THE DETERMINANTS ON
MALAYSIAN'S GLOBAL BRANDING PERCEPTION
IN HOME APPLIANCES INDUSTRY

BY

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DECLARATION

We hereby declare that:

(1) This undergraduate FYP 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 FYP 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 FYP.

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DEDICATION

This thesis is especially dedicated to:

Mr. Alexander Tay Guan Meng, Mr. Mr Mahendra Kumar a/l Chelliah, and

Our families, friends, respondents, and each research's groupmates

Thanks for your fully support when we need it the most.

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COO   Country of Origin

DV   Dependent Variable

IVs   Independent Variables

SPSS   Statistical Package for the Social Sciences

UTAR   University Tunku Abdul Rahman

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ABSTRACT

It is known that home appliances industry has a high growth in these few years. The purpose of this research is to examine the effects of country of origin, quality perception, brand positioning and firm reputation towards the value perception and brand loyalty of global branding perception of Malaysian within home appliances industry in Malaysia. The focus on our study has included global brand home appliances buyers and users. There are total 200 sets of questionnaires had been distributed out. Based on the findings, most of the independent variables (country of origin, quality perception, brand positioning, and firm reputation) have positive effect with dependent variables (value perception and brand loyalty). Based on SPSS results, there is a positive relationship between most of the IVs and its DVs. For future study, there are some recommendation provided in the end of the study for the further improvement.

Keywords: Global branding perception, country of origin, quality perception, brand positioning, firm reputation, value perception, brand loyalty

PREFACE

It is compulsory to carry out research project in order to accomplish our study which is Bachelor of International Business (Hons). The topic of the research project is "The Determinants on Malaysian's Global Branding Perception in Home Appliances Industry". This topic is conducted because home appliances industry is expanding fast today. In order to better understanding the target customers, marketer is required to know how the customers making choice between global brand and local brand and what is the reasons behind that drives the customers to put global brand at their first consideration set.

The research will provide some insight for the marketers of home appliances industry in Malaysia to position and differentiate their brand in order to best suit the Malaysian customers' preferences. This research is also concerned about the criteria that differentiate the global brand and local brand. For instances, the country of origin, quality perception, brand positioning and firm reputation.

In brief, this research project will give some help for the marketers to improve the value perception and brand loyalty toward a particular home appliances brand.

<u>CHAPTER 1: OVERVIEW OF RESEARCH</u>

1.0 Introduction

This chapter is discussed on the background of research, problem statement, research objectives, research question, hypotheses of study, significance of the study and chapter layout. The aim of this research is to study the determinants on Malaysian's global branding perception in home appliances industry.

1.1 Background of the Research

Nowadays, more and more companies see the world as their market. Thus, most of the brand builders started to globalize their own brands. Different from the local brand that only focus on a single national market, global brand offers its product with similar name, image and positioning in every single place of the world ((Özsomer, Ayşegül, & (2008), 2008); (Steenkamp, Batra, & Dana, 2003); Yip 1995). Many companies are betting their futures on global brands to enter several countries with a standardized product and marketing strategies.

In today market, consumers are suffering in making a choice between local brand and global brand. Marketers should study how the customers making their own choice and what drives the customers from choosing global brand rather than local brand in Malaysia. Whether the distinctiveness of the global brand drives the consumer to evaluate the global brand more positively compare to local brand in Malaysia?

Home appliances industry includes the mechanical and electrical devices that used in a household. There are few market leaders in home appliances. For instances, the South Korean multinational giant LG, the Chinese Haier Electronic Group, the German Bosch and Siemens Group, the Sweden company Electrolux and the U.S. based Whirlpool. In the other hand, there are also some local leading home appliances companies in Malaysia such as Khind Holdings Berhad, FUJIAIRE, Joven Electric Co. Sdn. Bhd., Pensonic and ACSON. Hence, consumer have multiple brand comparison between local and global brand when deciding in the same product selection. Home appliances industry has bright future due to the forecast of the worldwide consumption of home appliances will generate around 590 million US dollar as revenue in the year 2020 (Gordon, n.d.). Therefore, home appliances industry is defined as a multi-billion industry.

According to Statista (Gordon, n.d.), the market volume growth home appliances industry in Malaysia had kept on increasing. In the year of 2018, the market volume growth of home appliances in Malaysia had approximately increased to 9.9%.

Market volume growth of electric household appliances from 2011 to 2018
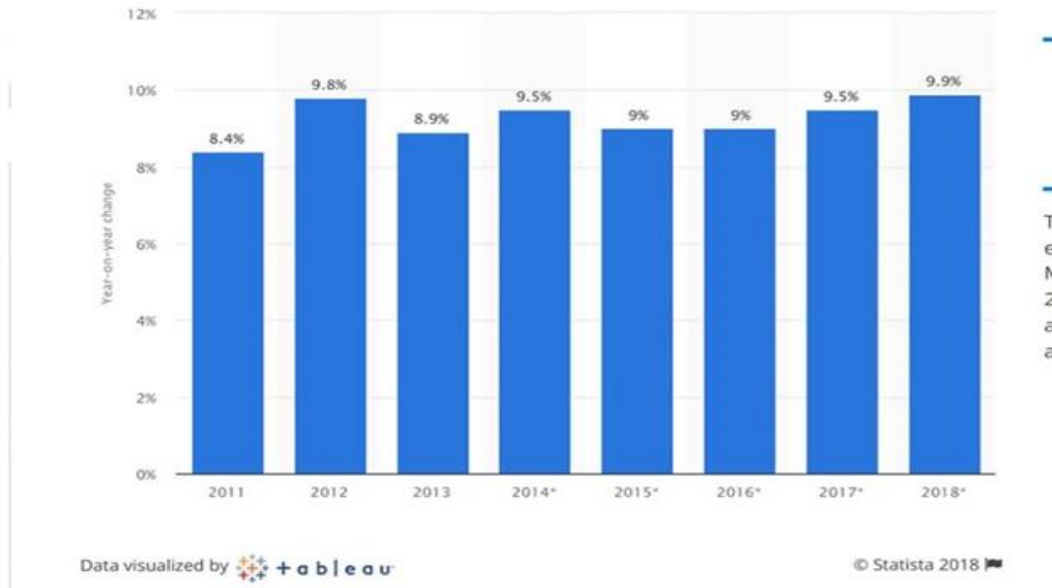
Figure 1.1: Market Volume Growth of Electric Household Appliances from 2011 to 2018

Since the home appliances industry is has been growing in Malaysia, this research is to investigate what is the determinants on Malaysian's global branding perception in home appliances and what is the factors behind that drive the consumer to consume global brand home appliances products instead of local brand.

1.2   Problem Statement

Globalization leads international companies make a huge change in their branding strategies (Bauer, Stefanie, & Lucina, 2006). Many companies have changed to focus on global brands with the trend instead of their multi-domestic marketing approach (Merino & Gonzales, 2008). Malaysia's consumers in home appliances markets are suffering in selecting home appliances between local brands or global brands. Presently, it is a good topic for researching why Malaysian prefer global brands to local brands. Even the quality and value is not the main drivers, brands with "global image" over local competitors will more attractive for the consumers (Steenkamp, Batra, & Dana, 2003).

There are only a few researches on the evaluation of determinants such as country of origin, quality perception, brand positioning and brand reputation that influence Malaysian's global brand perception in home appliances industry. In short, there is lack of previous study in this particular topic. Therefore, the purpose of this research is to have a deep investigation about what are the determinants affect Malaysian's global brand perception in home appliances industry. The research problem is to study whether the determinants will have significant influence on Malaysian's global brand perception in home appliances industry positively or negatively.

Consumers' perception of a brand or offering may be difference based on their race, traditions, nationality, or economic status. For example, U.S. consumers trust the quality of their home country products, so they will more favor domestic products compare to those made in developing countries. However, in order to express social status, consumers in developing countries prefer products from developed countries. Namely, the same product could be viewed completely different by consumers from different nations, backgrounds or experiences (Kawabata, 2009). Thus, a deep study of the determinants of Malaysian's global brand perception in home appliances industry is vital for home appliances to best run their brand image.

1.3 Research Objective

The main objective to carry out this research is to assess the determinants on Malaysian's global branding perception in home appliances industry.

1.3.1 General Objective

To study the variables that influence Malaysian's Global Branding Perception in Home Appliances Industry.

1.3.2 Specific Objective

- To determine whether the perception of **country of origin** will influence Malaysian's **value perception** toward Global Branding on Home Appliances product.
- To determine whether the perception of **country of origin** will influence Malaysian's **brand loyalty** toward Global Branding on Home Appliances product.
- To determine whether the perception of **quality perception** will influence Malaysian's **value perception** toward Global Branding on Home Appliances product.
- To determine whether the perception of **quality perception** will influence Malaysian's **brand loyalty** toward Global Branding on Home Appliances product.
- To determine whether the perception of **brand positioning** will influence Malaysian's **value perception** toward Global Branding on Home Appliances product.
- To determine whether the perception of **brand positioning** will influence Malaysian's **brand loyalty** toward Global Branding on Home Appliances product.
- To determine whether the perception of **firm reputation** will influence Malaysian's **value perception** toward Global Branding on Home Appliances product.
- To determine whether the perception of **firm reputation** will influence Malaysian's **brand loyalty** toward Global Branding on Home Appliances product.

1.4   Research Question

- Does it any relationship on **country of origin** that will influence Malaysian's **value perception** toward Global Branding on Home Appliances Industry product?

- Does it any relationship on **country of origin** that will influence Malaysian's **brand loyalty** toward Global Branding on Home Appliances Industry product?

- Does it any relationship on **quality perception** that will influence Malaysian's **value perception** toward Global Branding on Home Appliances Industry product?

- Does it any relationship on **quality perception** that will influence Malaysian's **brand loyalty** toward Global Branding on Home Appliances Industry product?

- Does it any relationship on **brand positioning** that will influence Malaysian's **value perception** toward Global Branding on Home Appliances Industry product?

- Does it any relationship on **brand positioning** that will influence Malaysian's **brand loyalty** toward Global Branding on Home Appliances Industry product?

- Does it any relationship on **firm reputation** that will influence Malaysian's **value perception** toward Global Branding on Home Appliances Industry product?

- Does it any relationship on **firm reputation** that will influence Malaysian's **brand loyalty** toward Global Branding on Home Appliances Industry product?

1.5 Hypothesis of Study

H1: There is a significant relationship in between **country of origin** and Malaysian's **value perception** toward Global Branding on Home Appliances products.

H2: There is a significant relationship in between **country of origin** and Malaysian's **brand loyalty** toward Global Branding on Home Appliances products.

H3: There is a significant relationship in between **quality perception** and Malaysian's **value perception** toward Global Branding on Home Appliances products.

H4: There is a significant relationship in between **quality perception** and Malaysian's **brand loyalty** toward Global Branding on Home Appliances products.

H5: There is a significant relationship in between **brand positioning** and Malaysian's **value perception** toward Global Branding on Home Appliances products.

H6: There is a significant relationship in between **brand positioning** and Malaysian's **brand loyalty** toward Global Branding on Home Appliances products

H7: There is a significant relationship in between **firm reputation** and Malaysian's **value perception** toward Global Branding on Home Appliances products.

H8: There is a significant relationship in between **firm reputation** and Malaysian's **brand loyalty** toward Global Branding on Home Appliances products.

