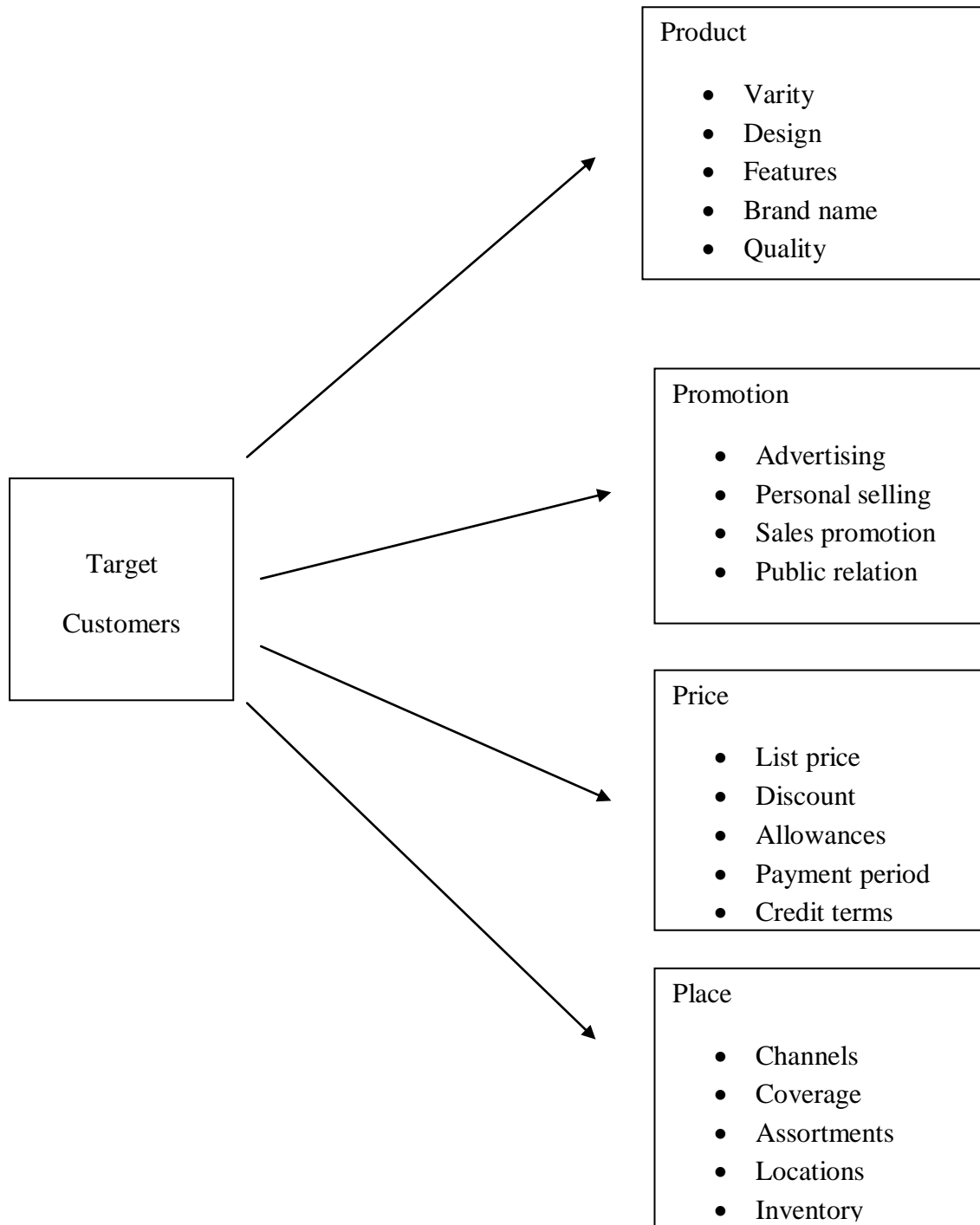
2.2.1 Marketing Mix

The model of marketing mix was initially developed by McCarthy (1960) and he defined the traditional marketing mix by the "four Ps" which are product, price, place and promotion.

"The developing of a marketing mix must be an integral part of selecting a target market" has been stated by McCarthy (1971). Thus, all ingredients of variables must be set timely in accordance to coordinate with marketing strategy for making the strategy successful. There are involved numerous of variables such as brand, service, advertising, product, prices, package, media, salesman and intensity of sales that can be varied or altered. Moreover, McCarthy (1971) had mentioned that the four major elements of marketing mix were the "four Ps" and all of the four Ps were equally important to the marketing mix.

Furthermore, Armstrong and Kotler (2005) recently stated that marketing mix was the set of controllable and tactical marketing approach that firm tended to produce the demanded response in the target market, which consists of "four Ps" into four groups of variables; they are product, price, place and promotion.

Figure 2.1: Four Ps of the Marketing Mix



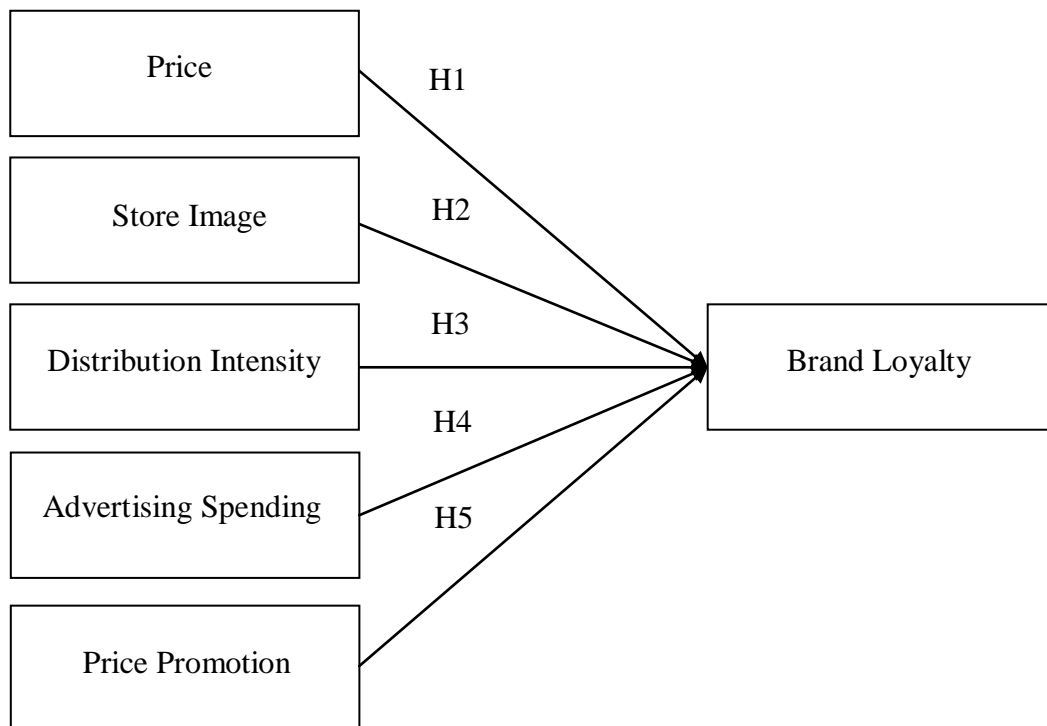
Source: Armstrong and Kotler (2005), *Marketing: An introduction* (7th ed.). New Jersey: Pearson Prentice Hall.

However, based on the study adapted by researchers, it had adopted the 5IVs from the traditional “four Ps” as a representatives set of marketing programs (Yoo et al., 2000). Researchers would like to further adapt the same 5IVs for investigating the Malaysian hypermarket' brand loyalty.

In order to guide managers in building and maintaining the brand equity of a brand name and the intensity of influence of individual marketing mix elements on brand equity, Yoo et al. (2000) gave the importance that brand equity had for companies operating under contemporary conditions and it seems fully justified to explore how as well as with what intensity individual marketing mix elements impact brand equity. As such, the importance of brand equity consists of numerous benefits for companies that own brands and brand equity are positively associated with brand loyalty.

2.3 Proposed Theoretical Framework

Figure 2.2: Proposed Theoretical Framework



Adapted from: Chen, C. H. (2007). Customers' Perceptions of the Marketing Mix and the effect on Taiwan Hypermarkets' Brand Loyalty. (Doctoral dissertation, Lynn University, 2007). ProQuest Dissertations & Theses A&I, UMI 3274169.

The above diagrammatic drawing reveals the proposed conceptual framework of this study is to identify the marketing mix that influencing customers perceptions towards Malaysian hypermarkets' brand loyalty and to examine how significant is each independent marketing mix variables associated with Malaysian hypermarkets' brand loyalty.

As a glance on the research model, there are 5IVs which are price, storage image, distribution intensity, advertising spending and price promotion. Besides, the dependent variable which is the brand loyalty depends on the independent variables in relation to examine the relationship among 5IVs.

Meanwhile, the proposed conceptual framework is also considered as hypothesis model of the effects of 5IVs on brand loyalty. The hypothesis model embodies five hypotheses to be tested for investigating the relationship between independent and dependent variables. Whereby, each of the hypotheses will be further discussed in detail on the hypothesis development.

2.4 Hypotheses Development

2.4.1 The Relationship between Price and Brand Loyalty

Wong and Sidek (2008) indicated that price and brand loyalty had a positive relationship. Besides, Sirohi, McLaughlin and Wittink (1998) indicated that price had directly correlated to loyalty.

Neither loyal nor disloyal customers were using the price as an evaluative criterion of the product, actually they would not be influenced by the price

consideration (Meer, 1995). Generally, loyal customers are more willing to pay the full price or premium price for their favourite brand cause brand loyal customers are less influenced by price sensitive compared with brand disloyal customers (Jackson, 2010). Thus, the changes of price level do not affect the brand loyalty and it shows an indirect relationship between price and brand loyalty.

In addition, based on the adapted study, it was a dissertation from Lynn University in Taiwan by Chen (2007) which conducted questionnaire survey of 500 customers regarding their customers' perceptions of the marketing mix towards Taiwan hypermarkets' brand loyalty. Meanwhile, Chen used multiple regression analysis for computing its findings. One of its findings showed that the price had an equivalent and negative effect on brand loyalty.

2.4.2 The Relationship between Store Image and Brand Loyalty

Nguyen and Leblanc (2001) indicated that the strongly favourableness of perceptions of both corporate reputation and image would tend to increase the degree of customer loyalty. Furthermore, the trust and satisfaction that interwoven tightly with the traditional constructs such as image could substantially contribute to loyalty (Orth & Green, 2009).

Nevertheless, Sivadas and Baker-Prewitt (2000) supposed that there was direct relationship between store image and store satisfaction rather than store loyalty. Store image affected store loyalty via store satisfaction (Gupta & Pirsch, 2008). On the contrary, Koo (2003) found that abstract and global image component had a more significant influence on loyalty than satisfaction. Additionally, based on the adapted study, one of its findings showed that store image was an equivalent and positive effect on brand loyalty (Chen, 2007).

2.4.3 The Relationship between Distribution Intensity and Brand Loyalty

Distribution intensity jointly influenced the level of inter and intra brand competition in a customer product industry (Cadeaux, 1992). If distribution intensity has been successfully implemented, customers would be able to buy a brand through many of the possible outlets in a trading area (Coughlan et al., 2001)

In the customers' perceptions, customers would be more satisfied by reason of the product was available in a greater number of stores and they would be offered the product as where and when they want it (Ferris, Oliver & Kluyer, 1989; Smith, 1992). Thus, intensive distribution can reduce the time of customers like inherent spending on searching the stores and travelling to and from the stores. Besides, intensive distribution also provides a convenience in purchasing products and makes it easier to get services which are related to the products.

As a result of increment on distribution intensity, customers will have more time and place utility and perceive more value for the product. With respect of it, such increased value will lead to greater customers' satisfaction and perceived quality. Consequently, greater brand loyalty would be developed along with customers' satisfactions with the product (Yoo et al., 2000). Specifically, Chen (2007) stated distribution intensity was an equivalent and positive effect on brand loyalty.

2.4.4 The Relationship between Advertising Spending and Brand Loyalty

The study of Cobb-Walgren, Ruble and Donthu (1995) found advertising spending not only had positive effects on brand equity as a construct, yet also on

each of its brand equity components which were brand loyalty, brand awareness, perceived quality and brand image.

Advertising acted as a pivotal role in raising the brand awareness and creating strong brand associations (Yoo et al., 2000). It is high probability that a brand will be included in the consideration set of customers if it has a repetitive advertising schedule. Then, the customer's brand choices have been simplified as a habit to select the brand. Great amount of advertising helps to build the brand awareness and relates to the positive association which will lead to greater brand equity. With the extended hierarchy of effects model, advertising had associated positively with brand loyalty as it reinforced the brand associations and attitudes (Shimp, 1997).

Yang and Liao (2004) proposed advertising had significant affect in customers' buying decision. Therefore, brand loyalty can be enhanced by increasing the advertising which helped to acquire new customers and retain loyal customers.

Furthermore, one of its findings from the adapted study showed that advertising spending was an equivalent and positive effect on brand loyalty (Chen, 2007).

2.4.5 The Relationship between Price Promotion and Brand Loyalty

According to Gupta (1988), price promotion does not significantly affect brand loyalty and it is only found to enhance temporary brand switching. This is because customers are immediately attracted to promoted brand, and when deals end, they lose interest in the brand. So, changes in brand loyalty may not incur after price promotion unless the brand is perceived to better than its competing brand.

In other words, Shih, Sun and Tang (2007) mentioned there was a significant positive correlation between price promotions and brand loyalty. In contrary,

price promotions would decline customers' brand loyalty to non-price-sensitive brand companies (Wang, Li & Zhao, 2006). Moreover, price promotion was an equivalent and positive effect on brand loyalty has been stated from the adapted study (Chen, 2007).

2.5 Conclusion

Overall, reviews of past researchers' literature were discussed in this chapter which include 5IVs and brand loyalty. The findings of the past research studies have significantly contributed the knowledge in brand loyalty and its antecedents. Moreover, researchers used to construct a proposed conceptual framework in which that assumes significant theoretical models and five hypotheses have been developed on lastly.