1.6   Significance of the Research

Nowadays, consumers are more preferred global brand than local manufactured product. This research can help the global marketer to determine what is the important dependent variable that will cause the Malaysia's customer to buy global brand product. This dependent variable can give an idea to the global marketer in order to set a marketing strategic for their global brand product.

The dependent variables are included country of origin, quality perception, brand positioning and firm reputation. These dependent variables will link to the independent variable which are Malaysia's value perception and Malaysia 's brand loyalty.

Regan Leggett stated that due to today's world of hyper-connectivity and globalization, consumer have variety of product choice for them (CPG, FMCG, & RETAIL, 2011). It is very difficult to sell the product if we do not know what the attracting point of the product are. So, this research can provide a reference to marketer to understand what is the variable that will affect the customer choose to buy global brand product.

According to the Global Industry Analyst report in The Star Online (Tan, 2013), the global market for home appliance product in Asia-Pacific region is estimated to reach 1.25 million unit by 2018. It is a large market for global marketer to offer their home appliance product in Malaysia.

This research will generate a result on Malaysia's value perception and Malaysia's brand loyalty. The result will help the global marketer to analyze their home appliance product whether their global brand product have any criteria in dependent variable. It is not necessary to have all dependent variable in one global brand home appliance product, but every home appliance product will have one of the dependent variables in our research.

1.7   Chapter of layout

Chapter 1 -Introduction

Discussing about the background of this research, problem statement and the objectives of conducting this research.

Chapter 2 -Literature Review

Showing the summary of relevant literature. It included conceptual framework of the research and the hypothesis development.

Chapter 3 - Methodology

Discussing the methodology used in this research. For example, sampling method and questionnaire design.

Chapter 4 - Data Analysis

Presenting the data analysis and evaluation result.

Chapter 5 - Discussion, Conclusion and Implications

Conclude the research by implication and major findings. The limitations and recommendations were listed down for future studies purpose.

1.8 Conclusion

This chapter primarily discussed on the research background, problem statement, and research objectives of the study. The objectives of the research are to produce results that might be useful and able to further develop by other researchers.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

The conceptual framework related to the determinants on Malaysian's global branding perception in home appliances industry will be discussed in this chapter. In the proposed conceptual framework, the four core determinants which are country of origin, quality perception, brand positioning and firm reputation will be studied. Last but not least, Chapter 2 also show all hypotheses formed to test the relationship between these determinants and Malaysian's global branding perception in home appliances industry.

2.1 Review of literature

A literature review is a search of literature and evaluation on the founded literature in the given topic. A review of literature has four main objectives (What is a literature review?, n.d.):

- It is to survey the available literature within the chosen area of study.
- It is to combine the facts that provided in literature into summary.
- It is to study the available information that collected by identifying research gaps with the current knowledge.
- It is to present available literature in a more organized way.

A literature review is to prove that you have in-depth grasp in the subject with the understanding of the own research that fit or apply to an existing body of agreed knowledge.

2.1.1 Country of Origin (COO)

There are few definitions of country of origin (COO). It is the interrelationship between the country image and products classes (((Hsieh, 2004); Reierson, 1966)). For example, certain country may produce some special product or brand. COO may lead a consumer to think positively or negatively toward the offerings by which country it made in. Moreover, (Pappu, Quester, & Cooksey, 2007) categorized country of origin into macro COO image and micro COO image. Macro COO image is the overall descriptive, informational and inferential perceptions of the consumers toward a country (Martin & Eroglu, 1993). On the other hand, micro COO image is the stereotype and the image that one attaches to specific country's offerings (Nagashima, 1970). COO is an extrinsic attribute. Nevertheless, (Johansson, Douglas, & Nonaka, 1985) said that COO is the country where the company's corporate headquarters offer its products and services. In short, it is the home country of a company is located. Extrinsic attribute is not physical element of an offering, but it may also affect consumer's perceived quality (Ghauri & Cateora, 2006).

According to the study of Schooler (1965), most of the consumers perceived the products made in less developed countries are low quality products. They normally were refused to accept or against the offerings from a less developed country. Despite that, when the same product was showed to the consumers with a changing name of the country of origin, the consumers' attitudes toward the same product changed. Basically, when consumers hold biased images about countries, these images will lead them judge the products from different origins (Lotz and Hu, 2001). For instance, favorable country perceptions may indicate the favorable perceptions of product quality. A study conducted in Czech Republic revealed that the consumers perceived 72% of Japanese products have the highest quality and then followed by German goods with 51% (Cateora & Graham, 2007). Hence, consumer's product evaluations can be influenced by the place of manufacture.

At the same time, in the late 1980s, the impact of country of origin toward the product evaluation will be also influenced by the other factor such as the patriotism and the ethnocentrism of the consumers. Consumer ethnocentrism defined as consumer hold the attitudes on indeed ethics of buying foreign products (Shimp & Sharma, 1987). With the patriotic spirits they hold, they will take in consideration of the domestic economy loss, and job loss when they purchase foreign-made products (Shimp & Sharma, 1987). Ethnocentric consumers will always support their home country's brands and products (Steenkamp, Batra, & Dana, 2003). Therefore, most studies claimed that consumer patriotism and ethnocentrism in COO will bring an unfavorable effect on buying intention of imported products.

Most of the research have stressed product evaluation is very important in COO studies. Simultaneously, majority of the studies on COO image has been carried out in developed countries like the U.S. In new era today, there are increasing number of MNCs expand their market share in developing countries. Thus, it is vital to understand local market or consumer behavior in those countries.

2.1.2 Quality Perception

Quality is generally defined as superiority and the competitive advantages over competitors (Zeithaml, 1988). In other words, objective quality is used some preset ideal standards, processes and quality controls to determine technical, measurable and verifiable superiority of offerings ((Fayrene & Lee, 2011); Clodfelter and Fowler, 2001:2; (Zeithaml, 1988)). In order to deliver a superior service, the quality should closely relate to technical superiority of an offering (Aaker, 1991). However, perceived quality is differed from the objective quality (Tsiotsou, 2005:1). Perceived quality is the customers' perception of the overall quality of excellence of an offering compared to its rivalry (Keller, 2008).

Buying decisions can be influenced by the perceived quality of one hold . In brief, a customer presumes the product will be able to meet his expectations. Thus, there is no relationship between the perceived quality and actual performance of the product since perceived quality is just the assumption of the customer. Yet the brand's equity has an interrelationship with perceived quality. For example, the lower the perceived quality of a brand, the lesser the brand equity it could gain. Perceived quality is vital due to customer will most likely to purchase a product when the customer perceives there is a high brand quality (Gill & Dawra, 2010).

Due to the perceived quality is tie-up with purchase decisions, all elements of the marketing program can achieve the effectiveness more easily. The advertising and promotion are more likely to be successful when there is high quality perception. The business can charge a premium price because of high perceived quality that its customers hold. Normally, the profits of the business will be increased due to premium price. A strong brand with the high perceived quality can have higher chance to extend its brand name to enter new product categories. In order to achieve the long-run business success, perceived quality is one of the important elements. "Reputation for high quality" is the vital factor for sustainable competitive advantage in a

study of 248 different business (Aaker, 1991). Quality perception can be affected by country of origin.

2.1.3 Brand Positioning

According to one of the researches, brand positioning is a part of brand management that how the managers want their product perceived by the target group (Wymer, 2012). Brand positioning decision are included brand object's attributes, brand identity and image.

A study has found out that global brand has a higher positioning by using measurement of brand attitude, word of mouth, purchase intention, and brand prestige (Gammoh, C. Koh, & C. Okoroafo, 2011). In the study, belief in global citizenship was used to test with the measurement variable. The higher the level of belief in global citizenship, the higher level in global brand positioning. This is because people who recognize themselves as a global citizen will more likely to support global brand product with the global identity. Brand positioning will take place when customer with belief in global citizenship purchase a global brand product.

According to one research, researcher has found out that country of origin will affect brand positioning, either increase or decrease the level of congruence between the desired and perceived positioning (Cristea, Roxana-Denisa, & Gabriela, 2015). In the research, we know that there is a relationship between brand country of origin and brand positioning. Besides, we also need to investigate the product's country of origin in order to do a better brand positioning. Marketer should know their product's country of origin because it will affect the marketer's brand positioning strategy.

One of the studies found out that brand positioning will influences brand strength and brand strength will influences one of the outcomes which is brand loyalty (Wymer, 2012). So, the level of brand loyalty can be determined indirectly by brand positioning.

Kim and Mauborgne had created a well-known positioning typology which define a six-levels model, a consumer-focused perceived benefit typology and it cited by one of the researches (Burton & Easingwood, 2006). The benefit of in this model are increase customer productivity by innovation, simplicity in service, convenience, risk reduction, fun and image and environmental friendliness. This six-level model can become a reference when marketer want to do brand positioning. Marketer need to analyze many aspects for brand positioning and choose the best aspect for brand position.

2.1.4 Firm reputation

A research has concluded that reputation is an assessment of attributes or firm's recognition. There are two dimensions in firm reputation which are stakeholder perceived organization are produce quality goods and organization is important in the mind of stakeholder (Rindova, Williamson, Petkova, & Sever, 2005)

Based on A New Approach for Measuring Corporate Reputation, firm reputation can be measure be 7 attributes which are
- Making people having positive feeling
- Carrying out social responsibility
- Good working environment
- Ethics practice standards
- Good relationship with consumers
- Providing quality products and services
- Developing leadership and innovation

This study will help the firm to analyze and monitor their firm reputation. By using measurement of 7 attributes, firm can compare their performance with other competitor and identify the improvement. The improvement can be involved to different level including demographic, lifestyle and city of origin.

Corporate Reputation Review (Einwiller, Carroll , & Korn, 2010) have do a measurement instrument for corporate reputation that measure 29 attributes lead to 5 cognitive dimension and 1 affective dimension. The dimension and their attributes are

- Product and service: quality and reliable product, satisfy customers' expectation, strong brand, fascinating product
- Innovativeness: Strong research and development skill, product development, advance technologies
- Corporate social responsibility: Environmentally friendly, follow the ethical standard, safety of the employees
- Management skills: effective top management, strategic plan for future, opportunities seekers, strong analytical skills
- Financial status: financially strong and sound, leading company in the industry
- Appeal to emotion: generate positive feelings to the firm (like, respect, trust)

(Sabine, Craig, Kati). In this research, researcher have overlooked previous research and claimed the dimensions above were highly related to corporate reputation.

2.1.5 Value Perception

Recently, a research has proposed that setting a value or a price should be more involved in deliberative thinking process compared to rating task (Rubaltelli, Dickert, & Slovic, 2012). Cost and price issue will be depending on deliberative and conscious cognitive process and it will reflect to the perceived value.

Based on the research (Rahikka, Pekkarinen, & Ulkuniemi, 2011), the research had concluded that service module in the offering, in the process or in the company will influence customer's value perception in several way. These value perceptions were included value in the possibility of achieving goals, value in service outcome, value in service process, value in service

co-creation, value in service offering and financial/ non-financial costs and sacrifices (Rahikka, Pekkarinen, & Ulkuniemi, 2011). If the service provider cannot commit to the service module that lead to value perception, customer will have willingness to try other service provider.

According to the study (Ok, Choi, & Hyun, 2011), researcher stated that perceived value will influences customers' attitudinal and behavior outcome. They are adopting multi-dimensional perceived value and adding two key variable which are brand credibility and brand prestige into brand model. This is to understand the relationship between customer perceived value and attitudinal/ behavior as component of loyalty.

In luxury dimension, value perception will be perceived the 4 dimensions below.

- Financial view: Product price and investment worthiness
- Functional view: Usability, quality, uniqueness and heritage of product
- Individual view: Materialistic of the buyer and the positioning of self-identity
- Social view: Attention seeker and status showing

(Ciornea, Bacila, Dorel, & Drule, 2011) stated that value perception of consumer is the balance between quality and the benefit of the product for the consumer to what they should pay the price.

Based on 'A Review on Customer Perceived Value and its Main Component', value perception is the proportion between customer's quality perception and the monetary and non-monetary cost spend (Asgarpour, Hamid, & Sulaiman, 2015). To maximize the value of customer, firm can decrease the price of the product or add more value on the product. Researcher stated that the main component of customer values are product quality, service quality and price (Asgarpour, Hamid, & Sulaiman, 2015).

2.1.6 Brand Loyalty

Nowadays, market have become more competitive with product and service which are have more substitutes, the study of Brand Loyal and Customer Loyal will become more crucial (Ishak & Ghani, 2013). Brand loyalty is a consumer's put a brand in a product category as their priority choice. It will occur when consumer was holding a high brand perceived that the brand offers the right product at the right place with the right quality (Ishak & Ghani, 2013).

According to research, brand loyalty is a commitment toward the brand that will involve re-buy behavior of customer (Awan & Rehman, 2014). A finding showed that brand loyalty can be generate by offering high brand value and improve customer satisfaction (Awan & Rehman, 2014)

Based on the study, the result show that perceived quality and willingness to order are able to obtain brand loyalty from consumer (Falahat, Sia, & Chuan, 2018). However, quality and brand association are the contributing factor that maintain brand loyalty (Falahat, Sia, & Chuan, 2018).

(Lin, 2010) stated that brand loyalty can be broken down in two aspect which are action loyalty and affective loyalty. These two aspects can be highly influenced by brand personality and personality trait. A study by (Chaudhuri & Holbrook, 2001) stated when there is a positive and aggressive level shown in affective loyalty and action loyalty of a customer, the brand loyalty formed (Lin, 2010). Affective loyalty is used to measure the customer preference of a brand (Chaudhuri & Holbrook, 2001). On the other hand, action loyalty is used to measure the times of a customer purchases a similar brand repeatedly (Chaudhuri & Holbrook, 2001).

2.2 Review of the relevant theoretical framework
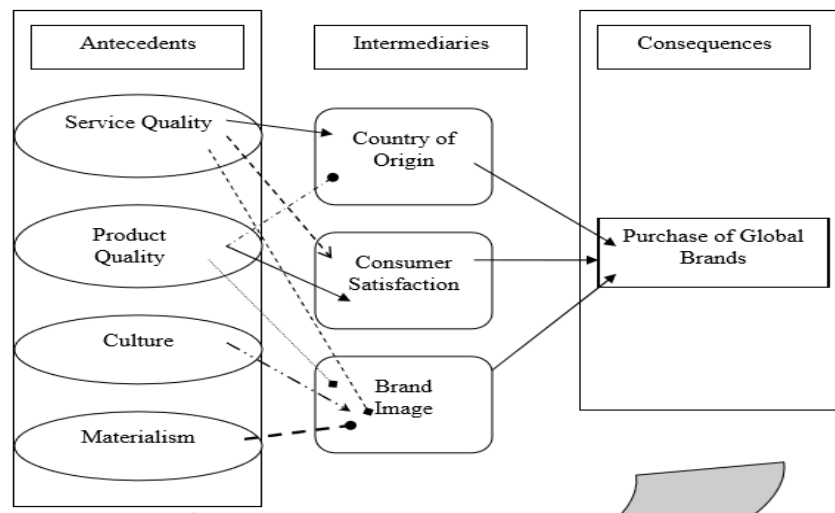
Figure 2.1: Consumer Perception of Global and Local Brands in the Indian Retail Industry

Source: Smriti Bajaj, (2007). Consumer Perceptions of Global and Local Brands in the Indian Retail Industry, pp.11.

The above model developed Smriti Bajaj (2007) has included country of origin and brand image as independent variables. There is a series of antecedents that can affect the purchase decision of global brand itself. The model stated that the consumer satisfaction will also affect the purchase decision.

However, Begüm MARAL (2011) stated that the global branding perception will be influenced by the factors of perceived quality, perceived globalness, brand image and cultural background.

2.3 Proposed framework
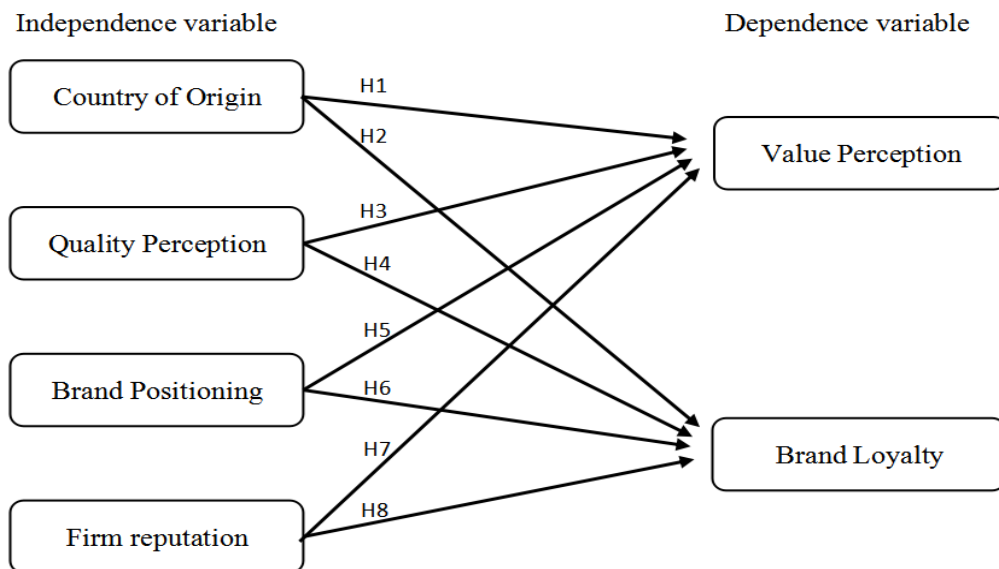
Figure 2.2: Proposed Conceptual Framework

This is the conceptual framework which proposed for this study. This framework proposed 4 attributes which are country of origin, quality perception, brand positioning and firm reputation have influence value perception and brand loyalty.

2.4 Hypothesis Development

2.4.1 The Relationship between Country of Origin and Value Perception

H0: There is no relationship between country of origin and value perception toward Malaysian's Global Branding Perception in Home Appliances.

H1: There is significant relationship between country of origin and value perception toward Malaysian's Global Branding Perception in Home Appliances.

2.4.2 The Relationship between Country of Origin and Brand Loyalty

Based on research, it stated that country of origin of brand have will have significant relationship with brand loyalty (Mostafa, 2015)They have covered the country of origin in the perception of brand and manufacturing.

H0: There is no relationship between country of origin and brand loyalty toward Malaysian's Global Branding Perception in Home Appliances.

H2: There is significant relationship between country of origin and brand loyalty toward Malaysian's Global Branding Perception in Home Appliances.

2.4.3 The Relationship between Quality Perception and Value Perception

According to Dr. Francesca (Associate Professor in Marketing at Kingston University Business School) (Riley, Pina, & Bravo, 2015), he stated that the brand prices, quality and brand image will influence customer value perception. A highly quality of branded product will have a reassuring effect on customer perception toward value perception.

H0: There is no relationship between quality perception and value perception toward Malaysian's Global Branding Perception in Home Appliances.

H3: There is significant relationship between quality perception and value perception toward Malaysian's Global Branding Perception in Home Appliances.

2.4.4 The Relationship between Quality Perception and Brand Loyalty

Based on research, there is no significant effect between quality perception and brand loyalty (Bui, Martı́nez, & Chernatony, 2013). They have mentioned that perceived quality is pre-step that leading to brand loyalty.

When consumers want to acquire more about positive perception of the brand, then loyalty results.

H0: There is no relationship between quality perception and brand loyalty toward Malaysian's Global Branding Perception in Home Appliances.

H4: There is significant relationship between quality perception and brand loyalty toward Malaysian's Global Branding Perception in Home Appliances.

2.4.5 The Relationship between Brand Positioning and Value Perception

H0: There is no relationship between brand positioning and value perception toward Malaysian's Global Branding Perception in Home Appliances.

H5: There is significant relationship brand positioning and value perception toward Malaysian's Global Branding Perception in Home Appliances.

2.4.6 The Relationship between Brand Positioning and Brand Loyalty

It is important for global marketer to positioning their brand because it will influence consumer choice, purchase preference and intention, willingness to purchases (Elbedweihy, Jayawardhena, Elsharnouby, & Elsharnouby, 2016). Thus, perception of a brand will be affected by self-need fulfillment that will lead to brand loyalty.

H0: There is no relationship between brand positioning and brand loyalty toward Malaysian's Global Branding Perception in Home Appliances.

H6: There is significant relationship between brand positioning and brand loyalty toward Malaysian's Global Branding Perception in Home Appliances.

2.4.7 The Relationship between Firm Reputation and Value Perception

H0: There is no relationship between firm reputation and value perception toward Malaysian's Global Branding Perception in Home Appliances.

H7: There is significant relationship between firm reputation and value perception toward Malaysian's Global Branding Perception in Home Appliances.

2.4.8 The Relationship between Firm Reputation and Brand Loyalty

H0: There is no relationship between firm reputation and brand loyalty toward Malaysian's Global Branding Perception in Home Appliances.

H8: There is significant relationship between firm reputation and brand loyalty toward Malaysian's Global Branding Perception in Home Appliances

2.5 Conclusion

In short, chapter 2 showed the literature review of related secondary data. Moreover, this chapter give a clear route for the upcoming chapters to accomplish the research objectives set.

CHAPTER 3: RESEARCH METHODOLOGY

3.0 Introduction

Methodology that will be used to study on the determinants on Malaysian's Global Branding perception in home appliances industry will be discussed in this chapter. It includes how the research was carried out such as identifying research design, data collection methods, sampling design, research instrument, measurement scales and methods of analysis.

3.1 Research Design

Research design is a description for the data collection, data measurement, and data analysis according to the research questions of the study (Sekaran & Bougie, 2013). In particular, research design constructs a framework and plan that demonstrates the course of action to solve the research problem coherently (Malhotra, Hall, Shaw, & Oppenheim, 2002).

3.1.1 Quantitative Research

Quantitative method is used to comprise the measurement of data collection and statistical processing (Patel & Davidson, 2003). This method could gather appropriate and suitable information by questionnaires from a sheer size of targeted respondents. Hence, it is used to measure the relationship of the determinants and Malaysian's Global Branding Perception in Home Appliances Industry.

3.2 Data Collection Methods

Data collection method refers to the collection of data by using a variety of primary and secondary sources of information. Collection primary data through survey is used to test the hypothesis. Moreover, in order to support the research study, the researchers had retrieved the secondary data from internet sources for the purpose of hypothesis construct. In this research, we use both primary and secondary data collection methods.