CHAPTER 3: METHODOLOGY

3.0 Introduction

Researchers used research method to collect and analysis the data with respect to test the hypotheses and answer the search questions about the relationship between 5IVs and brand loyalty. In this chapter, its sections consist of research design, data collection methods, sample design, research instrument, constructs measurement, data processing and data analysis.

3.1 Research Design

Research design was defined as constitutes the blueprint for collection, measurement and analysis of data (Cooper & Schindler, 2006). There are several types of research design method commonly used which are exploratory, descriptive, and explanatory studies. In essence, research details the procedures indispensable for obtaining the information needed to structure and solve marketing research problems. A good research design would ensure the marketing research project is carried through effectively and efficiently (Malhotra, 2004). For this study, the researcher is analysing on the unit of customers in Malaysian hypermarket. Meanwhile, this research is considered as cross-sectional on account of concerned study on the relationship between marketing mix and Malaysian hypermarket's brand loyalty.

3.1.1 Quantitative Research

In this research study, quantitative research will be right conducted. It was prominently used as a synonym for any data collection technique (such as questionnaire) or data analysis procedure (such as graphs) that generated or used numerical data (Mark, Philip & Adrian, 2009).

This method has been chosen purposely because quantifiable data is easier and clearer to analyze independent variables toward brand loyalty and it is collected by distributing questionnaire to target respondents. Furthermore, self-administered questionnaire is the effective and preferred type of data collection procedure for study which on a time-limit status while a large number of target respondents is involved. Hence, the research is intended to use delivery and collection questionnaire that deliver questionnaire by hand to each respondent and collect back later. Meanwhile, our research cannot implement qualitative research because qualitative data was more common presented in word as opposed to numerically as in the case of quantitative research (Have, 2004).

3.1.2 Descriptive Research

On the other hand, other than quantitative research has been conducted in our study, descriptive research is also used in this study and it was defined as for which the purpose was to produce an accurate representation of persons, events or situations (Mark, Philip & Adrian, 2009). Meanwhile, descriptive researches are primarily concerned with finding out the kinds of “what is” question such as: What are the marketing mixes that influencing customers perceptions toward Malaysian hypermarkets' brand loyalty? Is there any relationship between price promotion and Malaysian hypermarkets' brand loyalty?

In accordance with Borg and Gall (1989), descriptive studies were aimed at finding out “what is” question. Hence, research questions in this research study would be resulted by implementing descriptive studies. Therefore observational and survey methods are frequently used to collect descriptive data. Since questionnaire survey method is being employed for our study in order to collect quantitative data for analysis, descriptive research is more suitable for our study. At the same time, descriptive research was allowed to include multiple variables for analysis (Borg & Gall, 1989). Our research study is going to implement multiple variables analysis which is obviously matched with the principle of descriptive research.

3.2 Data Collection Methods

The elementary sources for conducting the research study are primary and secondary data. Researchers used both the primary and secondary data as the sources in order to have sufficient and supportive information to be applied in our research study. Researchers collected information from the respondents through questionnaires as the sources of primary data. However, the secondary data is gathered through external databases or online information databases to support this research study.

3.2.1 Primary Data

Primary data is the firsthand data that gather by the present researchers which are specifically for a research project (Zikmund, 2003). According to Malhotra (2004), the effort to obtain primary data is more expensive and time consuming compare to others.

Primary data is observed and collected directly by researchers from firsthand experience to address the research problem at hand. There are many methods to collect the primary data. One of the methods is questionnaire. Questionnaire is widely used by most of the researchers as it can effectively collect data. Besides, questionnaire becomes a main tool to get opinions, attitudes and descriptions from the respondents. Therefore, we choose questionnaire as our method to collect the primary data as it can raise the reliability and the simplicity information for our research study.

The questionnaires were distributed to 250 respondents in Kuala Lumpur, Selangor and Perak. The reason that researchers had selected Kuala Lumpur, Selangor and Perak is because of those state outlets obtained the first to third highest percentage in Malaysia as referring to the Appendix A. Furthermore, each respondent requires spending around ten minutes to complete the questionnaire together with researchers' monitor. All the questionnaires will be collected back by the researchers because the researchers are responsible to

distribute and collect back the questionnaires after targeted respondents had completed the questionnaire. This ascertains that researches can gather all the questionnaires without lose any set of it.

3.2.2 Secondary Data

The characteristic of secondary data was a reference to assist researchers in conduct their research study. Zikmund (2003) highlighted that secondary data related to historical data. Secondary data are the information that gathered and recorded by somebody for certain purposes. Although secondary data is cheaper than primary data and can be obtained rapidly, it may be obsolete or not accurately meet the researchers' needs as the secondary data collected previously might be for other purposes.

Researchers used secondary data at the starting point of our research by reviewing the literature of similar genre. It may be beneficial to researchers as secondary data contains the information that individuals cannot collect on their own.

The secondary data for this research study was collected from external databases or online information databases such as ProQuest, Emerald-insight, Scopus, Science Direct, JSTOR and other supportive data provided by UTAR website. Besides, researchers used internet search engines such as Google Scholar and Yahoo to obtain more other related material in this research study.

3.3 Sampling Design

3.3.1 Target Population

Target population was the collection of objects and elements possess the information which the present researchers will make inference (Malhotra, 2004). Due to our research is focused on the study of brand loyalty in Malaysian hypermarket, so that the target population is those customers in Malaysian hypermarket.

3.3.2 Sampling Frame and Sampling Location

Sampling frame was defined as the list of elements which from the sample had been drawn, is called working population (Zikmund, 2003). Using the sample can become highly representative if all subjects participate and also become the ideal, which can reduce the cost and time. However, our research study is using non-probability techniques for selecting our sampling and thus we will not indicate any sampling frame. Furthermore, primary data is being used in our study. With respect of it, the questionnaires will be distributed at public areas inside the Malaysian hypermarkets which are located in Kuala Lumpur, Selangor and Perak.

3.3.3 Sampling Elements

Sampling elements means that group of individuals or a particular product are participated in the research study (Hair & Ortinan, 2006). In this research, the sampling elements are those target respondents were at least 18 years old who were having the purchasing power in Malaysian hypermarket.

Generally, whoever over 18 years old in Malaysia has the right to work as part or full time worker for earning money which shows they have ability to earn money. Besides, whoever over 18 years old is the age of majority according to Section 2 of the Age of Majority Act 1971 which he or she is having the competent to contract. Therefore, whoever over 18 years old only be considered as potential customers for Malaysian hypermarket provided they have their own purchasing power without influence by others and are able to trade legally. As such, the target respondents will be selected randomly for conducting the survey during the weekday and weekend.

Furthermore, the researchers will ask customers whether they had filled the questionnaire before in order to prevent the same customers being selected twice. If the customer had completed questionnaire previously, then next qualified customers will be selected.

3.3.4 Sampling Techniques

The sampling techniques can separate into two methods which are probability sampling and non-probability sampling. Probability sampling which are included simple random sampling, systematic sampling, stratified random sampling, cluster sampling and multi-stage sampling. For non-probability sampling is included quota sampling, purposive or judgmental sampling, snowball sampling, self-selection sampling and convenience sampling. Non-probability sampling is defined as “an arbitrary and subjective procedure where each population elements does not have a known non-zero chance of being included; no attempt is made to generate a statistically representative sample” (Cooper & Schindler, 2006).

In this research, present researchers are using the non-probability sampling which applied quota sampling. Non-probability sampling has been selected due to this sampling technique is useful, quick and convenient as well as suitable for this research that without sampling frame. Moreover, for the quota sampling is

based on the gender. Thus, the questionnaires will be distributed equally to the male and female customers. The reason that researchers applied quota sampling is its practices are less costly and can be set up very quickly. Since Malaysia comprises population of 14 million males and 13 million females, researchers would like to equally concern on the male and female customers (“Preliminary Count Report,” 2010).

3.3.5 Sampling Size

Sampling size was defined as the number of elements to be included in the study (Malhotra, 2005). Besides, Creswell (2005) stated that “the larger the sample, the less the potential error that the sample will be different from the population”. Thus, the bigger sampling size is more accurate in contrast to smaller sampling size and adequate size of the sample can use to estimate accurate actual population parameters and reduce the sampling error.

According to Green’s (1991), he estimated: n (sample size) = $50 + 8(m)$, which “ m ” is the number of independent variables. In our research has fives independent variables, there are price, store image, distribution intensity, advertising spending and price promotion and thus m is equal to 5. So that, $n = 50 + 8(5) = 90$, which means that our sampling size are at least 90 target respondents. However, researchers will distribute 250 questionnaires in Kuala Lumpur, Selangor and Perak.

3.4 Research Instrument

Questionnaire is efficient in collecting data after requirements and measurements for the variables of interest are known. As such, Sekaran (2003) defined a questionnaire was a pre-formulated written set of questions generally within closely defined alternatives for respondents to record respondents’ answers. Generally, questionnaires can be administered personally and it will be electronically or face to face distributed

to respondents. Moreover, pilot test has also been conducted to ensure that the measurement scale and components in the questionnaire are properly designed and understood by respondents.

3.4.1 Questionnaires Design

In this study, researchers had used self-administered questionnaire survey method for distributing questionnaire to respondents. This method is able to complete the questionnaires shortly and let researchers collected back questionnaire easily. Ideally, it just requires lower cost in reaching large number of respondents as well as clarification of question for the respondents' doubts can be done on the spot.

Besides, English and Mandarin are used in designing the questionnaires due to both languages are widely used in Malaysia. In order to assist respondents make fast decisions and standardized the questions with interest of reducing biases, closed-ended questions has been used in constructing the questionnaires. Therefore, researchers can code the information easily and data compilation process becomes simpler.

3.4.2 Pilot Test

Pilot test was a small scale exploratory research technique by using sampling without applies rigorous standards (Zikmund, 2003). Researchers have distributed 25 questionnaires to the lecturers from Univerisiti Tunku Abdul Rahman (UTAR) as respondents for testing the internal reliability and accuracy of the questionnaires whether it is comprehensive and capable to implement the real survey. Meanwhile, feedbacks are appreciated as a reference for improving on the weaknesses which encountered if any.

3.5 Constructs Measurement

3.5.1 Scale Measurement

A scale can be defined as any series of items that are arranged progressively according to magnitude or value in which an item can be placed in accordance to its quantification (Zikmund, 2003). Besides, a scale is also represented as a continuous spectrum or series of categories. Thus, it is a useful tool in designing the questionnaire due to it helps to differentiate on how variables are different from one another. In present researcher designed questionnaire, all the statements in research were based on four common types of scale which are nominal scale, ordinal scale, interval scale and ratio scale.

In this research project, there are three types of data measurement scales are utilized which are nominal scale, ordinal scale and interval scale. Nominal scale usually uses the numbers or letters assigned to object serve as labels or tags for identification and classification. Moreover, it is the simplest type of measurement scale and the classes are mutually exclusive and collectively exhaustive. However, ordinal scale is a ranking scale in which numbers are assigned to object for indicating the relative extent to which the object as possess some characteristics.

Additionally, for interval scale, is defined as a scale that not only arranges objects or alternatives according to their magnitudes but also distinguishes this ordered arrangement in units of equal intervals. This type of scale is the best used for opinion or attitude measurement. As such, the most suitable measurement is Likert scale. Likert scale is defined as interval scale that specifically uses five points of strongly disagrees, disagrees, neutral, agree and strongly agree which started from number 1 to number 5. It is useful to denote a degree of agreement or disagreement with each of a series of statement in relation to the certain object.

Furthermore, our questionnaires are divided into three sections which are Section A, Section B and Section C. Firstly, for Section A is demographic profile. In this section, questions are designed by using nominal scale and ordinal scale to collect demographic information about the target respondents' profile such as gender, age, marital status, occupation and so on.

Secondly, Section B is Marketing Mix practice for Malaysian hypermarkets which uses 5 point Likert scale to examine respondents' agreement and disagreement with questions related to five independent variables that influence customer perception about selection of Malaysian hypermarket that contributing in brand loyalty.

Lastly, questions of brand loyalty in the Malaysian hypermarkets are being asked in the Section C with respect to examine how significant the associated factors will influence the brand loyalty by using 5 point Likert scale.

3.6 Data Processing

Zikmund (2003) stated that data preparation process includes a series of actions which consist of questionnaire checking, data editing, data coding, data transcribing and data cleaning before rerunning data analysis. The raw data collected can be transformed into useful information to solve the research problems as well as answer the research questions.

3.6.1 Questionnaire Checking

Identifying on the problem and making correction are the main purpose of checking. Thus, researchers had checked the questionnaire cautiously and questionnaire has been gone through few times of moderation and amendment before it was completed. The questionnaire needs to be moderated and approved by the supervisor to ensure that the quality and appropriateness of the questions

asked before it can be given out to respondents. Moreover, some test runs of the survey were conducted with respect to reduce the chance of error encountered and understood by respondents.

3.6.2 Data Editing

In order to increase the accuracy and precision of the results collected from the questionnaires, data editing has been carried out by researchers. So that, missing data would be discarded since it is undesirable. Furthermore, poor or contrasting response would be kept for review and checked for consistency. Obviously, the accuracy of overall of the research had been increased.

3.6.3 Data Coding

Data coding has been done prior to distribution of questionnaire to respondents. Data coding is used for assigning code to each of the answer options provided in the questions and thus Statistical Package for Social Science (SPSS) program can analyse the data effectively.

In the questionnaire, Section A is related to the demographic profile of respondents. For example of question five, occupation level of executive is coded as 1, professional is coded as 2, manager is coded as 3 and so forth.

Furthermore, Section B and Section C are inquiring the perceptions of respondents regarding the statements developed with ranges of choices to be selected for each question regarding 5IVs and brand loyalty respectively. It reveals how strong is the respondents agree or disagree with each question which is consisting of strongly disagree as coded as 1, disagree as coded as 2, neutral as coded as 3, agree as coded as 4 and strongly agree as coded as 5. Apparently, it shows a 5 point Likert scale of coding style.

3.6.4 Data Transcribing

After researchers distributed all questionnaires to respondents, all the coded data from the collected questionnaires would be keyed into researchers' personal computer electronically as raw data for the analysis of SPSS.

3.6.5 Data Cleaning

SPSS program is a typical program that used for checking and identifying out of range data. Logically will be those inconsistent or extreme data. Besides, ambiguous answers will be considered as missing responses. Missing responses will either be substituted a neutral value or discarded. As such, the purpose of data cleaning is would like to enhance the consistency of value and settle the missing response with stipulated solution.

3.7 Data Analysis

Data collected through questionnaires from target respondents were analysed by using descriptive statistical analysis. SPSS program is capable to summarise data by conducting statistical analysis, tables, percentages and frequency distributions. The results were interpreted in forms of tables and graphs for clarification of data. Besides, inferential statistics were also used to examine the relationship between variables. To test the hypothesis developed by using SPSS in this research, 250 questionnaires will be distributed to the target respondents. Furthermore, a pilot test will be conducted prior to distribution of the questionnaires to the target respondents in order to ensure the respondent understands the question meaning and effectiveness of data captured.

3.7.1 Descriptive Analysis

Descriptive analysis in terms of measuring mean, mode standard deviation and ranges were used to describe the sample data by depicting representative respondent and showing the common patterns of responses (Burns & Bush, 2006). In short, researchers can describe and detect the characteristics of respondents. According to Zikmund (2003), descriptive analysis represented the transforming of raw data into a form that enable researchers to understand and interpret easier in terms of rearranging, ordering and manipulating data in order to provide descriptive information. Calculating averages, frequency, range and standard deviations are commonly used to summarize the data. The mean, mode, frequency, range, standard deviation and variances were collected for the interval scale of independent variables (price, store image, advertising, promotions and distribution intensity) and dependent variable (brand loyalty).

Frequency distribution that is a mathematical distribution was used in this study to calculate the number of responses related to different values of one variable and present in percentage (Malhotra, 2005). Table of frequency counts, percentages and cumulative percentages for all values related to the particular variable are prepared.

3.7.2 Reliability Test

The reliability test is used to determine the measures are free from error and thus results in consistency. Cronbach's Alpha reliability test that varies from 0 to 1 is used to assess the reliability of data collected. Sekaran (2003) indicated that acceptable and adequate level of reliability should have Cronbach's alpha of at minimum 0.6 or 0.7 and preferably closer to 0.9 which was considered useful. Furthermore, this test is important as it acts as the minimum requirement for validity. These variables in terms of price, store image, advertising spending, price promotion, distribution intensity and brand loyalty are used to estimate the reliability for the construct's dimensions.

3.7.3 Normality Test

To test whether the input data is normally distributed, normality test will be used. Due to the assumption that data comes from a normally distributed population, it is required to perform normality test by some statistical tests such as person correlation and multiple regressions. Otherwise, the results of the tests will not be reliable if the assumptions are not valid. Kolmogorov-Smirnov and Shapiro-Wilk Tests are used by the researchers to determine whether the set scores in the sample follows a normal distribution. The data can be assumed to be normally distributed only when the p-value in the Kolmogorov-Smirnov test and Shapiro-Wilk Tests are more than 0.05.

3.7.4 Inferential Analysis

The inferential analysis is used to test whether the hypotheses are substantial.

3.7.4.1 Pearson Correlation

According to Malhotra and Peterson (2006), the Pearson's Correlation analysis is a statistical measure of the strength of association between the five independent variables and one dependent variable. Hair, Black, Babin, Anderson and Tatham (2006) signified the indication of coefficient (r) is magnitude and direction of linear relationship of variables used in research. The result of this test is a range of possible values from -1 to +1. The numbers indicates the strength of the relationship between variables, while the sign (+ or -) indicates the direction of relationship between variables. The correlation coefficient range of +1.0 indicates perfect positive relationship, -1.0 indicates perfect negative relationship while value of 0 indicates no significant relationship. The researcher is using Pearson Correlation to test the significant association between price and brand loyalty, store image and brand loyalty,

advertising spending and brand loyalty, price promotion and brand loyalty, and distribution intensity and brand loyalty.

3.7.4.2 Multiple Regressions

Multiple regressions is a statistical techniques that used to analyze the linear relationship between an individual dependent variable and two or more independent variables by forecasting the coefficient of equation for the straight line (Hair et al., 2006). According to Hair, Babin, Money and Samouel (2003), the test would be significant when p-value is less than 0.05. The beta coefficient allowed researchers to identify which independent variables was the most influential towards the dependent variable (Hair et al., 2006). Hair et al., (2006) supposed that the use of multiple regression analysis enabled to provide the information such as statistical significance of each coefficient, nature of relationship and strength of relationship.

The general equation of the multiple regressions is as follow:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \dots + \beta_nX_n$$

Therefore, the equation of multiple regressions that being used in this study as follow: Brand Loyalty (BL) = $\beta_0 + \beta_1 \text{Price (PR)} + \beta_2 \text{Store Image (SI)} + \beta_3 \text{Advertising Spending (AS)} + \beta_4 \text{Price Promotion (PP)} + \beta_5 \text{Distribution Intensity (DI)}$

Since there are single metric dependent variable and multiple metrics of independent variables, multiple regressions are used by the researcher to determine the strength of relationships for overall model in terms of 5IVs and brand loyalty.

3.8 Conclusion

Overall, researchers provide a summary of the methodology be related to this study and the selected 250 of respondents in Kuala Lumpur, Selangor and Perak areas whereby questionnaires were distributed. Furthermore, researchers also highlighted SPSS program was used for data analysis. In next chapter, researchers will examine the collected raw data from respondents deeply with respect to come out the result of this study.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

In this chapter, the outcome of the questionnaire surveyed target respondents' data was analyzed. Before the actual survey for this study was implemented, a pilot test for 25 targeted respondents was executed in Universiti Tunku Abdul Rahman (UTAR). Moreover, Statistical Package for Social Science (SPSS) version 16.0 was used to conduct in-depth analysis of data collected in term of descriptive analysis, scale measurement and inferential analysis.

4.1 Pilot Test

In order to reduce the deficiency of questionnaire that would be distributed to respondents, researchers had conducted pilot test by distributing 25 questionnaires to the lecturers in UTAR for collecting their comments. As a result, recommendation and advice have been collected with respect to ensure the questionnaire is suitable for this study.

Specifically, researchers had analyzed these 25 questionnaires through SPSS with the confirmation of fulfilling the assumptions of normality and reliability.

Table 4.1: Tests of Normality

	<u>Kolmogorov-Smirnov</u>			<u>Shapiro-Wilk</u>		
	Statistic	df	Sig.	Statistic	df	Sig.
Standardized Residual	0.158	25	0.107	0.920	25	0.51

Source: Developed for the research.

Table 4.2: Cronbach's Alpha Reliability Test

Construct	Alpha Coefficient	Number of Items
Price	0.584	3
Store Image	0.734	4
Distribution Intensity	0.538	3
Advertising Spending	0.758	4
Price Promotion	0.882	3
Brand Loyalty	0.734	5

Source: Developed for the research.

As a glance on above tables, both show that pilot test have fulfilled the assumption of normality test in which its p-value is 0.107(> 0.05) and all the alpha coefficients are reasonable under the small size of samples.

4.2 Descriptive Analysis

The data of descriptive analysis and the sequence of data presentation refer to the distributed questionnaire (Appendix O).

4.2.1 Respondent Demographic Profile and General Information

Table 4.3: Respondents' Demographic Profile and General Information

Profile	Categories	Frequency	Percentage
Gender	Male	125	50.0
	Female	<u>125</u>	50.0
		<u>250</u>	
Age Group	18-23	75	30.0
	24-29	53	21.2
	30-35	41	16.4
	36-41	33	13.2
	42-47	17	6.8
	> 48	<u>31</u>	12.4
	<u>250</u>		
Marital Status	Single	128	51.2
	Married	<u>122</u>	48.8
		<u>250</u>	

Highest Education Completed	Primary / Secondary School	130	52.0
	Diploma / Advanced Diploma	71	28.4
	Bachelor Degree	40	16.0
	Master / PhD Degree	3	1.2
	Professional Certificate	6	2.4
	Others	<u>0</u>	0.0
		<u>250</u>	
Occupation Level	Executive	37	14.8
	Professional	34	13.6
	Manager / Supervisor	32	12.8
	Employee	71	28.4
	Housewife	25	10.0
	Student	26	10.4
	Others	<u>25</u>	10.0
		<u>250</u>	
Monthly Income	< RM1,000	65	26.0
	RM1,001 – RM2,000	76	30.4
	RM2,001 – RM 3,000	48	19.2
	RM3,001 – RM4,000	26	10.4
	> RM4,000	<u>35</u>	14.0
		<u>250</u>	
Frequency to shop in hypermarket per month	1 – 2 times	79	31.6
	3 – 4 times	113	45.2
	5 – 6 times	26	10.4
	7 – 8 times	4	1.6
	> 8 times	<u>28</u>	11.2
		<u>250</u>	
Average Expenses	< RM50	48	19.2
	RM51 – RM150	130	52.0
	RM151 – RM250	53	21.2
	> RM251	<u>19</u>	7.6
		<u>250</u>	

Source: Developed for the research.

From Table 4.3, the gender of respondents consists of 125 males (50%) and 125 females (50%). Meanwhile, 128 respondents are single and 122 respondents are married. Furthermore, the highest proportion of the respondents is aged between 18-23 years old. The second and third highest proportions of respondents fall into the age groups of 24-29 and 30-35 respectively.

Additionally, Table 4.3 also indicates that the majority of respondents of 52.0% have completed the highest education of primary or secondary school. The respondents who have Diploma or Advanced Diploma holders (28.4%) and Bachelor Degree holders (16.0%) are the second and third highest proportions for highest education completed. Lastly, the respondents who hold Master or PhD degree and professional certificates are 1.2% and 2.4% respectively.

Moreover, the table reveals that the highest proportion of occupation level falls to employee (28.4%). Subsequently, the proportions of occupation level are followed by 14.8% of executive, 13.6% of professional and 12.8% of managers or supervisor. The remaining of 30% of respondents is approximately dispersed into housewife (10.0%), student (10.4%) and other occupation (10.0%).

Besides, the monthly income of respondents is explored in Table 4.3. 30.4% of the respondents have monthly income of RM1001-RM2000. Following by 26.0% and 19.2% of the respondents who have monthly income of < RM1000 and RM2001-RM3000 respectively. Lastly, 10.4% of the respondents' income level is RM3001-RM4000.

Finally, majority of respondents had shopped hypermarkets for 3-4 times per month. Afterward followed by 1-2 times, >8 times, 5-6 times and 7-8 times. Besides, the highest proportion of respondents who spend RM51-RM150 for each time in hypermarkets is 52.0%. Thereafter, 21.2%, 19.2% and 7.6% of respondents spend average expenses of RM151-RM250, <RM50 and >RM251 respectively in hypermarkets.

The pie charts for demographic respondent profile and general information will be showed from Appendix B to Appendix I.

4.2.2 Central Tendencies Measurement of Constructs

Table 4.4: Central Tendencies Measurement of Constructs

Variables	Items	Means	Standard Deviations
Price	PR1	3.1440	0.88453
Store Image	SI1	3.1440	0.78340
	SI2	3.7080	0.75433
	SI3	3.6440	0.84861
Distribution Intensity	DI1	3.7200	0.86056
	DI2	3.8520	0.74317
	DI3	3.6480	0.91622
Advertising Spending	AS2	3.4520	0.85005
	AS3	3.3600	0.88177
	AS4	2.9160	1.08149
Price Promotion	PP1	3.7440	0.79561
	PP2	3.6200	0.77330
	PP3	3.6520	0.80840
Brand Loyalty	BL1	3.4400	0.85869
	BL2	3.5600	0.84929
	BL4	3.6800	0.85588
	BL5	3.4640	0.89213

Source: Developed for the research.

Table 4.4 shows the overall means and the standard deviations of 5IVs and brand loyalty in this study. As such, price's mean is 3.1440 and its standard deviation is 0.88453. Furthermore, store image's mean is ranged from 3.1440 to 3.7080 and its standard deviation is between 0.84861-0.75433. For distribution intensity, its mean and standard deviation are between 3.6480-3.8520 and 0.74317-0.91622 respectively.

By the way, the range of advertising spending's mean is from 2.9160 to 3.4520 and its standard deviation is between 0.85005-1.08149. Similarly, price promotion had showed its mean is ranged from 3.6200 to 3.7440 and its standard deviation falls in the range from 0.77330 to 0.80840. Eventually, brand loyalty's mean is within a scope from 3.4400 to 3.6800 and its standard deviation is between 0.84929-0.89213. Appendix J shows a more detail result regarding the central tendencies measurement of constructs.

4.3 Scale Measurement

4.3.1 Internal Reliability Test

According to Sekaran (2003), the consistency and stability of the data are measured by using the reliability test. Specifically, Cronbach's Alpha is used to examine the internal reliability of the five construct. Therefore, seventeen items were included to test all the variables' reliability. Burns and Bush (2006) stated that the reliability coefficient closer to 0.600 is better. According to Table 4.5, the Cronbach's Alpha values of the entire constructs are more than 0.600 and hence all are acceptable.

Table 4.5: Internal Reliability Analysis and Exploratory Factor Analysis

Variables	Items	Factors Loading	A Set of Items	Cronbach's Alpha
Price	P1	0.691	1	-
Store Image	SI1	0.749	3	0.610
	SI2	0.798		
	SI3	0.473		
Distribution Intensity	DI1	0.704	3	0.631
	DI2	0.677		
	DI3	0.643		
Advertising Spending	AS2	0.583	3	0.606
	AS3	0.762		
	AS4	0.800		
Price Promotion	PP1	0.531	3	0.751
	PP2	0.524		
	PP3	0.419		
Brand Loyalty	BL1	0.573	4	0.752
	BL2	0.736		
	BL4	0.780		
	BL5	0.767		

Source: Developed for the research.

Note: After conducted the factor analysis, price could not be calculated as it stands a single item (Wanous, Reichers & Hudy, 1997).

Factor analysis extracted the results of five factors solution with eigenvalues more than one and the total variance was explained at 58.8%. Five items

relating to these factors were removed (i.e. price has two items; store image has one item; advertising spending has one item; hypermarkets' brand loyalty has one item) due to low loadings.