3.2.1 Primary Data

The vital source for data collection of this study is primary data. Primary data refers to the information or data that obtained first-hand by the researchers for the research on hand (Burns & Bush, 2006). Main sources to get primary data is by experimentations, observations, interviews, and survey. Survey method is chosen to use in this research due to its cost

effectiveness, efficiency and accuracy of data. Primary data which is original and related to our study is collected through questionnaire, hence the result will be more reliable and relevant.

3.2.2 Secondary Data

Secondary data are that existing information that collected from multiple sources (Sekaran & Bougie, 2013). Data analysis in this research does not include secondary data.

3.3 Sampling Design

In this study, there are few elements included in sampling design which are target population, sampling frame and sampling location, sampling elements, sampling technique and sampling size.

3.3.1 Target Population

The target population in this study is the Malaysian population that ever purchase home appliances products. The age range of targeted respondents is between 18- 55 years old and above. According to the statistical portal (2019), it shows that there are a large of number of users that purchase home appliances within this age range in the past few years. Especially, there are 38.2% of users is within 25-34 years old in the year of 2017.

3.3.2 Sampling Frame and Sampling Location

There is no proper sampling frame for this research due to there is no agency that having the name list of Malaysian users who have brought global home appliances products. Additionally, with such large number of global home appliances product users in Malaysia, the difficulty arises for the researchers

to collect sampling frame in such short-given time for this research. Due to the research is conducted through online internet, there is no sampling location as well.

3.3.3 Sampling Elements

The respondents in this research were Malaysian global brand home appliances users. It might include working adults and students.

3.3.4 Sampling Technique

In order to achieve cost-efficiency and time effectiveness, our choice of the sampling technique is non-probability sampling technique when there is no sampling frame in this research.

One of the non-probability sampling that was being chosen in this study is convenience sampling. By using convenience sampling in data collection process, it allows us to get the data in short period of time and start doing our calculations. Furthermore, there is no cost involved by using convenience sampling since there is no funds being allocated in this study.

3.3.5 Sample Size

The concluded result will be more accurate if there are sufficient number of responses (Thayer-Hart, Dykema, Elver, Schaeffer, & Stevenson, 2010). Based on the study of (MacCallum, Widaman, Zhang, & Hong, 1999), 100 responses are the minimum of sample size. However, according to Hill and Alexander (2000), a sample of 200 to 500 respondents is sufficient to achieve accurate estimation. (Survey Statistical Confidence: How Many is Enough?, n.d.) also stated that in a research project, 200 responses can be achieved in survey accuracy. In short, in order to complete the research in

limiting time constraints, the research sampling size had been set at 200 responses.

3.4 Research Instrument

3.4.1 Questionnaire Design

Questionnaire is used to record and collect data for this research. The objective of the research must be focus in the questionnaire. Hence, the questionnaire questions are based on the literature review stated in Chapter 2. The questions are related to the determinants on Malaysian's global branding perception in home appliances industry such as country of origin, perceived quality, brand positioning and firm reputation.

The purpose of the research and short introduction was showed on the first page. The questionnaire has 3 sections in total. General information was being collected from section A with nominal scale. In section B, the respondents' view on the determinant that influence their global branding perception in home appliances industry is being tested with 5-point Likert scale [(1) = strongly disagree; (2) = disagree; (3) = neutral; (4) agree and (5) = strongly agree]. The scale of measurement convenience both researches and respondents. Demographic profile of respondents such as gender, age, marital status, ethnic group, monthly income, academic qualification and profession is being analyzed in section C.

3.5 Construct Measurement

3.5.1 Origin of Construct

Every construct is adapted from the existing literatures. Origin of Construct is summarized in table 3.1.

Table 3.1

Construct	Adapt from
Country of Origin	- (SCHOOLER & SUNOO, 1969) - (Shimp & Sharma, 1987)
Perceived Value	- (Akaka & Alden, 2015)
Brand Positioning	- (Aulina & Yuliati, 2017)
Firm Reputation	- (Chen, Nguyen, Melewar, & Dennis, 2017)
Value Perception	- Kaunas (2013)
Brand Loyalty	- (Dessart, 2015)

Sources: Developed for the research.

3.5.2 Scale Management

3.5.2.1 Nominal Scale

Nominal scale is used for labelling variables with absence of quantitative (Garger, 2010). The example of nominal scale question in this research is shown in figure 3.1.

Figure 3.1

1. Gender
   o   Male
   o   Female

3.5.2.2 Ordinal Scale

The ordinal scale used in measured "more than" or "lesser than" question in questionnaire. Example of ordinal scale question is displayed as below.

Figure 3.2

2. Age

o   24 and below
   o   25-34
   o   35-44
   o   45-54
   o   55 and above

3.5.2.3 Likert Scale

The respondent is required to choose between the range of 1-5 that best expressed their perception towards global branding perception. In section B, 5-point likert scale is adapted in the study. The example of 5-point likert scale question:

Figure 3.3

Determinant: Country of Origin	SD	D	N	S	SA
I believe global companies always have a higher level of technological research in home appliance products,	1	2	3	4	5

3.6 Data Processing

According to (Zikmund, Babin, Carr, & Griffin, 2009), data processing is used to convert raw data which collected from questionnaire to information data. There are few steps included in the process which are transcribing, coding, editing and identify any uncommon data before it analyzing the data in order to minimize the error.

3.6.1 Questionnaire Checking

In order to ensure there is no mistake in questionnaire, questionnaire checking is carried out. This action can detect the errors such as unsuitable wording and incomplete sentence of questions early and make a correction on it. Thus, the set of complete questionnaires can be fully understood by the respondents.

3.6.2 Data Editing

Most of the errors in answering the question is due to human carelessness. For instance, incomplete answered questionnaire. Hence, the accuracy of the data can be ensured by data editing. The response that did not answer the full question of the questionnaire will be filtered out to ensure the validity of the data.

3.6.3 Data Coding

Assigning a code (meaningful number) to each question before tabulating the data (Kothari, 2013). This process enables the raw data being run into the useful information through analyzing process.

3.6.4 Data Transcribing

Transcribing data is a process that transmitted the coded data into a readable setup software. In this research, further analysis is done by converting the coded data in SPSS version 21.0.

3.6.5 Data Cleaning

The variables' outliers need to be figured out during data cleaning process. By omitting the responses that having errors, it can maintain the consistency of data. So, variables' outliers should be omitted.

3.7 Data Analysis

3.7.1 Descriptive Statistics

Descriptive statistic concluded the given data which can present demographic profile of respondents and explain it into informative message (Eiselen, Uys, & Potgieter, 2005). By using the measurement of mean, standard deviation and variance to find out central tendency that able to explain the interval data's essential characteristics. In our research, we produced the results in a table form.

3.7.2 Scale Measurement

3.7.2.1 Reliability Test

In order to ensure the data consistency and reliability, researcher went through the reliability test by using SPSS Cronbach's Alpha. The measurements should free from error to get consistent results (Zikmund, 2003). The Rules of Thumb about Cronbach's Alpha Coefficient Size is displayed in following table:

Table 3.2 The Rules of Thumb about Cronbach's Alpha Coefficient Size

Alpha Coefficient Range	Strength of Association
Lower than 0.6	Poor Reliability
0.6 to low than 0.7	Moderate Reliability
0.7 to low than 0.8	Good Reliability
0.8 to low than 0.9	Very Good Reliability
Higher than 0.9	Excellent Reliability

Source: Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2009). Business research methods (8th ed.). New York: South-Western/Cengage Learning.

3.8 Inferential Analysis

3.8.1 Pearson Correlation Coefficient Analysis

By conducting the Pearson's Correlation Coefficient analysis, the researchers able to investigate the direct relationship between the independent variable and dependent variables. The question in Section B is using this analysis method to determine the relationship. To evaluate the degree of agreement in this research, the researchers are using Likert scale. The Pearson Correlation Coefficient analysis is very suitable to measure the question in Likert scale. The rule of thumb for Pearson Correlation Coefficient Analysis is shown as below as below table:

Table 3.3 Pearson Correlation Coefficient

Coefficient Range	Strength
+/- 0.91 to +/- 1.00	Very strong
+/- 0.71 to +/- 0.90	High
+/- 0.41 to +/- 0.70	Moderate
+/- 0.21 to +/- 0.40	Small but definite relationship
0.00 to +/- 0.20	Small, almost negligible

Source: Hair, J. F., Money, A. H., Samouel, P., Page, M. (2007). Research methods for business. Chichester, West Sussex: John Wiley & Sons, Inc.

3.8.2 Multiple Regression Analysis

In our research, the independent variables are country of origin, perceived value, brand positioning and firm reputation whereas the dependent variables are value perception and brand loyalty. Multiple Regression Analysis is used to test multiple independent variables towards dependent

variables in the proposed conceptual framework. In order to figure out the independent variables that affect dependent variable, the researchers decided to use Multiple Regression Analysis to compare the beta weights.

3.9 Conclusion

In brief, data collecting, analyzing and interpreting are used as the research methodologies in this study. Nevertheless, questionnaire is used as channel to collect data. There are 200 respondents involved in our study. Multiple regression analysis and Pearson correlation coefficient is used to analyze the data collected and will be discussed in following chapter. All data are being run into SPSS version 21.0 to generate and record useful information.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

This chapter conducts descriptive analysis and inferential analysis was based on the data collected in the questionnaire through evaluation and analyzation. Our research had gathered the result of 200 respondents and analyzed by using SPSS Version 21.0 The result will be analyzed and separated into numerous methods which showed in this chapter.

4.1 Respondents Demographic Profile

4.1.1 Gender

Table 4.1 Gender

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	114	57.0	57.0	57.0
	Male	86	43.0	43.0	100.0
	Total	200	100.0	100.0	

Source: Developed for research

Figure 4.1 Gender
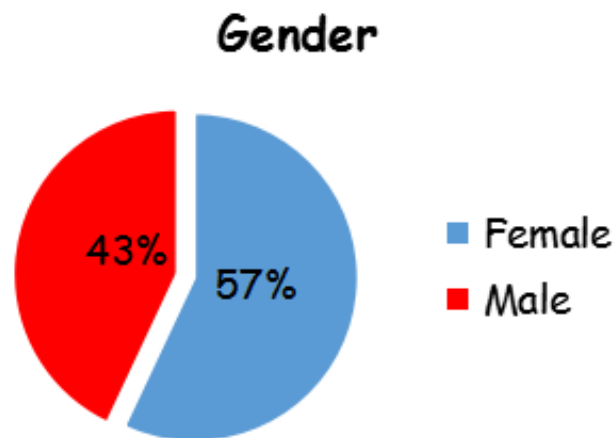
Source: Developed for research

The 57% of female respondents and the remaining are male respondents.

4.1.2 Age

Table 4.2 Age Group

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	24 and below	183	91.5	91.5	91.5
	25-34	10	5.0	5.0	96.5
	35-44	5	2.5	2.5	99.0
	45-54	1	.5	.5	99.5
	55 and above	1	.5	.5	100.0
	Total	200	100.0	100.0	

Source: Developed for research

Figure 4.2 Age Group
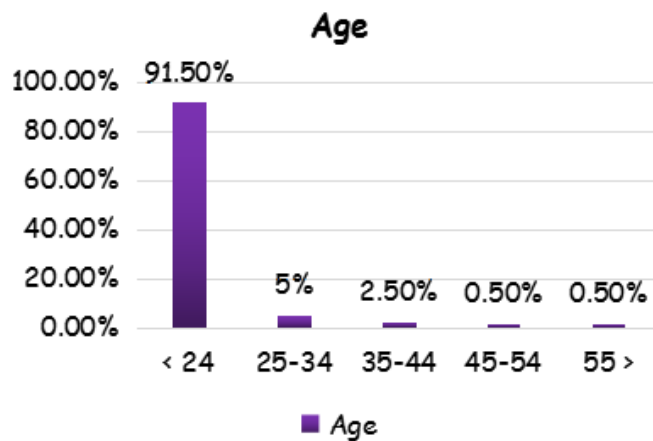
Source: Developed for research

The age categories of below 24 years old occupied the highest proportion among 200 respondents, consist of approximately 91.50% or 183 respondents. This is followed by respondents who aged under categories of 25-34 years old which consisted about 5.00% or 10 respondents. Respondents who aged less than 44 years old or more than 35 years old have occupied 2.5% or 5 respondents. Respondents who aged 44-54 years old and above 55 consist with 0.50% among 300 respondents respectively.

4.1.3 Status

Table 4.3 Status

Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	193	96.5	96.5	96.5
	Married	7	3.5	3.5	100.0
	Total	200	100.0	100.0	

Source: Developed for research

Figure 4.3 Status

Status
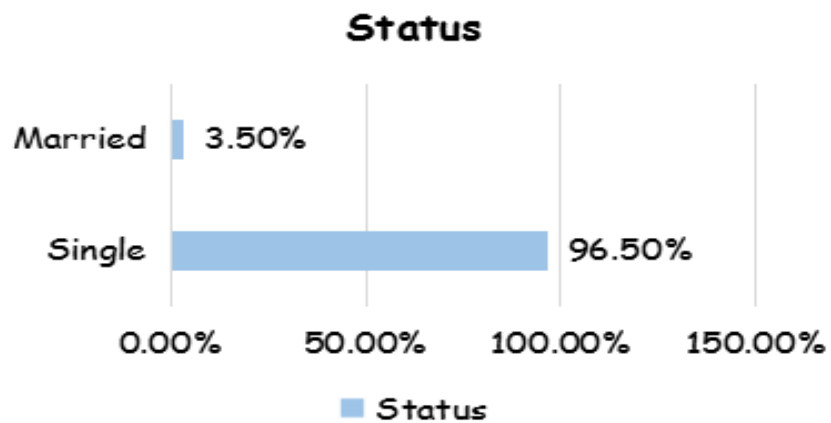
Source: Developed for research

The single respondents consist 193 out of 200 respondents, while the remailing are married respondents.

4.1.4 Ethnic

Table 4.4 Ethnic Group

EthnicGroup

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese	196	98.0	98.0	98.0
	Indian	3	1.5	1.5	99.5
	Others	1	.5	.5	100.0
	Total	200	100.0	100.0	

Source: Developed for research

Figure 4.4 Ethnic Group

ETHNIC GROUP
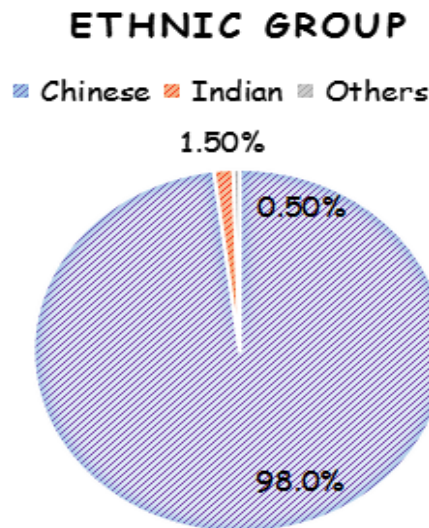
Chinese respondents occupied the highest percentage which are 98% or 196 respondents. This is followed by Indian respondents which consisted about 1.5% or 3 respondents among 200 respondents. Respondents that categorized under others consisted about 0.5% or 1 respondents.

4.1.5 Income

Table 4.5 Monthly Income

MonthlyIncome

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RM1000 and below	169	84.5	84.5	84.5
	RM1000 - RM2999	18	9.0	9.0	93.5
	RM3000 - RM4999	12	6.0	6.0	99.5
	RM5000 and above	1	.5	.5	100.0
	Total	200	100.0	100.0	

Source: Developed for research

Figure 4.5 Monthly Income
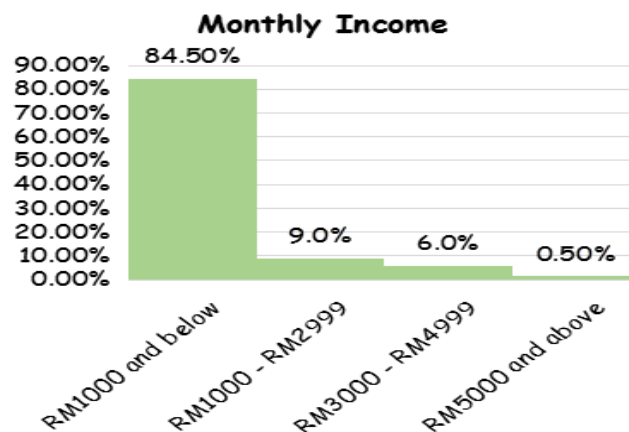
Source: Developed for research

Monthly Income divided into four categories, there are 169 respondents or 84.5% among 200 respondents are earn RM1000 and below per month while there are 18 respondents or 9% earn RM1000 to RM2999 per month. This followed by 12 respondents or 6% respondents are earning RM3000 to RM4999 per month. Lastly, there are only 1 respondent are earning highest income which is RM5000 and above per month.

4.1.6 Academic Qualification

Table 4.6 Academic Qualification

AcademicQualification

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SPM/O-level	27	13.5	13.5	13.5
	STPM/A-level	14	7.0	7.0	20.5
	Undergraduate	146	73.0	73.0	93.5
	Postgraduate	8	4.0	4.0	97.5
	Others	5	2.5	2.5	100.0
	Total	200	100.0	100.0	

Source: Developed for research

Figure 4.6 Academic Qualification
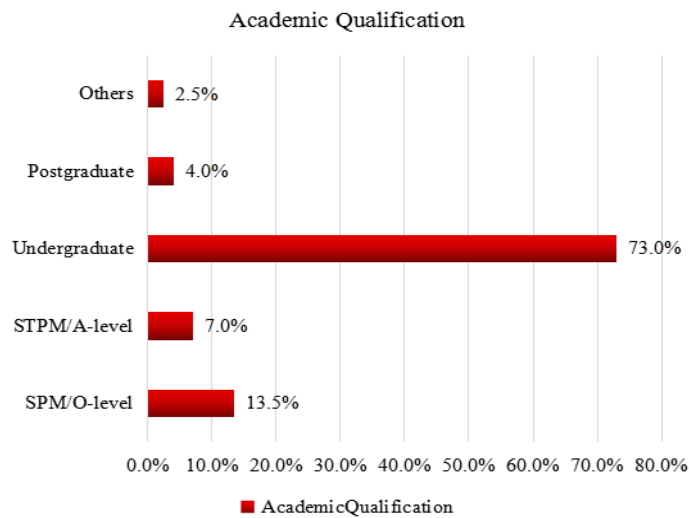
Source: Developed for research

SPM/O level respondents occupied the highest percentage among 200 respondents which consisted about 73% or 146 respondents. This is followed by SPM/O level respondents which consisted about 13.5% or 27 respondents among 200 respondents and STPM/A level respondents occupied 7.0% of the total respondents or 14 respondents. There is 4.0% or 8 respondents is postgraduate. Respondents that categorized under others consisted about 2.5% or 5 respondents.

4.1.7 Profession

Table 4.7 Profession

Profession

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Students	178	89.0	89.0	89.0
	Executive	7	3.5	3.5	92.5
	Manager	5	2.5	2.5	95.0
	Business Owner	4	2.0	2.0	97.0
	Professional (Accountant, Doctor and etc.)	4	2.0	2.0	99.0
	Others	2	1.0	1.0	100.0
	Total	200	100.0	100.0	

Source: Developed for research

Figure 4.7 Profession
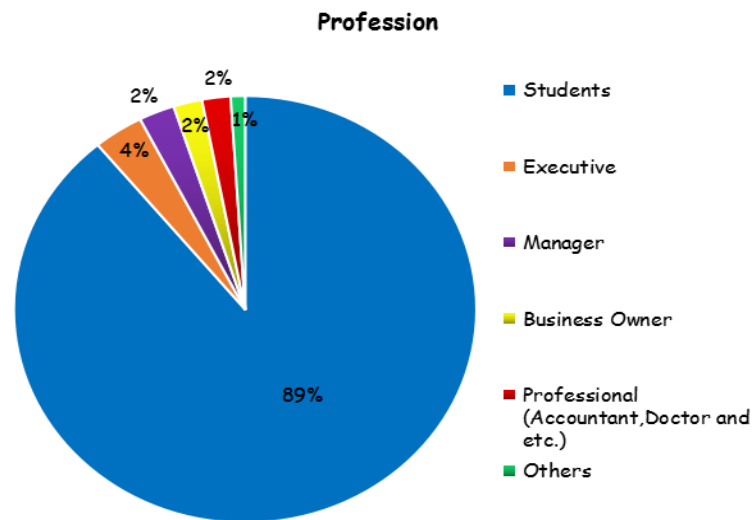
Source: Developed for research

The student respondents consist of 89% or 178 respondents, while the executive respondents consist of 3.5% or 7 respondents. Besides, the manager respondent is 2.5% or 5 respondents. Moreover, business owner and professional respondent are 2% or 4 respondents while others is 1% or 2 respondents of total respondent.

4.1.8 Frequency to purchase global brand home appliances

Table 4.8 Frequency to purchase global brand home appliances

Frequency on purchased home appliances

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	48	24.0	24.0	24.0
	1-2 times	113	56.5	56.5	80.5
	3-4 times	31	15.5	15.5	96.0
	5-6 times	6	3.0	3.0	99.0
	More than 6 times	2	1.0	1.0	100.0
	Total	200	100.0	100.0	

Source: Developed for research

Figure 4.8 Frequency to purchase global brand home appliances
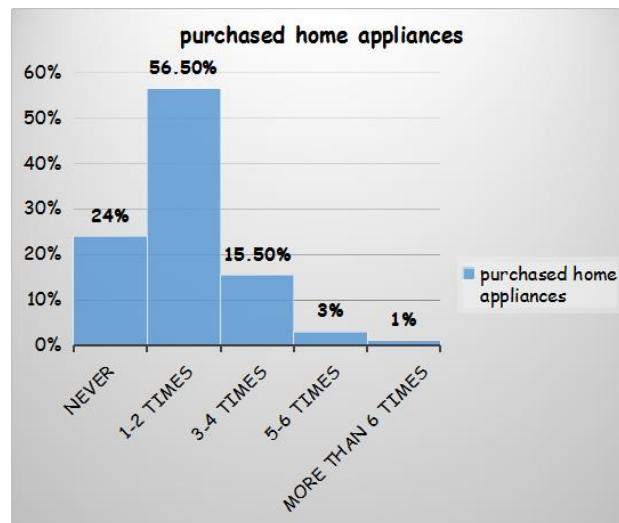
Source: Developed for research

There are five frequency categories provided in the questionnaire. It shows that 24% or 48 respondents have never purchase global brand home appliance in past 12 month while 56.5% or 113 respondents have purchase global brand home appliance for 1-2 times. Besides, 15.5% or 31 respondents have purchase global brand home appliance for 3-4 times in past 12 mouth while 3% or 6 respondents have purchase global brand home appliance for 5-6 times. Lastly, only 1% or 2 respondents have purchase global brand home appliance for more than 6 time in past 12 month.