Measurement of the samples' adequacy is by using the Kaiser-Meyer-Olkin (KMO). Leech, Barrett and Morgan (2005) stated that KMO below 0.5 is inadequate and it should be above 0.7. KMO value of 0.814 shows the sample size is adequate and the Bartlett's test of sphericity is significant ($p = 0.000 < 0.01$). A total of 17 items which are unidimensional and factorially distinct loaded on the constructs were retained for further analysis. The results of analysis are summarized in Table 4.5.

4.3.2 Normality Test

The tests of normality, histogram with normal curve, P-P plot and scatter plot diagram are being used to show the normal distribution of data.

Tables 4.6: Tests of Normality

	<u>Kolmogorov-Smirnov^a</u>			<u>Shapiro-Wilk</u>		
	Statistic	df	Sig.	Statistic	df	Sig.
Standardized Residual	.043	250	.200*	.991	250	.117

Note: a. Lilliefors Significance Correction

*. This a lower bound of the true significance.

Source: Developed for the research.

The normality test has been conducted via the Kolmogorov-Smirnov. Based on the Table 4.6, its p-value is equal to 0.200 ($p\text{-value} > 0.05$) as showing that the normality assumption is met.

Besides, the normal probability plot of brand loyalty lies close to the imaginary straight line rising from lower-left corner to the upper-right corner and becomes upward slope of the graph. This shows that the data are normally distributed. It has been showed in Appendix L. Moreover, the histogram of brand loyalty

shows a reasonable bell-shaped and thus data are normally distributed. The result can be referred to Appendix M.

4.4 Inferential Analysis

4.4.1 Pearson Correlation

Table 4.7: Correlation Matrix for BL

Variables	PR	SI	DI	AS	PP	BL
PR	1.000					
SI	0.079	1.000				
DI	0.102	0.216**	1.000			
AS	0.045	0.220**	0.173**	1.000		
PP	0.027	0.421**	0.392**	0.318**	1.000	
BL	0.156*	0.422**	0.374**	0.280**	0.477**	1.000

Notes: Correlation is significant at the *0.05; **0.01 levels (2-tailed)

Source: Developed for the research.

By implementing Pearson Correlation, Table 4.7 displays the outcome of the correlation analysis of the 5IVs and brand loyalty. According to Table 4.7, the range of correlation coefficient between BL and 5IVs is covered from 0.477 to 0.156 as PP enjoys the strongest correlation whilst the weakest correlation falls to PR.

In overview, majority of the independent variables have significant positive correlations as the $P < 0.01$ with brand loyalty. Sekaran (2003) stated that the correlation coefficient which higher than 0.75 will exist a collinearity problem. The highest correlation coefficient in this study is 0.477 which is below the cut-off of 0.75 for collinearity problem. Thus, collinearity problem does not exist in this research. Detail of the result was showed in Appendix N.

4.4.2 Multiple Regression Analysis

In this research, the multiple regression analysis is used as a statistical technique to analyze the linear relationship between a dependent variable and multiple independent variables (Hair et al., 2006). There are three steps in conducting multiple regression analysis, including: (i) Statistical significance of each coefficient, (ii) Nature of relationship and (iii) Strength of relationship.

According to Hair et al., (2003), the test will be significant if the p-value is less than 0.05. The beta coefficient is used to determine which independent variables have the most influence on the dependent variable (Hair et al., 2006). Lastly, the multiple r square is used to determine the strength of the relationship between all the independent variables collectively and the dependent variable (Hair et al., 2006).

Table 4.8: Regression predicting Brand Loyalty

Model	Unstandized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	0.348	0.293		1.187	0.237		
PR	0.078	0.039	0.106	2.026	0.044	0.808	1.237
SI	0.261	0.063	0.238	4.124	0.000	0.834	1.200
DI	0.194	0.058	0.189	3.335	0.001	0.887	1.128
AS	0.097	0.051	0.105	1.906	0.058	0.689	1.452
PP	0.269	0.063	0.266	4.267	0.000	0.984	1.016
R ²		0.344					
Adj. R ²		0.331					
Sig. F		.000 ^a					
F-value		25.62					
		4					

Source: Developed for the research.

4.4.2.1 Test of Significance

H1: There is a significant positive influence of price towards Malaysian hypermarkets' brand loyalty. (Reject H0 if p<0.05)

From Table 4.8, the significant value for price is 0.044 which is less than p-value of 0.05. Therefore, H1 is accepted, which indicates that price has a significant positive influence towards Malaysian hypermarkets' brand loyalty.

H2: There is a significant positive influence of store image towards Malaysian hypermarkets' brand loyalty. (Reject H0 if $p < 0.05$)

From Table 4.8, the significant value for store image is 0.000 which is less than p-value of 0.05. Therefore, H2 is accepted, which indicates that store image has a significant positive influence towards Malaysian hypermarkets' brand loyalty.

H3: There is a significant positive influence of distribution intensity towards Malaysian hypermarkets' brand loyalty. (Reject H0 if $p < 0.05$)

From Table 4.8, the significant value for distribution intensity is 0.001 which is less than p-value of 0.05. Therefore, H3 is accepted, which indicates that distribution intensity has a significant positive influence towards Malaysian hypermarkets' brand loyalty.

H4: There is a significant positive influence of advertising spending towards Malaysian hypermarkets' brand loyalty. (Reject H0 if $p < 0.05$)

From Table 4.8, the significant value for advertising spending is 0.058 which is more than p-value of 0.05. Therefore, H4 is rejected, which indicates that advertising spending has a no significant positive influence towards Malaysian hypermarkets' brand loyalty.

H5: There is a significant positive influence of price promotion towards Malaysian hypermarkets' brand loyalty. (Reject H0 if $p < 0.05$)

From Table 4.8, the significant value for price promotion is 0.000 which is less than p-value of 0.05. Therefore, H5 is accepted, which indicates that price

promotion has a significant positive influence towards Malaysian hypermarkets' brand loyalty.

In conclusion, price, store image, distribution intensity and price promotion are found to exert a significant positive influence towards Malaysian hypermarkets' brand loyalty provided their p-values are lesser than 0.05.

4.4.2.2 Nature of Relationship

Based on the output of Table 4.8, the following equation is being created,
 $BL = 0.348 + 0.078(PR) + 0.261(SI) + 0.194(DI) + 0.097(AS) + 0.269(PP)$

Based on the linear equation above, there is a significant positive relationship between PR, SI, DI, AS and PP with BL. PP is the most powerful antecedent to BL because its value of regression coefficient is 0.269. This indicates that one unit increase in PP will increase BL by 0.269 when PR, SI, DI and AS are held constant. It is followed by SI, DI, AS and PR with a regression coefficient of 0.261, 0.194, 0.097 and 0.078 respectively. Similarly, a unit increase in SI, DI, AS and PR will increase BL by 0.261, 0.194, 0.097 and 0.078 respectively when other independent variables remain status quo.

4.4.2.3 Strength of Relationship

Hair, Anderson, Tatham and Black (1998) suggested that there was comparatively small degree of multicollinearity if tolerance value and VIF value are above 0.10 and below 10 respectively. Thus, all the tolerance values and VIF values in Table 4.4.2 prove that there is no multicollinearity problem.

Based on Table 4.4.2, PP (B = 0.269) has the strongest impact on BL which is significant at 0.05 level and followed by SI (B = 0.261), DI (B = 0.194), AS (B = 0.097) and PR (B = 0.078).

The F value of 25.624 is significant at the 0.05 level. This shows that the model is fit and the F-value is large.

According to the output of Table 4.4.2, R^2 of 0.344 indicates that 34.4% of variation in BL is explained by the factors of PR, SI, DI, AS and PP. Meanwhile, 65.6% of the changes in BL are explained by other factors.

4.5 Conclusion

This chapter summarizes and interprets the output of SPSS data collected from the survey. The analysis is divided into three parts which included descriptive analysis, scale measurement and inferential analysis. The analysis of result and interpretation will be used in next chapter for discussion, conclusion and implications of the overall research.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

This chapter consists of the summary of statistical analyses that discussed in the previous chapter. Besides, discussion for major findings to confirm research objectives and hypotheses of this study and summarization for results of hypotheses testing are provided. Furthermore, researchers discuss the implications and limitations of the study. Lastly, recommendations for future researchers and conclusion are being made at the end of this chapter.

5.1 Summary of Statistical Analysis

5.1.1 Pilot Test

The pilot test has been fulfilled the assumption tests of normality by its P-Value > 0.05 and reliability by reasonable Alpha Coefficient.

5.1.2 Descriptive Analysis

5.1.2.1 Respondents Demographic Profiles and General Information

Under demographic profiles of 250 respondents, male and female are held 50% respectively. Most of the respondents are between 18 to 23 years old (30.0%) while the least respondents are aged from 42 to 47 years old (6.8%). Majority of the respondents are single (51.2%) whilst the remaining is married (48.8%).

Likewise, the highest proportion of respondents' highest education level belongs to primary and secondary school (52.0%). The lowest proportion of respondents' highest education level is Master and PhD Degree (1.2%). Moreover, respondents' occupations are mostly employees (28.4%) but not students (10.0%) and others (10.0%). Furthermore, most of the respondents' monthly income is between RM 1,001 to RM 2,000 (30.4%) while the least is between RM 3,001 to RM 4,000 (10.4%).

As for general information of respondents, the highest frequency to shop in Malaysian Hypermarket is 3 to 4 times per month (45.2%) yet less respondents shop Malaysian Hypermarket for 7 to 8 times per month (10.4%). Besides, 52.0% of respondents spending average from RM 51 to RM 150 each time and only 7.6% of respondents spending average more than RM251 each time.

5.1.3 Scale Measurement

5.1.3.1 Internal Reliability Test

The scale is measured based on the reliability test. Before conducting reliability test, two items of price and one item for each store image, advertising spending, hypermarkets' brand loyalty have been removed due to low loading. Hence, single item of price cannot be used for analysis reliability purpose. After that, only 17 items are used to measure five constructs. Among the five constructs measured, the highest score with the Cronbach's alpha of 0.752 is brand loyalty, followed by price promotion (0.751), distribution intensity (0.631) and store image (0.610). Advertising spending contributed the lowest alpha with 0.606. Hence, the five variables are reliable.

5.1.3.2 Normality Test

Another assumption of normality distributed of data has to be fulfilled prior to conduct Pearson Correlation and multiple regression analysis. The normality test has been fulfilled by showing p-value of 0.200 which is greater than 0.05 under the Kolmogorov-Smirnov. Likewise, the histogram with normal curve as well as P-P and Q-Q plots of standardized residual have the reasonable shape which reveals that data are normally distributed.

5.1.4 Inferential Analysis

5.1.4.1 Pearson Correlation

As to measure the relationship and associations among brand loyalty, price, store image, distribution intensity, advertising spending and price promotion, Pearson Correlation has been used. The highest correlation coefficient between BL and 5IVs is 0.477 whereas the lowest falls to 0.156. Most of the independent variables' p-value with brand loyalty is < 0.01 . In conclusion, there is no collinearity problem exist as the highest correlation coefficient is below the cut-off of 0.75 in this study.

5.1.4.2 Multiple Regression Analysis

Multiple Regression analysis involves test of significant, nature relationship and strength of relationship. The test of significant in this research shows all the alternative hypotheses are accepted exclude advertising spending (H4).

Under the nature of relationship the equation is formed:

$$BL = 0.348 + 0.078(PR) + 0.261(SI) + 0.194(DI) + 0.097(AS) + 0.269(PP)$$

According to above linear equation, there is a significant positive relationship between price, store image, distribution intensity, advertising spending, and price promotion and brand loyalty.

Furthermore, the strength of relationship is explained by R^2 of 0.344. It denotes that 34.4% of variation in brand loyalty is explained by price, store image, distribution intensity, advertising spending and price promotion. Meanwhile, 65.6% of the changes in BL are explained by other factors.

5.2 Discussions of Major Findings

In this research, there are five hypotheses. Apart from the alternative hypotheses for advertising spending, other alternative hypotheses are supported. Meanwhile, Table 5.1 shows the summary of result related to all the hypotheses.

Table 5.1: Summary result of five hypotheses

Hypotheses	Supported (reject Ho)	Not Supported (do not reject Ho)
H1: There is a significant positive influence of price towards Malaysian hypermarkets' brand loyalty.	P=0.044 (P< 0.05) B=0.078	
H2: There is a significant positive influence of store image towards Malaysian hypermarkets' brand loyalty.	P=0.000 (P<0.05) B=0.261	
H3: There is a significant positive influence of distribution intensity towards Malaysian hypermarkets' brand loyalty.	P=0.001 (P<0.05) B=0.194	
H4: There is a significant positive influence of advertising spending towards Malaysian hypermarkets' brand loyalty.		P=0.058 (P>0.05) B=0.097
H5: There is a significant positive influence of price promotion towards Malaysian hypermarkets' brand loyalty.	P=0.000 (P<0.05) B=0.269	

*P denoted as p-value

Source: Developed for the study.

Researchers find out that H1 is significant by reason of its p-value is less than 0.05. Hence, there is a significant positive influence of price towards Malaysian

hypermarkets' brand loyalty. The Beta of 0.078 which is the lowest value in contrast to other variables indicates that the price does not have much impact to the brand loyalty. Likewise, Wong and Sidek (2008) indicated that price and brand loyalty had a positive relationship. Besides, price was directly correlated to loyalty (Sirohi, McLaughlin & Wittink, 1998).

Besides, H2 has Beta of 0.261 and p-value of 0.000 which shows that there is a significant positive influence of store image towards Malaysian hypermarkets' brand loyalty. According to Nguyen and Leblanc (2001), both corporate reputation and image of the strongly favourableness of perceptions will tend to increase the degree of customer loyalty. Gupta and Pirsch (2008) stated store image could only affect store loyalty via store satisfaction. Furthermore, corporate image had a directly impact on customer loyalty rather than customer satisfaction (Sivadas & Baker-Prewitt, 2000). Koo (2003) further supported that abstract and global image component had a more significant influence on loyalty than satisfaction. Additionally, the finding of store image from adapted study is equivalent to our finding which showed positive effect between store image and brand loyalty (Chen, 2007).