4.1.9 Using global brand home appliances

Table 4.9 Using global brand home appliances

Preferences

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Local brand	36	18.0	18.0	18.0
	Glocal brand	164	82.0	82.0	100.0
	Total	200	100.0	100.0	

Source: Developed for research

Figure 4.9 Using global brand home appliances

using global brand home appliances
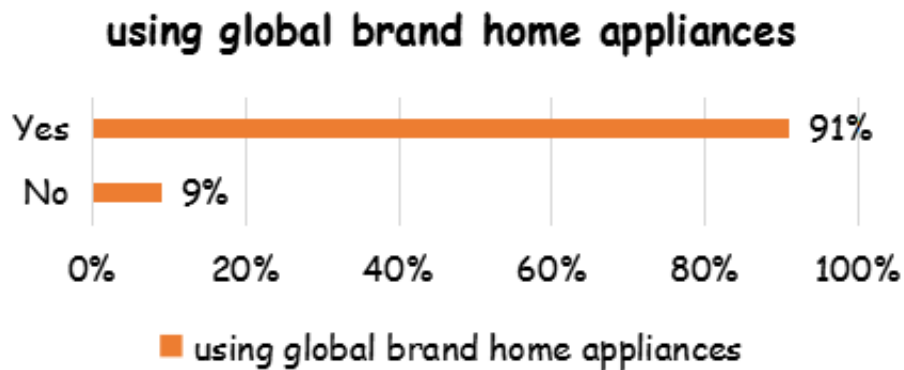
Source: Developed for research

The respondents consist of 91% or 182 respondents have using global brand home appliances, but the respondents consist of 9% or 18 respondents have not using global brand home appliances.

4.1.10 Preference

Table 4.10 Preference

using global brand home appliances

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	18	9.0	9.0	9.0
	Yes	182	91.0	91.0	100.0
	Total	200	100.0	100.0	

Source: Developed for research

Figure 4.10 Preference
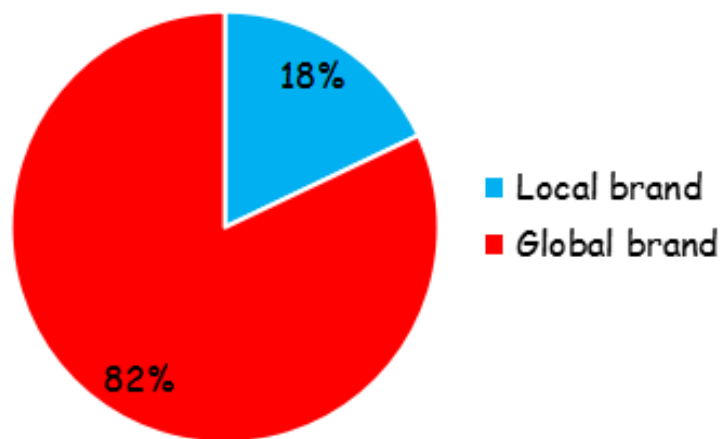
Source: Developed for research

The preference respondents consist of 82% or 164 respondents are more prefer global brand home appliances, while the respondents consist of 18% or 36 respondents are more prefer local brand home appliances.

4.1.11 Criteria for global brand home appliances

Table 4.11 Criteria for global brand home appliances

Criteria for purchase home appliances product

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Branding	8	4.0	4.0	4.0
	Quality performance	146	73.0	73.0	77.0
	Price comparison	40	20.0	20.0	97.0
	After sales service	2	1.0	1.0	98.0
	Payment method (Installment)	4	2.0	2.0	100.0
	Total	200	100.0	100.0	

Source: Developed for research

Figure 4.11 Criteria for global brand home appliances
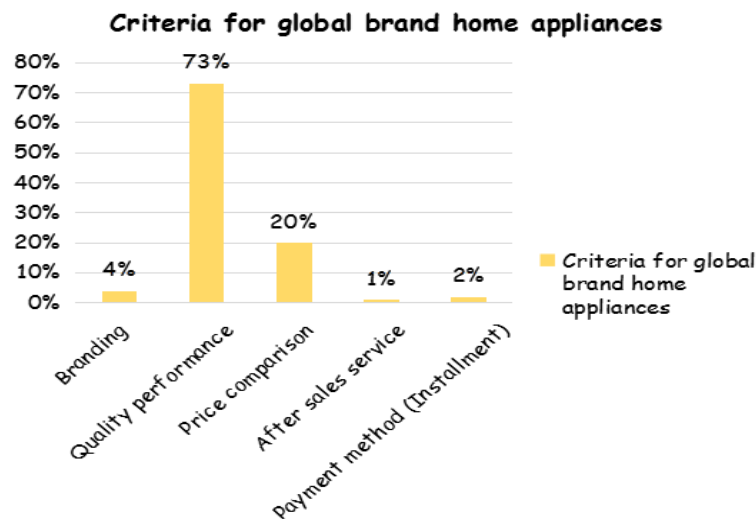
Source: Developed for research

Respondents who choose quality performance occupied the highest percentage among 200 respondents which consisted about 73% or 146 respondents. This is followed by respondents who choose price comparison which consisted about 20% or 40 respondents among 200 respondents. Respondents that categorized under branding consisted about 4% or 8 respondents. Lastly, payment method and after sales service consisted about 2% or 4 respondents and 1% or 2 respondents.

4.2 Scale Measurement

4.2.1 Reliability Test for Actual Research

Table 4.12 Reliability Test

Variable	Number of Item	Cronbach's Alpha
Country of Origin	5	0.912
Quality Perception	5	0.889
Brand Positioning	5	0.894
Firm Reputation	5	0.896
Value Perception	5	0.885
Brand Loyalty	5	0.900

Source: Developed for research

Table 4.12 shows the result of reliability test for each variable. Country of origin has the highest Cronbach's Alpha of 0.912 where it has measured by 5 items. Next, it is followed by brand loyalty which is Cronbach's Alpha of 0.900 where it has measured by 5 items. Besides, firm reputation measured by 5 item has Cronbach's Alpha of 0.896 and brand positioning measured by 5 item has Cronbach's Alpha of 0.894. The variable has less Cronbach's Alpha are quality perception which is Cronbach's Alpha of 0.889 and value perception which is Cronbach's Alpha of 0.885. For the overall reliability test, the total number of items is 30 and the alpha is 0.912. The table show that the Cronbach's Alpha for each variable is more than 0.8 which it is "very good" reliable.

4.3 Descriptive Statistic

Table 4.13: Descriptive Statistics on Variables

No	Variable	N	Mean	Std Deviation
1	Country of Origin	200	16.1000	2.81596
2	Quality Perception	200	18.2550	3.23920
3	Brand Positioning	200	17.5650	3.24939
4	Firm Reputation	200	17.5300	3.47989
5	Value Perception	200	17.2900	3.12807
6	Brand Loyalty	200	17.2200	3.32821

Source: Developed for research

Table 4.13 indicates the descriptive statistics IVs and DV. Quality perception has the biggest mean of 18.2550 and then followed by brand positioning which has mean of 17.5650, firm reputation which has mean of 17.5300, value perception which has mean of 17.2900, brand loyalty which has mean of 17.2200. Country of origin has the lowest mean of 16.1000. Hence, Table 4.13 depicts that most of the respondents think that quality perception has the highest influence on global branding perception while country of origin has the lowest influence on global branding perception.

In this research, firm reputation has the biggest standard deviation which is 3.47989. It is followed by brand loyalty which has standard deviation of 3.32821. Besides, brand positioning has standard deviation of 3.24939 while quality perception has standard deviation of 3.23920. Moreover, value perception has standard deviation of 3.12807. Lastly, country of origin has the lowest standard deviation which is 2.81596.

4.4 Inferential Analysis

4.4.1 Pearson Correlation Analysis

Table 4.14: Pearson Correlation Analysis

Correlations

		Country of Origin	Quality Perception	Brand Positioning	Firm Reputation	Value Perception	Brand Loyalty
CountryofOrigin	Pearson Correlation	1	.589**	.553**	.481**	.615**	.500**
	Sig. (1-tailed)		.000	.000	.000	.000	.000
	N	200	200	200	200	200	200
Quality Perception	Pearson Correlation	.589**	1	.696**	.740**	.718**	.599**
	Sig. (1-tailed)	.000		.000	.000	.000	.000
	N	200	200	200	200	200	200
Brand Positioning	Pearson Correlation	.553**	.696**	1	.631**	.684**	.665**
	Sig. (1-tailed)	.000	.000		.000	.000	.000
	N	200	200	200	200	200	200
Firm Reputation	Pearson Correlation	.481**	.740**	.631**	1	.719**	.601**
	Sig. (1-tailed)	.000	.000	.000		.000	.000
	N	200	200	200	200	200	200
Value Perception	Pearson Correlation	.615**	.718**	.684**	.719**	1	.708**
	Sig. (1-tailed)	.000	.000	.000	.000		.000
	N	200	200	200	200	200	200
Brand Loyalty	Pearson Correlation	.500**	.599**	.665**	.601**	.708**	1
	Sig. (1-tailed)	.000	.000	.000	.000	.000	
	N	200	200	200	200	200	200

**. Correlation is significant at the 0.01 level (1-tailed).

Table 4.14 shows the correlation of each IVs (country of origin, quality perception, brand positioning, firm reputation) is significant at 0.01 level, one-tailed toward value perception and brand loyalty. Nevertheless, there are positive relationship between all IVs and value perception and brand loyalty shown in the result.

Based on our research, firm reputation has a strongest positive relationship with value perception (r = 0.719) and followed by quality perception (r = 0.718), brand positioning (r = 0.684) and country of origin (r = 0.615).

Based on our research, brand positioning has a strongest positive relationship with brand loyalty (r = 0.665) and followed by firm reputation (r = 0.601), quality perception (r = 0.599) and country of origin (r = 0.500).

4.4.2 Multiple Regressions Analysis Table

Table 4.15 Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.814[a]	.662	.655	1.83688

a. Predictors: (Constant), Country of Origin, Brand Positioning, Quality Perception, Firm Reputation,

Source: Developed for research

The correlation coefficient (R= 0.814) implies that there is a positive relationship between value perception and predictor which are country of origin, quality perception, brand positioning, firm reputation. R square of this model is 0.662 for regression of value perception. R square is the strength of the model. In our research, 66.2% of variation in value perception was explained by country of origin, quality perception, brand positioning and firm reputation. The remaining 34.8% is unexplained.

Table 4.16 Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.715[a]	.512	.502	2.34946

a. Predictors: (Constant), Country of Origin, Brand Positioning, Quality Perception, Firm Reputation

Source: Developed for research

The correlation coefficient (R= 0.715) showed in table above implies that there is a positive relationship between brand loyalty and predictor which are country of origin, quality perception, brand positioning, firm reputation. R square of this model is 0.512 for regression of brand loyalty. In our research, 51.2% of variation in brand loyalty was explained by country of origin, quality perception, brand positioning and firm reputation. The remaining 48.8% is unexplained.

Table 4.17 ANOVA

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1289.223	4	322.306	95.522	.000^b
	Residual	657.957	195	3.374		
	Total	1947.180	199			

a. Dependent Variable: Value Perception

b. Predictors: (Constant), Country of Origin, Quality Perception, Brand Positioning, Firm Repuation

Source: Developed for research

Table above shows that ANOVA where F = 95.522; p = 0.000 < 0.001. In this research, the fitness of model is confirmed because p value is 0.000 (p < 0.001). The four predictor which are country of origin, quality perception, brand positioning, firm reputation has explained well in variation of value perception.

Table 4.18 ANOVA

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1127.927	4	281.982	51.084	.000^b
	Residual	1076.393	195	5.520		
	Total	2204.320	199			

a. Dependent Variable: Brand Loyalty

b. Predictors: (Constant), Country of Origin, Brand Positioning, Quality Perception, Firm Reputation

Source: Developed for research

Table above shows ANOVA where F = 51.084; p = 0.000 < 0.001. In this research, the fitness of model is confirmed because p value is 0.000 (p < 0.001). The four predictors which are country of origin, quality perception, brand positioning, firm reputation has explained well in variation of value perception.

Table 4.19 Coefficients

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.028	.864		1.190	.236		
	Country of Origin	.247	.059	.223	4.185	.000	.613	1.633
	QualityPerception	.179	.069	.185	2.578	.011	.336	2.974
	Brand Positioning	.212	.059	.220	3.586	.000	.459	2.179
	Firm Reputation	.302	.057	.336	5.267	.000	.426	2.347

a. Dependent Variable: Value Perception

Source: Developed for research

The linear equation is formed:

Value Perception = 1.028 + 0.247 (Country of Origin) + 0.179 (Quality Perception) + 0.212 (Brand Positioning) + 0.302 (Firm Reputation)

This is significant relationship between value perception, country of origin, quality perception, brand positioning, firm reputation.

By looking into linear equation formed, regression coefficient of country of origin is 0.247. The level of value perception will grow 0.247 units when country of origin grew 1 unit when others stay constant.

Furthermore, the regression coefficient of quality perception is 0.179. The level of value perception will rise 0.179 units when quality perception rose 1 unit when others stay unchanged.

Moreover, regression coefficient of brand positioning is 0.212. The level of value perception will grow 0.212 units when brand positioning grew 1 unit when others stay constant.

Besides, the regression coefficient of firm reputation is 0.302. The level of value perception will rise 0.1302 units when quality perception rose 1 unit when others stay unchanged.

In addition, firm reputation is the strongest influence on value perception where standardized coefficients are 0.336. Thus, firm reputation is an important predictor of value perception and it followed by country of origin (0.223), brand positioning (0.220) and quality perception (0.185).

Multicollinearity is a problem in the regression models. Tolerance is 1-R2, independent variables one by one as dependent variable, Variance inflation factor (VIF) is the reciprocal of tolerance. VIF 1 is ideal. If it is above 10 there is multicollinear problem.

Table 4.20 Coefficients

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.388	1.105		2.161	.032		
	CountryofOrigin	.144	.076	.122	1.907	.058	.613	1.633
	Quality Perception	.080	.089	.078	.899	.370	.336	2.974
	Brand Positioning	.404	.076	.394	5.339	.000	.459	2.179
	Firm Reputation	.226	.073	.236	3.082	.002	.426	2.347

a. Dependent Variable: Brand Loyalty

Source: Developed for research

Based on the Table 4.20, the following linear equation is formed:

Brand Loyalty = 2.388 + 0.144 (Country of Origin) + 0.080 (Quality Perception) + 0.404 (Brand Positioning) + 0.226 (Firm Reputation)

This is significant relationship between brand loyalty, country of origin, quality perception, brand positioning, firm reputation.

By looking into linear equation formed, regression coefficient of country of origin is 0.144. The level of value perception will grow 0.144 units when country of origin grew 1 unit when others stay constant.

By looking into linear equation formed, regression coefficient of quality perception is 0.080. The level of value perception rises 0.080 units when quality perception rose one unit when others stay constant.

By looking into linear equation formed, regression coefficient of brand positioning is 0.404. The level of value perception grows in 0.404 units when brand positioning grew in 1 unit when others stay constant.

By looking into linear equation formed, regression coefficient of firm reputation is 0.226. The level of firm reputation rises in 0.226 units when country of origin rose in 1 unit when others stay constant.

In addition, brand positioning is the strongest influence on brand loyalty where standardized coefficients are 0.394 and it followed by firm reputation (0.236), country of origin (0.122), and quality perception (0.078).

Multicollinearity is a problem in the regression models. Tolerance is 1-R2, independent variables one by one as dependent variable, Variance inflation factor (VIF) is the reciprocal of tolerance. VIF 1 is ideal. If it is above 10 there is multicollinear problem.

4.5 Hypotheses Testing

*Notes: Reject H0 if $p < 0.05$

4.5.1 Country of Origin

Hypothesis 1

H0: There is no relationship between country of origin and value perception toward Malaysian's Global Branding Perception in Home Appliances.

H1: There is significant relationship between country of origin and value perception toward Malaysian's Global Branding Perception in Home Appliances.

The significant value for country of origin is 0.000 Thus, H1 is accepted. There is a significant relationship between country of origin and value perception toward Malaysian's Global Branding Perception in Home Appliances.

Hypothesis 2

H0: There is no relationship between country of origin and brand loyalty toward Malaysian's Global Branding Perception in Home Appliances.

H2: There is significant relationship between country of origin and brand loyalty toward Malaysian's Global Branding Perception in Home Appliances.

The significant value for country of origin is 0.058. Thus, H0 is accepted. There is a no significant relationship between country of origin and brand loyalty toward Malaysian's Global Branding Perception in Home Appliances.

4.4.2 Quality Perception

Hypothesis 3

H0: There is no relationship between quality perception and value perception toward Malaysian's Global Branding Perception in Home Appliances.

H3: There is significant relationship between quality perception and value perception toward Malaysian's Global Branding Perception in Home Appliances.

The significant value for country of origin is 0.011. Thus, H3 is accepted. There is a significant relationship between quality perception and value perception toward Malaysian's Global Branding Perception in Home Appliances.

Hypothesis 4

H0: There is no relationship between quality perception and brand loyalty toward Malaysian's Global Branding Perception in Home Appliances.

H4: There is significant relationship between quality perception and brand loyalty toward Malaysian's Global Branding Perception in Home Appliances.

The significant value for country of origin is 0.370. Thus, H0 is accepted. It means that there is a no significant relationship between quality perception and brand loyalty toward Malaysian's Global Branding Perception in Home Appliances.

4.4.3 Brand Positioning

Hypothesis 5

H0: There is no relationship between brand positioning and value perception toward Malaysian's Global Branding Perception in Home Appliances.

H5: There is significant relationship brand positioning and value perception toward Malaysian's Global Branding Perception in Home Appliances.

The significant value for brand positioning is 0.000. Thus, H5 is accepted. There is a significant relationship between brand positioning and value perception toward Malaysian's Global Branding Perception in Home Appliances.

Hypothesis 6

H0: There is no relationship between brand positioning and brand loyalty toward Malaysian's Global Branding Perception in Home Appliances.

H6: There is significant relationship between brand positioning and brand loyalty toward Malaysian's Global Branding Perception in Home Appliances.

The significant value for brand positioning is 0.000. Thus, H6 is accepted. There is a significant relationship between brand positioning and brand loyalty toward Malaysian's Global Branding Perception in Home Appliances.

4.4.4 Firm Reputation

Hypothesis 7

H0: There is no relationship between firm reputation and value perception toward Malaysian's Global Branding Perception in Home Appliances.

H7: There is significant relationship between firm reputation and value perception toward Malaysian's Global Branding Perception in Home Appliances.

The significant value for firm reputation is 0.000. Thus, H7 is accepted. There is a significant relationship between firm reputation and value perception toward Malaysian's Global Branding Perception in Home Appliances.

Hypothesis 8

H0: There is no relationship between firm reputation and brand loyalty toward Malaysian's Global Branding Perception in Home Appliances.

H8: There is significant relationship between firm reputation and brand loyalty toward Malaysian's Global Branding Perception in Home Appliances.

The significant value for firm reputation is 0.002. Thus, H8 is accepted. There is a significant relationship between firm reputation and brand loyalty toward Malaysian's Global Branding Perception in Home Appliances.

CHAPTER 5: DISCUSSIONS, CONCLUSION AND IMPLICATIONS

5.0 Introduction

The data and analysis done in the previous chapter will be concluded in chapter 5. Furthermore, there is some managerial implications of study showed in this chapter. Lastly, recommendations and limitation are provided for future study purpose.

5.1 Summary of Statistical Analysis of Research

5.1.1 Descriptive Analysis
5.1.1.1 Research Respondent's Demographic Profile

First, we have analyzed and summarized respondent's gentle, age, status and ethnic. In our research, we have 200 respondent which are 57% or 114 female respondents and 43% or 86 male respondents. Based on age group, 91.50% or 183 respondents are below 24 years old while the other age group consist of 8.5% or 17 respondents. In our study, 96.50% or 193 respondents are single respondents while 3.50% or 7 respondents are married respondents. According to our research, 98% or 196 respondents are Chinese respondents, 1.5% or 3 respondents are Indian, and 0.5% or 1 respondents are others.

From our research, we have further summarized profession, academic qualification, income level. 89% or 178 of respondents are student and 93.5% or 187 respondents are studying for SPM/ O-level, STPM/ A-level and undergraduate. Due to they are students and still studying, so 84.5% or 169 respondents are earned RM1000 and below per month. most of their income level are RM1000 and below. In the context of profession, 11% or 22 respondents are executive, manager, business owner, professional (accountant, doctor, etc) and other. In the context of academic qualification, 6.5% or 13 respondents are studying postgraduate and others. In the context of income level, 15.5% or 31 respondents are earning RM1001 and above.

Furthermore, we have analyzed and summarized preference, usage in global brand home appliance, frequency of purchasing global brand home appliance, and criteria for choosing global brand home appliance. Based on research, 82% or 164 respondents are more prefer global brand home appliances and 91% or 182 respondents have using global brand home appliances. In the context of purchase

frequency, 56.5% or 113 respondents have purchase home appliance for 1-2 times in the past 12 months. In other hand, 18% or 36 respondents are more prefer local brand home appliances and 9% or 18 respondents have not using global brand home appliances. Besides, 24% or 48 respondents have never purchase home appliance in past 12 month while 19.5% or 39 respondents have purchase home appliance for 3 times above in past 12 month.

Finally, the assessment criteria for choosing home appliances are quality performance (73% or 146 respondents), price compassion (20% or 40 respondents), branding (4% or 8 respondents), payment method (installment) (2% or 4 respondents), after sales services (1% or 2 respondents).