Moreover, Table 5.1 depicts that Beta and p-value of H3 are 0.194 and 0.058 respectively. Since the p-value is lesser than 0.05, H3 is accepted. Thus, there is a significant positive influence of distribution intensity towards Malaysian hypermarkets' brand loyalty. Customers would be more satisfied by reason of the product is available in a greater number of stores and they will be offered the product where and when they want it (Ferris, Oliver & Kluyer, 1989; Smith, 1992). According to adapted research, greater brand loyalty would be developed along with customers' satisfactions with the product (Yoo et al., 2000). Moreover, Chen (2007) stated distribution intensity had positive effect on brand loyalty as well.

In addition, H4 is not supported due to p-value of 0.058 which is greater than 0.05. This result indicated there is no significant positive influence of advertising spending towards Malaysian hypermarkets' brand loyalty. Besides, the Beta of H4 is 0.097. With respect of it, Agrawal (1996) stated that if the brand name is strong enough, the brand loyalty did not require much advertising spending.

Lastly, the Beta for H5 is 0.269 which is the highest Beta value as compared with other variables. Thus, it reveals that price promotion has strong impact to brand loyalty. Besides, the p-value for H5 is 0.000 which means that price promotion has significant positive influence towards Malaysian hypermarkets' brand loyalty. Price promotion has an equivalent finding which had positive effect on brand loyalty with from the adapted study (Chen, 2007).

In conclusion, researchers conclude that the relationship between 5IVs and brand loyalty by giving the equation $BL = 0.348 + 0.078(PR) + 0.261(SI) + 0.194(DI) + 0.097(AS) + 0.269(PP)$. In accordance to the equation, for every 1 increased in Price, Brand Loyalty would be raised up by 0.348 as provided that other variables remain unchanged.

In contrary, based on the adapted study, its equation stated as $BL = - 0.345 - 0.049(PR) + 0.669 (SI) + 0.022 (AS) + 0.343(DI) + 0.360 (PP)$. The obvious difference between this study and the adapted study is the price construct. Present researchers examined the price and brand loyalty has a positive relationship, but the adapted study is stated as negative relationship between price and brand loyalty.

5.3 Implication of the study

5.3.1 Managerial implications

The result of this study provides insight for Malaysian hypermarket to realize whether marketing mixes which are price, store image, distribution intensity, advertising spending and price promotion have any relationship towards Malaysian hypermarkets' brand loyalty. Besides, it also provides information to Malaysian hypermarket that which marketing mix has the most significant influence towards brand loyalty. Hence, hypermarkets' management can emphasize on certain marketing strategic that helps to enhance its brand loyalty among customers.

H1 is supported that price has a significant positive influence towards Malaysian hypermarkets' brand loyalty in this research through Multiple Regression analysis. This shows that hypermarkets' management has to set the products price reasonably and properly. Brand switching might happen if hypermarket products price are high or not reasonable. Additionally, hypermarkets' management should set the price lower than other competing stores in order to build Malaysian hypermarkets' brand loyalty among the customers. In short run, hypermarkets may earn low profit. Nevertheless, they can earn high profit in long run if they are able to enhance Malaysian hypermarkets' brand loyalty.

From Multiple Regression analysis, store image has a significant positive influence towards Malaysian hypermarkets' brand loyalty in this research because H2 is accepted. Researchers conclude that customers are willing to become loyal customers to hypermarkets whichever has good store image. Therefore, hypermarkets' management requires undertaking strategic planning to build a strong store image. For example, hypermarkets should increase products quality with reasonable price that can make customers confident to purchase in hypermarket. Moreover, hypermarkets can provide a good environment to customers in order to ensure they have a comfortable environment to shop. Hypermarkets are also highly encouraged to involve corporate social responsibility that can increase the image and reputation of hypermarkets.

Furthermore, H3 is supported that distribution intensity also has a significant positive effect towards Malaysian hypermarkets' brand loyalty in this research by using Multiple Regressions. Hence, it is necessary for hypermarkets' management to plan properly the distribution intensity of the hypermarkets. Hypermarkets should provide more products for customers to purchase. Thus, customers can purchase several of products in the same hypermarket where it includes many products. Furthermore, customers can shop at anytime and anywhere if the hypermarket is available in many locations. At the end, Malaysian hypermarkets' brand loyalty can be enhanced when customers felt

satisfy as hypermarkets able to provide convenient which helped them to save time and cost.

Additionally, Multiple Regression analysis depicts that advertising spending does not have significant positive impact towards Malaysian hypermarkets' brand loyalty in this research as H4 is accepted. Therefore, hypermarkets' management should spend less on advertising as it does not have significant impact towards its Malaysian hypermarkets' brand loyalty. Appropriate advertising is necessary in order to promote new products yet not need to emphasize too much on it. It is because the major role of advertising is to let the customers aware of the new products launch by hypermarkets. Besides, a loyal customer will not change to shop in other hypermarkets irrespective of how high the hypermarket's advertising spending.

Lastly, H5 is supported that price promotion has the most significant impact on Malaysian hypermarkets' brand loyalty in this research from multiple regression analysis. Customers tend to shop in the same hypermarket when that hypermarket always provides price promotion. Therefore, hypermarkets' management should emphasize more on price promotion such as "Everyday Low Price", coupons, rebates and others. In addition, hypermarkets' management has to ensure that products price after the promotion is reasonable. Hypermarkets' effort to build strong brand loyalty will be useless if the products prices are not reasonable after the price promotion. The reason that price promotion has significant impact on Malaysian hypermarkets' brand loyalty is because of price promotion can easily make customers felt satisfied. When they felt satisfied, then Malaysian hypermarkets' brand loyalty can be enhanced eventually.

5.4 Limitation of the Study

There is a few limitations have been encountered on the whole process of this study. Initially, availability of information such as supporting materials, published journals

and articles that are reference for secondary data considered as a constraint for the area of this research. Although Malaysian hypermarkets realized that brand loyalty is important for them for enhancing their reputations as well as increasing their competitive advantage against competing stores, there are not sufficient journals or articles related to marketing mix associated with brand loyalty in Malaysian hypermarkets. Therefore, most of the journals were adopted from foreign countries and their findings may not be accurate or suitable to apply in Malaysia.

Next, the sample size in this study may not represent whole population due to limited financial resources and time available. 250 samples from Selangor, Kuala Lumpur and Perak may not large enough to represent accurately whole Malaysian hypermarkets' customers whoever are over 18 years old. Nevertheless, this limitation does not affect the overall result significantly because Selangor, Kuala Lumpur and Perak are the states which consists the first to third highest numbers of outlets in Malaysia. Thus, 250 samples are able to be cited as deputy for this study. However, limited financial resources and time available have restricted the ability of researchers to cover a wider area of research.

Furthermore, questionnaires have been developed on close-ended questions. Even though it is simple for respondents for answering questions, it may result that respondents just simply fill in the answer without thinking in-depth. Besides, researchers also cannot capture more comments and opinions from respondents regarding on their perceptions. Thus, both statements reveal a limitation with regard to the reliability and accuracy of this study. In other words, respondents may also face the problem of misinterpret or misunderstood some words or sentences used in the questionnaires. The main reason is questionnaires in Chinese language are translated by researchers from English to Chinese and it may cause inaccuracy in translation and misunderstood by respondents.

In overall, there are some limitations indicated in this study which encountered by researchers. However, it does not affect the overall result of this study. The underlying reason is the limitations can lay a background for future study as having a

better understanding on the impacts of the relationship between marketing mix and brand loyalty of Malaysian hypermarkets.

5.5 Recommendations for Future Research

For future research, future researchers are highly encouraged to conduct further study throughout the whole Malaysia which includes wider area to East Malaysia. It should be conducted nationally whichever covered East Malaysia and West Malaysia in order to have a clearer indication and thus able to clarify the customers perceptions in Malaysia entirely. The largest result of survey from various costumers' background can assist to originate the best findings of the study for generalizing the overall population and developing a full and intensive research.

In addition, future research should look into other variables like needs of customers, values of products and others. with respect to broaden the horizon of study and add on new finding to the present pool of knowledge. Ideally, its diversity of research model will provide more accurate insights to Malaysian hypermarkets for implementing the effective marketing strategy to enhance brand loyalty. Moreover, future researchers have to construct the questionnaires into different types of languages such English, Malay, Chinese, Tamil, etc.

Lastly, future research can also extend to others retailing target such as retailing stores in order to obtain more proper findings on the relationship between marketing mix and brand loyalty.

5.6 Conclusion

As a conclusion, the research project has fulfilled its objectives to examine the relationships between price, store image, distribution intensity, advertising spending and price promotion and brand loyalty of Malaysian hypermarket. Besides, some

recommendations for hypermarket to improve their performance and future researchers to continue related researches are provided.

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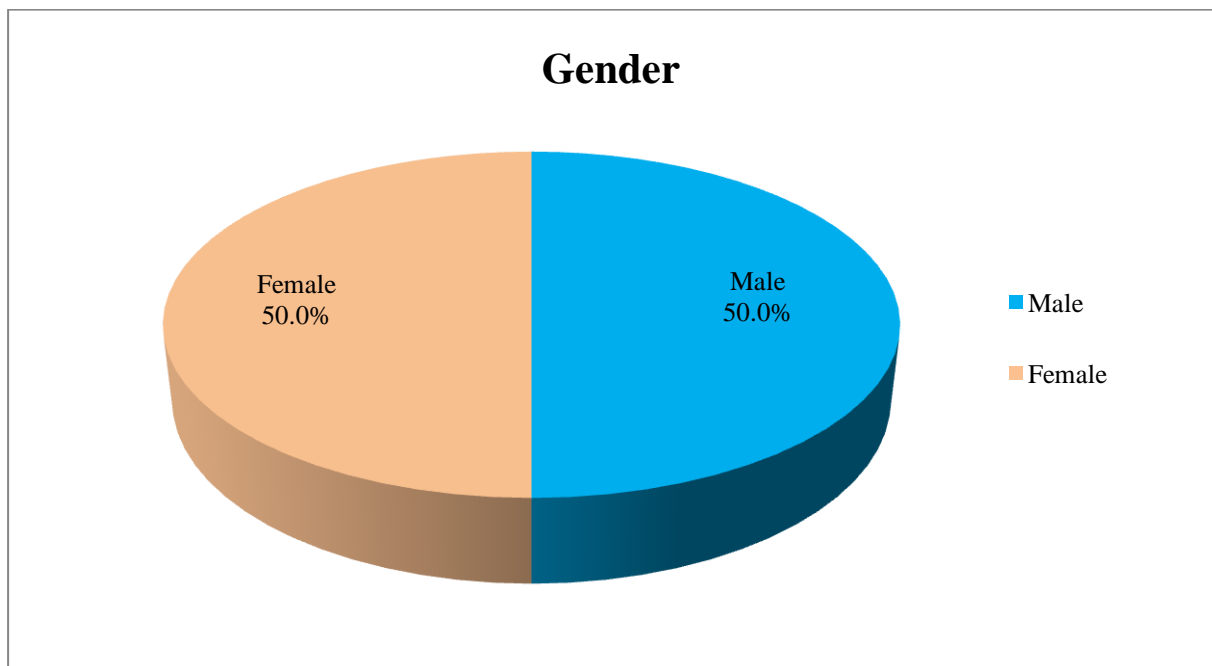
APPENDICES

Appendix A: Numbers of Malaysian Hypermarkets

Malaysian Hypermarket	Total Outlet	State Outlet		Percentage (State Outlet / Total Outlet)	References
		Perak	Selangor & Kuala Lumpur		
Carrefour	18	-	14	77.78%	http://www.carrefour.com.my/newc4w/en/shopping_mall.php
Giant	44	3	20	52.27%	http://www.giant.com.my/location
Tesco	37	5	15	54.05%	http://www.tesco.com.my/html/stores.aspx?ID=7&PID=99&LID=1&Repost=True
Mydin	5	-	1	20.00%	http://www.mydin.com.my/mydin/mydin-wholesale-hypermarket

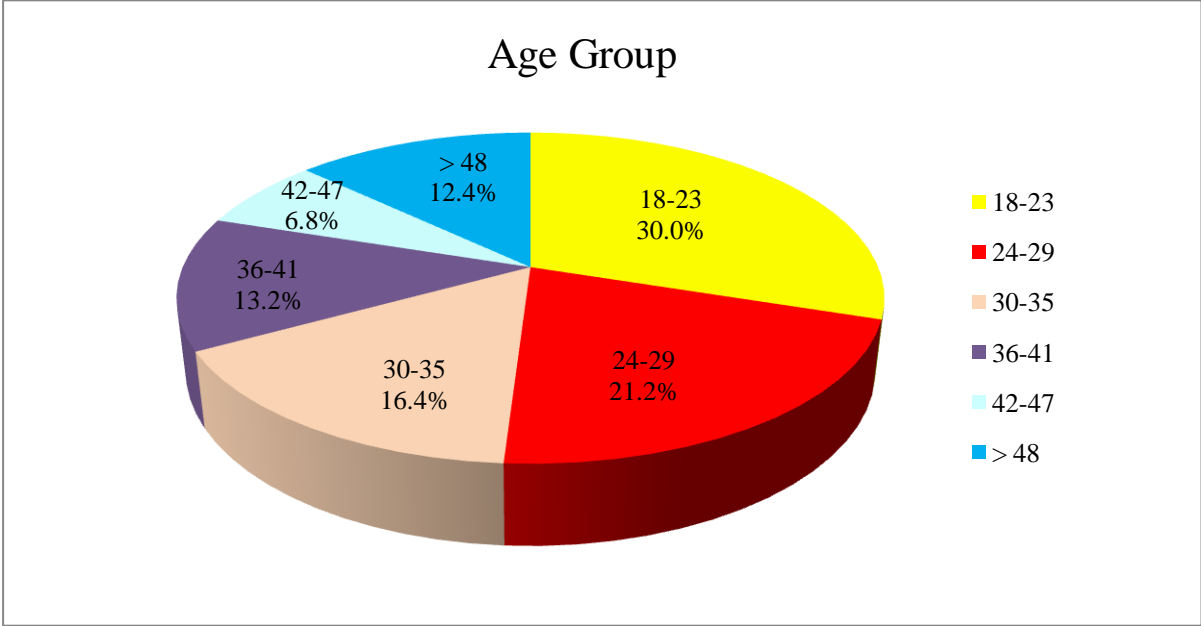
Source: Developed for the research

Appendix B: Pie Chart of Respondents' Gender



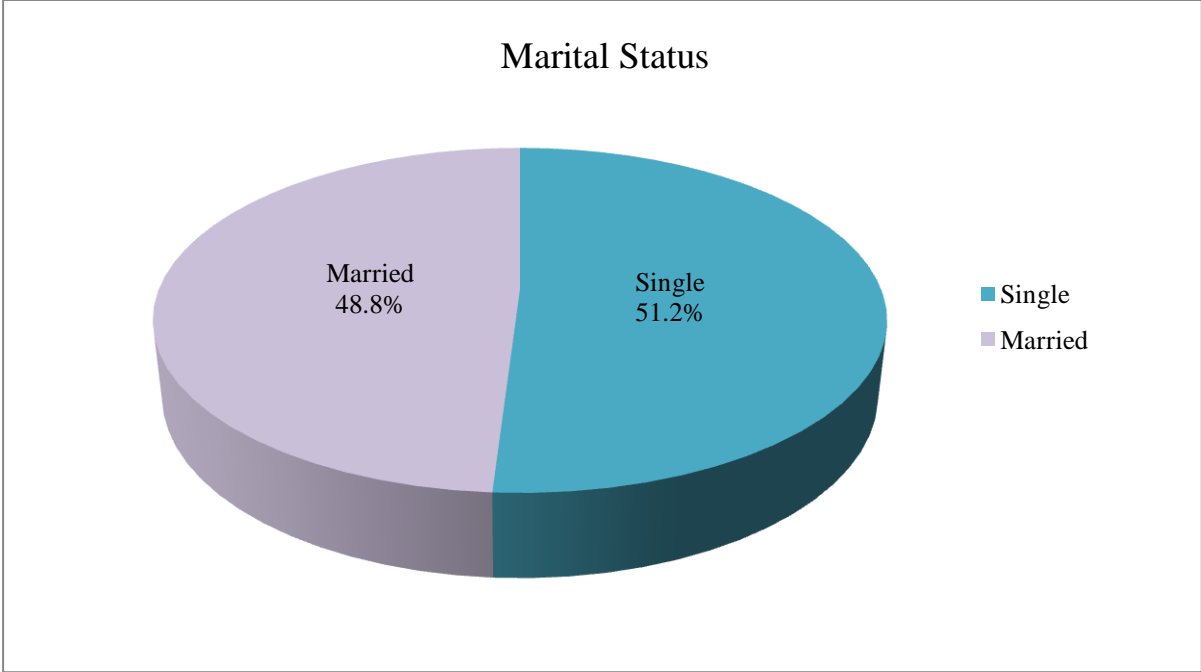
Source: Developed for the research

Appendix C: Pie Chart of Respondents' Age Group



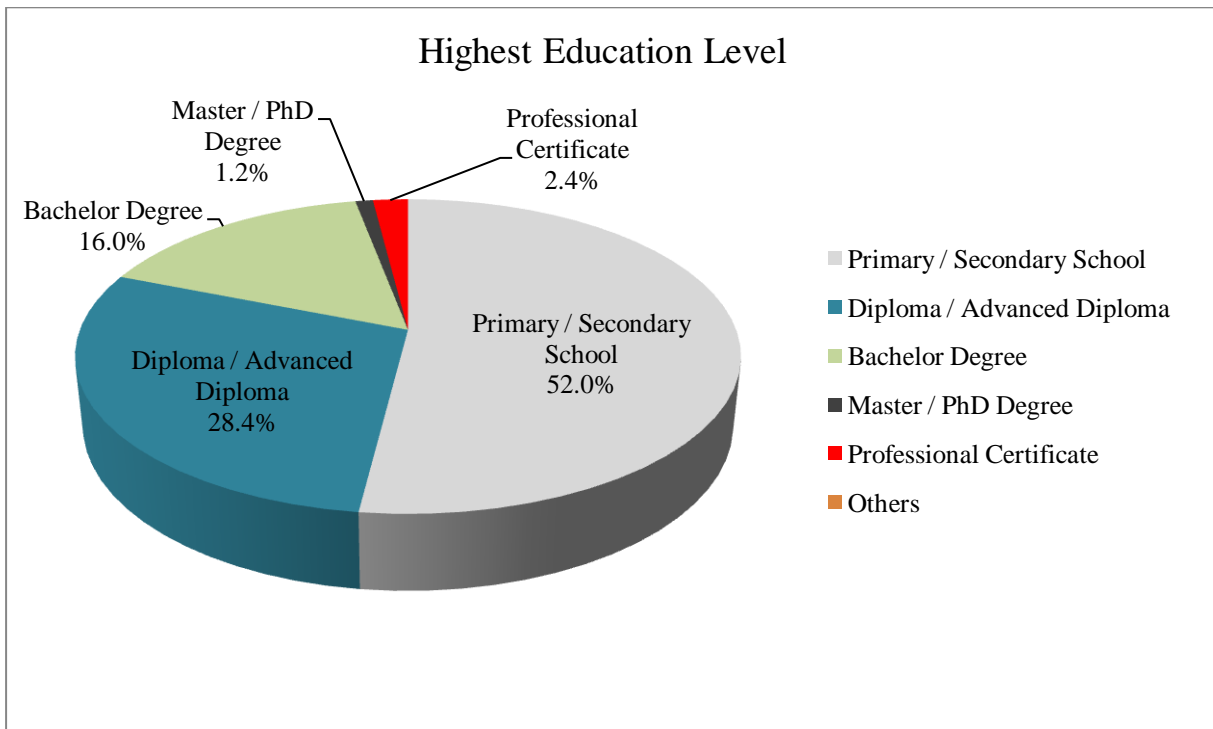
Source: Developed for the research

Appendix D: Pie Chart of Respondents' Marital Status



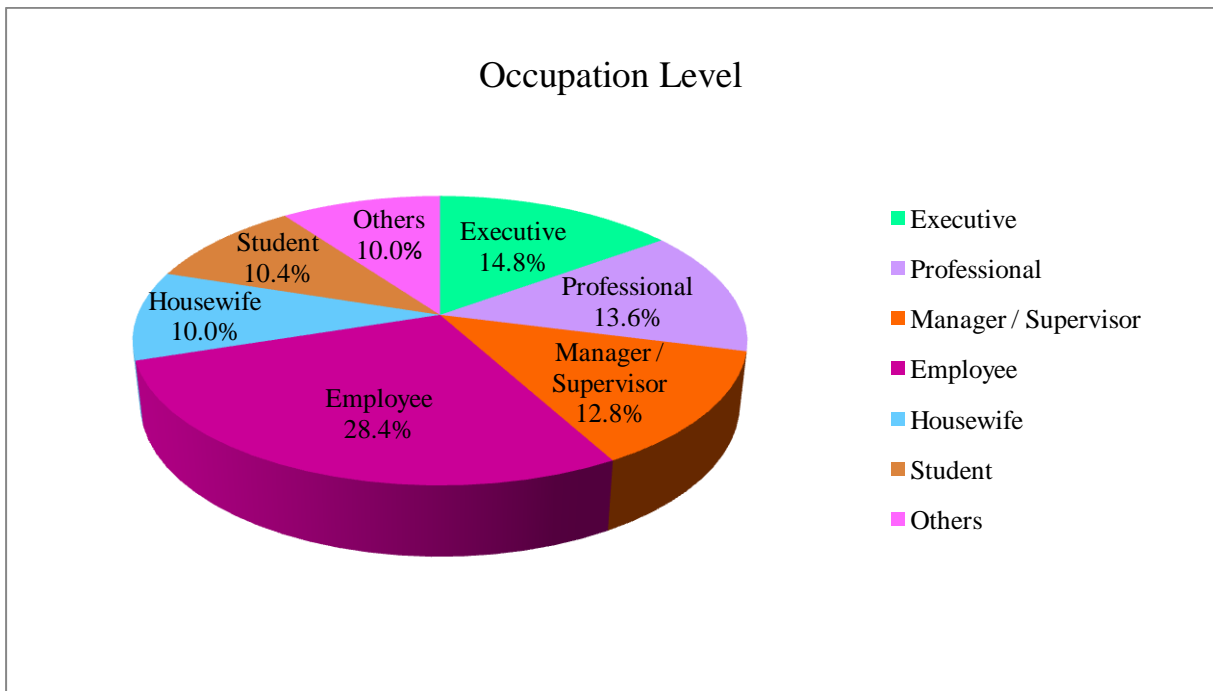
Source: Developed for the research

Appendix E: Pie Chart of Respondents' Highest Education Level



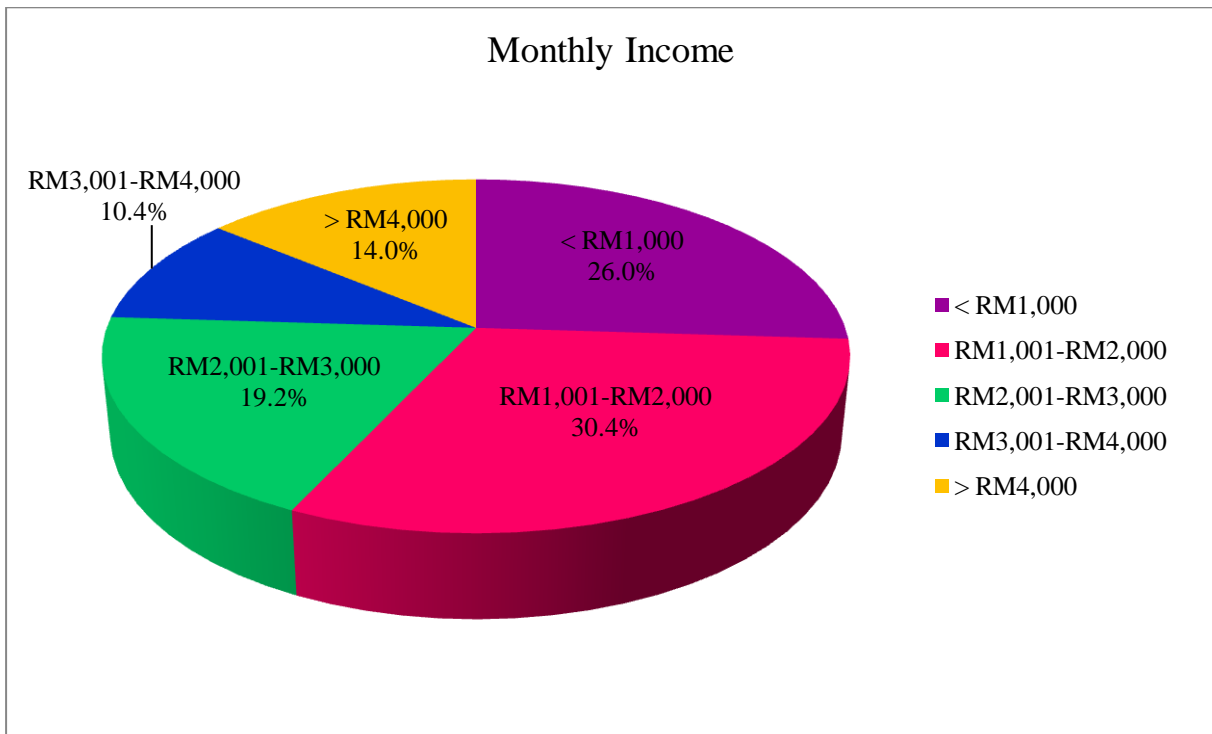
Source: Developed for the research

Appendix F: Pie Chart of Respondents' Occupation Level



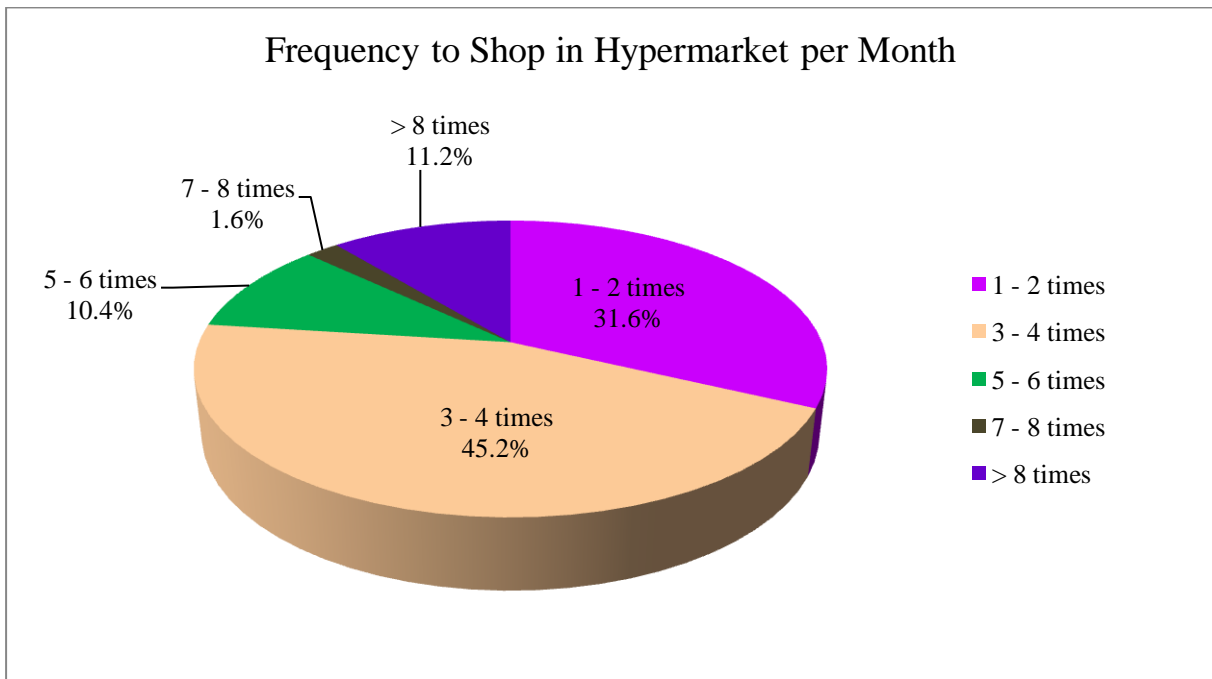
Source: Developed for the research

Appendix G: Pie Chart of Respondents' Monthly Income



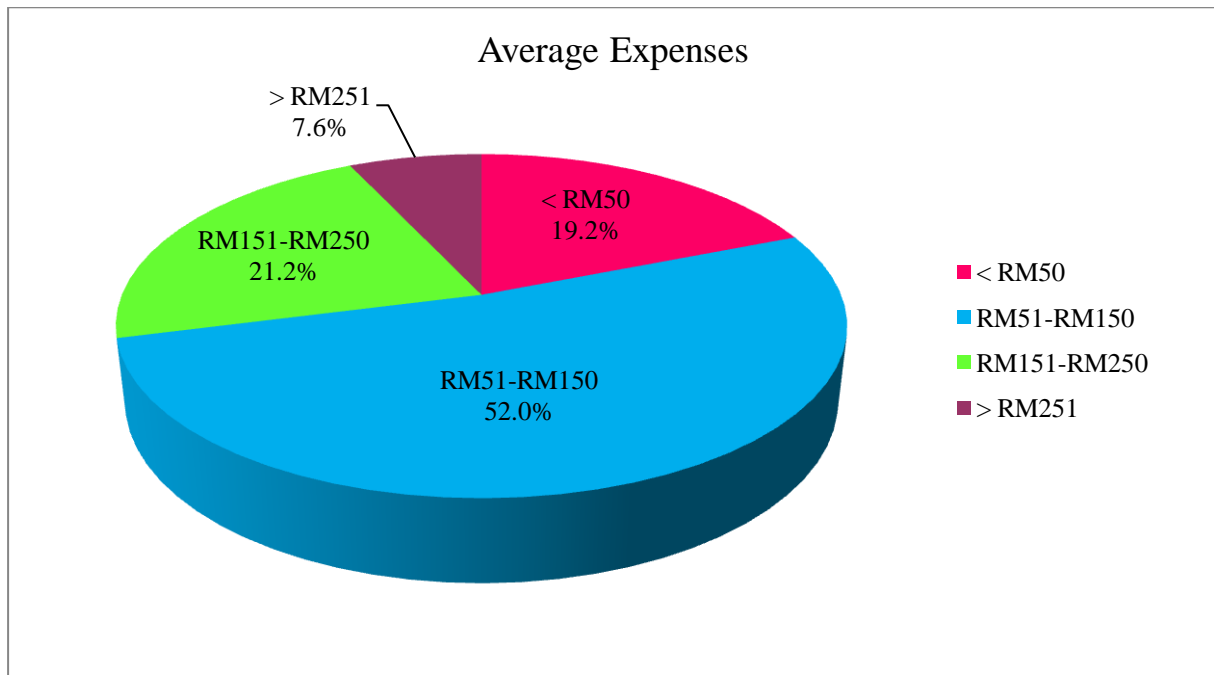
Source: Developed for the research

Appendix H: Pie Chart of Respondents' Frequency to Shop in Hypermarket per Month



Source: Developed for the research

Appendix I: Pie Chart of Respondents' Average Expenses



Source: Developed for the research

Appendix J: Central Tendencies Measurement of Constructs

Items	Statement	SD	D	N	A	SA	Mean	Standard Deviation
P1	The product price offered by hypermarket is higher than its competing stores.	2.4	19.6	45.2	26.8	6.0	3.1440	0.88453
SI1	Hypermarket sells high quality products.	0.8	18.0	51.2	26.0	4.0	3.1440	0.78340
SI2	Hypermarket sells very popular products.	0.4	6.0	26.8	56.0	10.8	3.7080	0.75433
SI3	Hypermarket has positive image.	2.8	6.0	25.2	56.0	10.0	3.6440	0.84861
DI1	Hypermarket sells more goods than its competing stores.	1.2	6.4	28.4	47.2	16.8	3.7200	0.86056
DI2	Hypermarket is easily available in many locations.	1.2	3.2	19.2	62.0	14.4	3.8520	0.74317
DI3	Hypermarket has more store location than its competing stores.	1.2	10.4	27.2	44.8	16.4	3.6480	0.91622
AS2	The advertising campaigns	0.4	15.2	30.4	46.8	7.2	3.4520	0.85005

	of hypermarket are seen frequently.							
AS3	The advertising campaigns of hypermarket are attractive.	2.4	13.6	36.0	41.6	6.4	3.3600	0.88177
AS4	I remember the last advertising campaigns of hypermarket.	10.0	28.0	27.2	30.0	4.8	2.9160	1.08149
PP1	Price promotion of hypermarket is frequently offered.	1.2	5.6	23.6	56.8	12.8	3.7440	0.79561
PP2	Price promotion of hypermarket is reasonable.	1.6	6.0	28.4	56.8	7.2	3.6200	0.77330
PP3	Price promotion of hypermarket is satisfactory.	1.2	6.0	30.8	50.4	11.6	3.6520	0.80840
BL1	I would recommend others to shop in hypermarket.	1.2	12.8	34.8	43.2	8.0	3.4400	0.85869
BL2	I will continue to shop in hypermarket as my primary choice.	0.8	10.4	31.6	46.4	10.8	3.5600	0.84929
BL4	I have shopped in hypermarket for a long time.	0.8	7.6	30.0	46.0	15.6	3.6800	0.85588
BL5	I anticipate having a long-term commitment to hypermarket.	2.0	10.4	37.6	39.2	10.8	3.4640	0.89213

Source: Developed for the research

Appendix K: Total Variance Explained

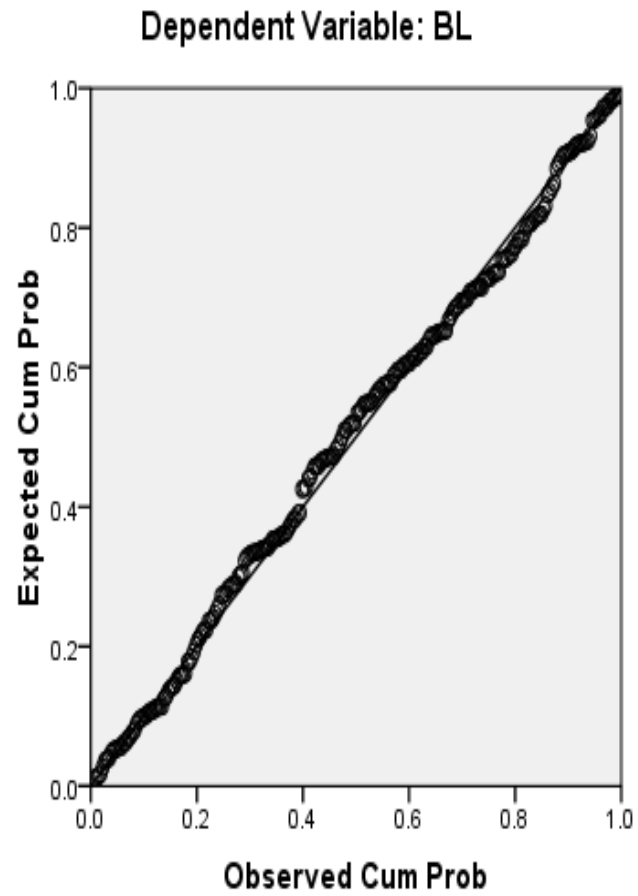
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.685	27.561	27.561	4.685	27.561	27.561	2.651	15.593	15.593
2	1.522	8.951	36.512	1.522	8.951	36.512	2.413	14.193	29.786
3	1.389	8.170	44.682	1.389	8.170	44.682	1.840	10.824	40.609
4	1.268	7.458	52.140	1.268	7.458	52.140	1.829	10.759	51.368
5	1.136	6.684	58.824	1.136	6.684	58.824	1.267	7.456	58.824
6	.986	5.800	64.624						
7	.799	4.699	69.323						
8	.757	4.453	73.776						
9	.694	4.083	77.859						
10	.620	3.649	81.509						
11	.586	3.446	84.955						
12	.518	3.046	88.001						
13	.487	2.865	90.866						
14	.466	2.739	93.605						
15	.410	2.413	96.018						
16	.356	2.095	98.113						
17	.321	1.887	100.000						

Extraction Method: Principal Component Analysis.

Source: Developed for the research

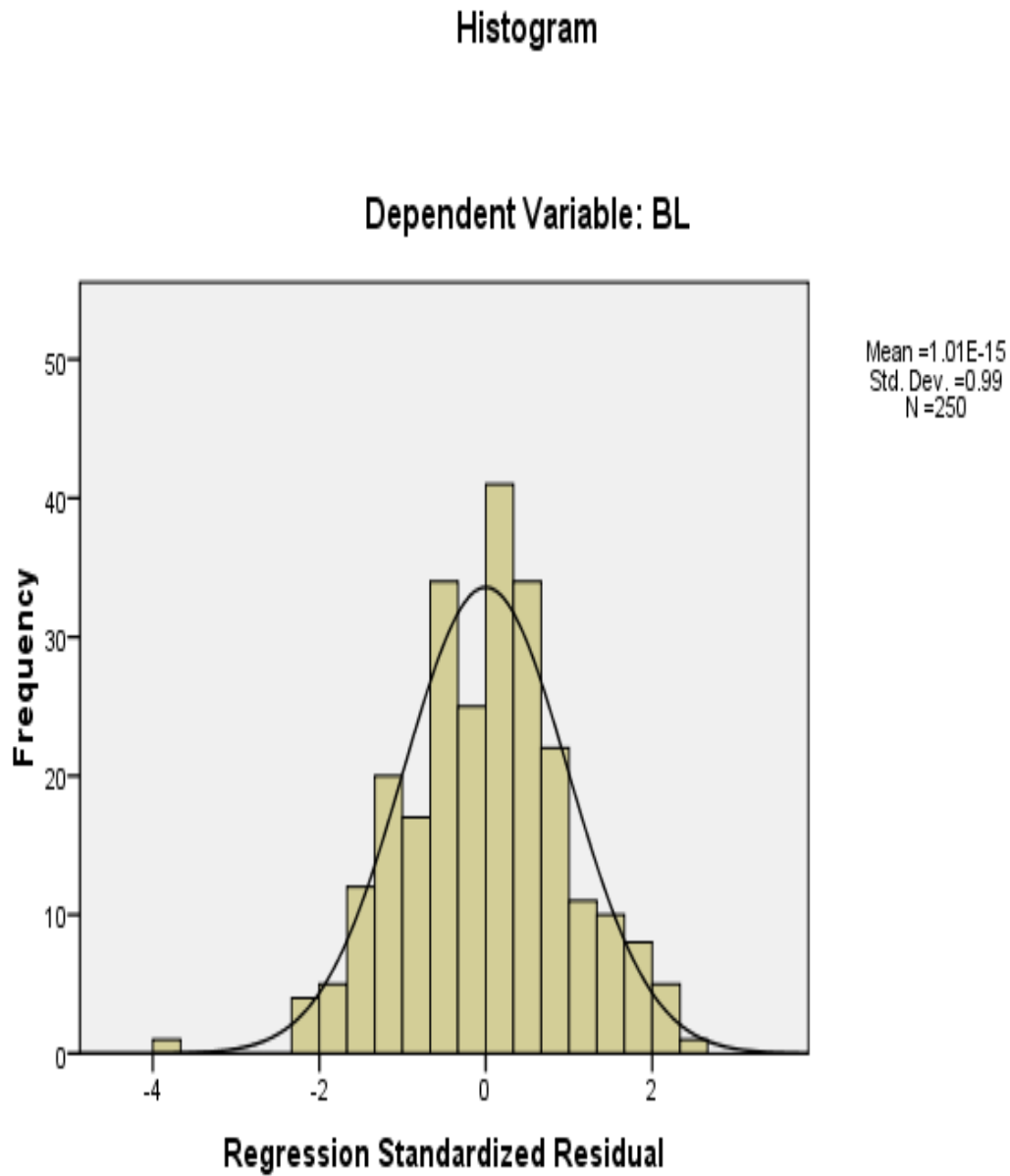
Appendix L: Normal P-P Plot of Standardized Residual

Normal P-P Plot of Regression Standardized Residual



Source: Developed for the research

Appendix M: Histogram with Normal Distribution Curve of Brand Loyalty



Source: Developed for the research

Appendix N: Pearson Correlations between 5IVs and BL

		PR	SI	DI	AS	PP	BL
PR	Pearson Correlation	1	.079	.102	.045	.027	.156*
	Sig. (2-tailed)		.213	.108	.483	.674	.014
	N	250	250	250	250	250	250
SI	Pearson Correlation	.079	1	.216**	.220**	.421**	.422**
	Sig. (2-tailed)	.213		.001	.000	.000	.000
	N	250	250	250	250	250	250
DI	Pearson Correlation	.102	.216**	1	.173**	.392**	.374**
	Sig. (2-tailed)	.108	.001		.006	.000	.000
	N	250	250	250	250	250	250
AS	Pearson Correlation	.045	.220**	.173**	1	.318**	.280**
	Sig. (2-tailed)	.483	.000	.006		.000	.000
	N	250	250	250	250	250	250
PP	Pearson Correlation	.027	.421**	.392**	.318**	1	.477****
	Sig. (2-tailed)	.674	.000	.000	.000		.000
	N	250	250	250	250	250	250
BL	Pearson Correlation	.156*	.422**	.374**	.280	.477*	1
	Sig. (2-tailed)	.014	.000	.000	.000	.000	
	N	250	250	250	250	250	250

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

* . Correlation is significant at the 0.05 level (2-tailed).

Source: Developed for the research

Appendix O: Distributed Questionnaire



UNIVERSITI TUNKU ABDUL RAHMAN
Faculty of Business and Finance

BACHELOR OF COMMERCE (HONS) ACCOUNTING
FINAL YEAR PROJECT

TITLE OF TOPIC: CUSTOMERS' PERCEPTIONS OF THE
MARKETING MIX AND THE EFFECT ON MALAYSIAN
HYPERMARKETS' BRAND LOYALTY

Survey Questionnaire

Dear respondent,

We are final year undergraduate students pursuing a degree course in Bachelor of Commerce (Hons) Accounting at Universiti Tunku Abdul Rahman (UTAR). The purpose of this survey is to find out about your perception on the effects of marketing mix on **brand loyalty** in Malaysian Hypermarkets. Marketing mix in this project consists of **price, store image, distribution intensity, advertising spending and price promotion**. As a representation of Malaysian hypermarkets, we plan to select local as well as foreign hypermarkets that are found in Malaysia such as Mydin, Tesco, Carrefour and Giant.

Thank you for your participation.

Instructions:

- 1) There are **THREE** (3) sections in this questionnaire. Please answer **ALL** questions in **ALL** sections.
 - 2) Completion of this form will take you approximately 5 to 10 minutes.
 - 3) The contents of this questionnaire will be kept **strictly confidential**.
-
-



拉曼大学
Faculty of Business and Finance

BACHELOR OF COMMERCE (HONS) ACCOUNTING

调查报告

标题:

消费者观点下的行销组合以及行销组合对我国霸级市场忠诚度的影响

问卷调查

您好,

我们是拉曼大学会计科系的学生。这份问卷调查是有关您的观点对于行销组合 (Marketing Mix) 在我国霸级市场 (Hypermarkets) 的品牌忠诚度。报告里的行销组合指的是价格, 商品形象, 商店分布率, 广告费与价格优惠。此外, 我们选了 Mydin, Tesco, Carrefour 和 Giant 为我国霸级市场的代表。

在此, 我们非常感谢您的合作。

备注:

- 1) 此问卷调查共分成三个部分。请您务必要回答全部的问题。
- 2) 此问卷调查仅需五到十分钟左右。
- 3) 有关您的资料与答复将会完全被保密。

Section A: Demographic Profile

第一部分: 基本资料

Please place a tick “√” for each of the following:

请在以下选项打“√”:

1. Gender 性别:

- Male 男性
- Female 女性

2. Age 年龄:

- 18 - 23
- 24 - 29
- 30 - 35
- 36 - 41
- 42 - 47
- > 48

3. Marital Status 婚姻状态:

- Single 单身
- Married 已婚

4. Highest Education Completed 已完成的最高教育程度:

- Primary School 小学 / Secondary School 中学
- Diploma 学院文凭 / Advanced Diploma 高等学院文凭
- Bachelor Degree 学士
- Master Degree 硕士 / PhD Degree 博士
- Professional Certificate 专业文凭
- Others, please specify 其他, 请备注: _____

5. Occupation Level 职业:

- Executive 主管
 - Professional 专业人士
 - Manager 经理 / Supervisor 管理人
 - Employee 员工
 - Housewife 家庭主妇
 - Student 学生
 - Others, please specify 其他, 请备注: _____
-

6. Monthly Income 月薪:

- < RM1,000
- RM1,001 - RM2,000
- RM2,001 - RM3,000
- RM3,001 - RM4,000
- > RM4,000

7. How frequent do you shop in hypermarket per month 您每个月在霸级市场的购物次数?

- 1 - 2 times
- 3 - 4 times
- 5 - 6 times
- 7 - 8 times
- > 8 times

8. On average, how much do you spend each time in hypermarket 您平均在霸级市场内消费多少?

- < RM50
- RM51 - RM150
- RM151 - RM250
- > RM251

9. Which hypermarkets are you referring 哪间霸级市场是您的探讨对象?

- Giant
- Tesco
- Mydin
- Carrefour

Section B: Marketing Mix

第二部分：营销组合

Please **circle** your answer to each statement using 5 Points Likert Scale:

请您将最合适的一个选项圈起：

[(1) = **Strongly Disagree** 非常不同意 ; (2) = **Disagree** 不同意 ; (3) = **Neutral** 中立 ; (4) = **Agree** 同意 and (5) = **Strongly Agree** 非常同意]

Price 价格

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
*P1	The product price offered by hypermarket is higher than its competing stores. 霸级市场的商品价格比其他零售商更高。	1	2	3	4	5
P2	The product price offered by hypermarket is reasonable. 霸级市场的商品价格很公道。	1	2	3	4	5
P3	The product price offered by hypermarket is consistent without fluctuating. 霸级市场提供一致的商品价格。	1	2	3	4	5

Store Image 商品形象

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
SI1	Hypermarket sells high quality products. 霸级市场销售高品质的商品。	1	2	3	4	5
SI2	Hypermarket sells very popular products. 霸级市场销售大众化的商品。	1	2	3	4	5
SI3	Hypermarket has positive image. 霸级市场拥有良好的商誉。	1	2	3	4	5
SI4	Hypermarket has nice ambient. 霸级市场提供舒适的环境。	1	2	3	4	5

Distribution Intensity 商店分布率

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
DI1	Hypermarket sells more goods than its competing stores. 霸级市场比其他零售商销售更多的商品。	1	2	3	4	5
DI2	Hypermarket is easily available in many locations. 霸级市场广泛地遍布各区。	1	2	3	4	5
DI3	Hypermarket has more store location than its competing stores. 霸级市场的分店比其他零售商更多。	1	2	3	4	5

Advertising Spending 广告费

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
AS1	The advertising spending of hypermarket seems like more expensive than its competing stores. 霸级市场的广告费较其他零售商高。	1	2	3	4	5
AS2	The advertising campaigns of hypermarket are seen frequently. 霸级市场的广告活动很频密。	1	2	3	4	5
AS3	The advertising campaigns of hypermarket are attractive. 霸级市场提供具有吸引力的广告。	1	2	3	4	5
AS4	I remember the last advertising campaigns of hypermarket. 我依然记得霸级市场最近的广告。	1	2	3	4	5

Price Promotion 价格优惠

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
PP1	Price promotion of hypermarket is frequently offered. <i>霸级市场经常提供价格优惠。</i>	1	2	3	4	5
PP2	Price promotion of hypermarket is reasonable. <i>霸级市场所提供的价格优惠很公道。</i>	1	2	3	4	5
PP3	Price promotion of hypermarket is satisfactory. <i>霸级市场所提供的价格优惠令人满意。</i>	1	2	3	4	5

Section C:Hypermarkets' Brand Loyalty

第三部分: 霸级市场的品牌忠诚度

Please *circle* your answer to each statement using 5 Points Likert Scale:

请您将最合适的一个选项圈起:

[(1) = **Strongly Disagree** 非常不同意 ; (2) = **Disagree** 不同意 ; (3) = **Neutral** 中立 ; (4) = **Agree** 同意 and (5) = **Strongly Agree** 非常同意]

Hypermarkets' Brand Loyalty 霸级市场的品牌忠诚度

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
BL1	I would recommend others to shop in hypermarket. 我会建议他人在霸级市场内购物。	1	2	3	4	5
BL2	I will continue to shop in hypermarket as my primary choice. 我会继续把霸级市场视为我购物首选。	1	2	3	4	5
BL3	I will not shop in other competing stores even if they offer cheaper price. 我不会在其他零售商购物即使他们提供更廉价的同等商品。	1	2	3	4	5
BL4	I have shopped in hypermarket for a long time. 我已在霸级市场购物一段时间了。	1	2	3	4	5
BL5	I anticipate having a long-term commitment to hypermarket. 我将会长期在霸级市场购物。	1	2	3	4	5

Thank you for your time and opinion.

~ The End ~

~ 谢谢合作 ~

Source: Developed for the research

Appendix P: Summary of Past Empirical Studies

1. Summary of Past Empirical Studies on the relationship between price and brand loyalty.

Study	Country	Data	Major Findings
Chen , 2007	Taiwan	Questionnaire survey of 500 customers in Taiwan	There is negative relationship between price and brand loyalty.
Jackson, 2010	US	Questionnaire survey of 71 participants in University of Minnesota.	Brand-loyal consumers would be willing to pay significantly more for their preferred brands than non-loyal consumers.
Meer, 1995	US	Administered Category Equity Battery to 45,000 HTI panelists, with respondents able to evaluate up to three categories. Each respondent rating a category is treated as a unit of analysis and amounted to 70,000 cases.	There is a relationship between perceived differentiation and superiority and the ability to command premium prices.
Sirohi, McLaughlin, Wittink, 1998	New York	Using Partial Least Squares, on data averaged across at least 100 customers per .store for each of about 160 stores	Service quality is by far the most critical determinant of merchandise quality perception.
Wong & Sidek, 2008	Malaysia	Questionnaire survey were distributed and self-administered to 100 respondents	There is a positive relationship between price and brand loyalty

2. Summary of Past Empirical Studies on the relationship between store image and brand loyalty.

Study	Country	Data	Major Findings
Chen , 2007	Taiwan	Questionnaire survey of 500 customers in Taiwan	There is positive relationship between store image and brand loyalty.

Gupta & Pirsch, 2008	USA	Questionnaire survey of 460 retail consumers	Store image affects store loyalty via store satisfaction.
Nguyen & Leblanc, 2001	US	222 consumers in retail sector, 171 clients of a major long-distance company and 395 students of a faculty of business administration.	Degree of customer loyalty has a tendency to be higher when perceptions of both corporate reputation and corporate image are strongly favorable.
Orth & Green, 2009	US	Questionnaire survey of 138 students at public university	The traditional constructs such as image are tightly interwoven with trust and satisfaction, and can substantially contribute to loyalty.
Sivadas & Baker-Prewitt, 2000	USA	National random telephone survey of 542 shoppers	There is direct relationship between store image and store satisfaction rather than store loyalty
Koo, 2003	Korea	Questionnaire survey of 517 discount retail customers.	The overall attitude towards discount retail store that is considered as an abstract and global image has strong influence on satisfaction and loyalty. Its impact is much stronger on loyalty than on satisfaction.

3. Summary of Past Empirical Studies on the relationship between distribution intensity and brand loyalty.

Study	Country	Data	Major Findings
Cadeaux, 1992	US	This thesis requires testing, refinement and elaboration by construing the frequency of new item additions and old item deletions, industry product volatility.	Industry product volatility may directly affect the assortment behaviour of retailers and this indirectly affect both consumer choices and prices.
Chen , 2007	Taiwan	Questionnaire survey of 500 customers in Taiwan	There is positive relationship between distribution and brand loyalty.
Ferris, Oliver & Kluyer, 1989	US	Analytical test on the secondary data by using retail audit data on distribution and market share for	Brands are not distributed and resistance to compromise is low, choices will be made by default and preferences compromised.

		nine brands of sparkling wine in a European country.	
Smith, 1992	Russian	447 questionnaires were mailed to product managers from consumer goods companies.	A relationship existed between distribution intensity and customer satisfaction.
Yoo et al., 2000	US	Questionnaire survey of 569 students enrolled at a major state university	Distribution intensity has a positive effect on perceived quality and brand loyalty.

4. Summary of Past Empirical Studies on the relationship between advertising spending and brand loyalty.

Study	Country	Data	Major Findings
Chen , 2007	Taiwan	Questionnaire survey of 500 customers in Taiwan	There is positive relationship between advertising spending and brand loyalty.
Cobb-Walgren, Ruble & Donthu, 1995	US	Conducted survey for hotel study was administered to 90 evening MBA students and cleaner study was 92 users.	Advertising spending has positive effects on brand equity and also brand equity components.
Yang & Liao, 2004	Taiwan	Questionnaire survey of 300 students from Tatung University	Advertising spending has positively related to brand loyalty.
Yoo et al., 2000	US	Questionnaire survey of 569 students enrolled at a major state university	High advertising are related to high brand equity.

5. Summary of Past Empirical Studies on the relationship between price promotion and brand loyalty.

Study	Country	Data	Major Findings
Chen , 2007	Taiwan	Questionnaire survey of 500 customers in Taiwan	There is positive relationship between price promotion and brand loyalty.

Gupta, 1988	US	Secondary data of 100 purchase history of coffee brand of each household from Information Resources, Inc.	Price promotions do not significantly affect to brand loyalty and it's only found to enhance temporary brand switching.
Wang, Li & Zhao, 2006	China	Questionnaire survey of 1,000 mobile service consumers on December 2006.	Price promotions would decline customers' brand loyalty to non-price-sensitive brand companies.
Shih, Sun & Tang, 2007	Taiwan	Questionnaire survey of 200 student of Tantung University, Taiwan during February, 2007 to April, 2007.	There are a significant positive correlation between price promotions and brand loyalty on bank yet negative correlation between price promotions and brand loyalty on jeans.

Appendix Q: Operation of the model variables

Variables	Items	Description	References
Independent Variables			
Marketing Mix (MM)	MM1: Price (P)	<ul style="list-style-type: none"> • P 1-3 of Section B on survey questionnaires • Interval Measurement Scale: 5 Points Likert Scale 	Yoo et al., 2000
	MM2: Store Image (SI)	<ul style="list-style-type: none"> • SI 1-4 of Section B on survey questionnaires • Interval Measurement Scale: 5 Points Likert Scale 	Yoo et al., 2000; Wu & Tian, 2009; Villarejo-Ramos, 2002.
	MM3: Distribution Intensity (DI)	<ul style="list-style-type: none"> • DI 1-3 of Section B on survey questionnaires • Interval Measurement Scale: 5 Points Likert Scale 	Yoo et al., 2000
	MM4: Advertising Spending (AS)	<ul style="list-style-type: none"> • AS 1-4 of Section B on survey questionnaires • Interval Measurement Scale: 5 Points Likert Scale 	Yoo et al., 2000; Martin, 2000
	MM5: Price Promotion (PP)	<ul style="list-style-type: none"> • PP 1-3 of Section B on survey questionnaires • Interval Measurement Scale: 5 Points Likert Scale 	Yoo et al., 2000; Martin, 2000.

Dependent Variables			
Brand Loyalty (BL)	BL	<ul style="list-style-type: none"> • BL 1-5 of Section C on survey questionnaires • Interval Measurement Scale: 5 Points Likert Scale 	Yoo et al., 2000; Martin, 2000