5.1.2 Scale Measurement of Research

5.1.2.1 Test of Reliability

According to our research, our overall reliability of Cronbach's Alpha is 0.912. The overall reliability is form by 6 variable which are country of origin (Cronbach's Alpha = 0.912), quality perception (Cronbach's Alpha = 0.889), brand positioning (Cronbach's Alpha = 0.894), firm reputation (Cronbach's Alpha = 0.896), value perception (Cronbach's Alpha = 0.885) and brand loyalty (Cronbach's Alpha = 0.900). According to (Zikmund, 2003), each variable has Cronbach's Alpha of more than 0.6, so all of the variables are reliable.

5.1.3 Inferential Analyses of Research

5.1.3.1 Pearson Correlation Coefficient

According to Hair, relationship between +/- 4.1 to +/- 0.70 is medium strength relationship while relationship between +/- .071 to +/- 0.90 is high strength relationship. We are using one-tailed Pearson Correlation Coefficient in our research because we want to

determine the relationship of one-way direction. The correlation is significant at 0.01.

Firm reputation has the strongest positive relationship toward value perception (r=0.719). It is followed by quality perception (r=0.718), brand positioning (r=0.684) and country of origin (r=0.615).

Brand positioning have the strongest positive relationship toward brand loyalty (r=0.665). It is followed by firm reputation (r=0.601), quality perception (r=0.599) and country of origin (r=0.500).

5.1.3.2 Multiple Regression Analysis

Value Perception

In the model of value perception, the correlation coefficient of R= 0.814 shown that there is a positive relationship between value perception and predictor which are country of origin, quality perception, brand positioning, firm reputation. R square of this model is 0.662 and it shown that 66.2% of variation in value perception was explained by our predictor.

ANOVA table of value perception shown that F = 95.522 and our dependent variable and independent variable was fitted into this model because the p value is 0.000 (p < 0.001).

Linear equation: **Value Perception = 1.028 + 0.247 (Country of Origin) + 0.179 (Quality Perception) + 0.212 (Brand Positioning) + 0.302 (Firm Reputation)**

The contributor toward value perception are firm reputation (0.336), country of origin (0.223), brand positioning (0.220) and quality perception (0.185).

Brand Loyalty

In the model of brand loyalty, the correlation coefficient of R= 0.715 shown that there is a positive relationship between value perception and predictor which are country of origin, quality perception, brand positioning, firm reputation. R square of this model is 0.512 and it shown 51.2% of variation in brand loyalty was explained by our predictor.

ANOVA table of brand loyalty shown that F = 51.084 and our dependent variable and independent variable was fitted into this model because the p value is 0.000 ($p < 0.001$).

Linear equation: **Brand Loyalty = 2.388 + 0.144 (Country of Origin) + 0.080 (Quality Perception) + 0.404 (Brand Positioning) + 0.226 (Firm Reputation)**

The contributor toward brand loyalty are brand positioning (0.394), firm reputation (0.236), country of origin (0.122), and quality perception (0.078).

In additional, both morels have the same Variance inflation factor (VIF). VIF is the reciprocal of tolerance. VIF of value perception and brand loyalty are country of origin (1.633), quality perception (2.974), brand positioning (2.179) and firm reputation (2.347) VIF 1 is ideal. If it is above 10 there is multicollinear problem.

5.2 Discussion of Research Major Finding

In the research, we have 200 respondents to do the survey in our research project. The respondents are all randomly selected at Klang Valley without taking consideration of their demographic factors. As a result, the sample of the research is presumably to be the representative of the whole target population.

In the context of country of origin toward value perception, our result has proved that there is a significant relationship between them. This is because customer will have a value perception about what can delivered by country of origin of global brand home appliances. Thus, customer will more likely to choose a better country of origin that deliver better value.

In the context of country of origin toward brand loyalty, our research has contradicting with our finding (Mostafa, 2015). The finding has stated there is a significant relationship between country of origin and brand loyalty. Nowadays, many countries of origin will have certain advance technology knowledge in producing global brand home appliances. So, customer will consider others global brand home appliances that have similar advance technology.

In the context of quality perception toward value perception, our research is constant with our finding (Riley, Pina, & Bravo, 2015). Customer will prefer quality global brand home appliances and they will aspect quality product can deliver great value to them. Therefore, the value of global brand home appliances can be formed by quality perception in customer.

In the context of quality perception toward brand loyalty, our research has consistent with our finding (Bui, Martı́nez, & Chernatony, 2013). Research stated that there is no significant relation between quality perception and brand loyalty because many global brand homes appliances must monitor quality to protect customer's safety. Due to large amount of global brand homes appliances have quality assurance, customer will have more choice and not loyalty to only one global brand.

In the context of brand positioning toward value perception, our result has shown there is a significant relationship between them. Global brand homes appliances should have a good brand positioning because it will affect customer value perception. For example, Ikea have a very impressive brand positioning that will influence customer value perception such as offer an immersive experience, be unique and offer outstanding customer support (Chamat, 2015)

In the context of brand positioning toward brand loyalty, our research has consistency with our finding (Elbedweihy, Jayawardhena, Elsharnouby, & Elsharnouby, 2016). Global brand homes appliances need to be positioning carefully because it will influence brand loyalty. Customer will more willing to repurchase a well identified global brand homes appliances as it has lesser risk.

In the context of firm reputation toward value perception, firm should do their best in order to gain stakeholder value perception. Stakeholder will assume firm to do in appropriate performance and deliver value to all party. When firm have good reputation, it will build a trust relationship between customer and global brand homes appliances, customer will recommend valuable global brand homes appliances to their friend.

In the context of firm reputation toward brand loyalty, firm should do well in order to retain customer. Negative perception in firm reputation will cause customers do not trust the product and it will lost loyalty. Thus, firm will do more corporate social responsibility activity to gain positive impact of firm reputation. Therefore, customer will more likely to repurchase the global brand homes appliances.

5.3 Implications of the Research Study

In our study, we have determined that value perception and brand loyalty are the determinant of Malaysian's perception in global brand home appliances.

In the context of value perception, there are 4 contributor that will influence user to use global brand home appliances product which are country of origin, quality perception, brand positioning and firm reputation.

Manager can move to other country of origin that have more advance technology in producing global brand home appliances. Country that have more advance technology can develop more function in global brand home appliances or modify current global brand home appliances in order to fitted with value perception of Malaysian. Besides, manager should apply ISO standard in their global brand home appliances. ISO is a safety standard which production of global brand home appliances will be monitor and match with Malaysian's value perception. Moreover, manager should position their global brand home appliances as an effective product. Willingness of the customer to purchase increase if the product is effective and bring value to them. Furthermore, firm should product the global brand home appliances in an appropriate performance because it will influence stakeholder's perception.

In the context of brand loyalty, there are 2 contributors that will influence user to use global brand home appliances product which are brand positioning and firm reputation.

Manager should position their global brand home appliances as safe to use. Customer will continue to repurchase the safety product because safety is one of the important elements of product consideration. Through repurchase activities, global market can gain brand loyalty form customer. Firm should build a trust relationship between global brand home appliances and Malaysian's customer. Trust in a product will ensure the customer to continue support global brand home appliances.

5.4 Limitation of Study

There are few limitations can be found in the research. Not giving the underlying insight sufficiently is one of our limitations. The research is only conducted in quantitative method. According to (Choy, 2014), quantitative data might fail due to unable to deliver deep explanation of the respondents. Hence, with not giving the underlying insight adequately, the research can't investigate the deeper understanding of Malaysian's respondent's preference.

Secondly, our research only focused at the relationships between four IVs (country of origin, perceived value, brand positioning, and firm reputation) and 2 DVs (value perception and brand positioning) towards Malaysian's global branding perception in home appliances industry. These four factors do not fully represent the all the factors that this study does not included that affecting Malaysian's the global branding perception in home appliances industry. Other factors such as prior brand experience, customer satisfaction and cultural background of the respondents should be taken in consideration.

Lastly, the sample size of this study is around 200 respondents that collected in Klang Valley. It is considerably small to represent whole Malaysia population. Thus, the results cannot conclude the global branding perception of total population of Malaysia towards home appliances industry. The result of 200 respondents of the research is consider small and the information might be insufficient to show an accurate view of global brand perception in Malaysia population towards home appliances industry.

5.5 Recommendation in Future Study

Firstly, to overcome the limitation of using quantitative research design, future researchers are recommended to use mixed methods research design. Mixed method is the research designs that combined both approaches within or across the phase of the research process after deliberation (Johnson and Onwuegbuzie, 2004). Based on data analysis, some of the hypothesis shows no relationship. The results could be enhanced as it able to answer a larger and more comprehensive scope of research questions with mixed method.

Secondly, there is only four determinants that we studied in this study. The future researchers are suggested to consider more IVs that will be possibly influenced the Malaysian's global branding perception to home appliances industry. Therefore, the researchers may have better understanding of Malaysian's global branding perception.

Thirdly, in any future research, respondents from other Malaysia's state should be included. Hence, it can enhance the reliability of the result. The bias and imprecise for the result will also be eliminated by this method. In order to generate the output that have higher accuracy, future researchers could expand the scope and location of sample since the small sample size and a particular area of respondent unable to represent entire Malaysia population.

5.6 Conclusion

Our findings are showing that Malaysian's determinant which are country of origin, quality perception, brand positioning and firm reputation having significant relationship with value perception and brand loyalty in global brand home appliances industry. All these IVs have played an important role in influence value perception and brand loyalty, global marketer should be more concern about it. Besides, this research has delivered valuable understanding for others researcher to be use in future studies.

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Appendices

Appendices 1.0 Questionnaire

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT

BACHELOR OF INTERNATIONAL BUSINESS (HONS)

QUESTIONNAIRE SURVEY

Dear respondents,

We are final year students from Universiti Tunku Abdul Rahman (UTAR), Faculty of Accountancy and Management (FAM) majoring in Bachelor of International Business (Hons). We are conducting our final year research project on "The Determinants on Malaysian's Global Branding Perception in Home Appliances Industry". Our objective of this survey is to understand the relationship between the 4 variables and global branding perception in home appliances industry.

This questionnaire consists of three sections and it will take approximately 10 minutes to complete.

Please be informed that all information collected from this survey is solely for final year report writing. Under the Personal Data Protection Act (PDPA) 2010, we assure you that all information collected will be kept confidential and no publications will contain information from which you may be identified.
We thank you for your time and effort in completing this questionnaire.

From:

NAME STUDENT	ID
Jassic Lee Jie Xi	15UKB03066
Tham Yoon Hun	15UKB04569

I hereby acknowledge that I have read and understood the purpose of providing my personal data from this survey solely for final year report writing.

Section 1: General Information

Please tick (√) your answer for each question below.

1. How many times have you purchased home appliances in the past twelve (12) months?

- o Never
- o 1-2 times
- o 3-4 times
- o 5-6 times
- o More than 6 times

2. What is the preferences of consideration when you purchase home appliances?

- o Local brand
- o Global brand

3. Currently, are you using global brand home appliances?

- o Yes
- o No

4. What is the criteria of evaluation that you will consider when you purchase home appliances product? (can choose more than 1)

- o Branding
- o Quality performance
- o Price comparison
- o After sales service
- o Payment method

Section 2: The Determinants on Malaysian's Global Branding Perception in Home Appliances Industry

Please circle your answer for each statement listed below to indicate the extent to which you agree or disagree with the following statements.

Country of Origin

No.	Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I believe global company always have a higher level of technological research in home appliance product.	1	2	3	4	5
2.	I believe global company has highly skilled technical manpower in producing home appliance product.	1	2	3	4	5
3.	I refuse to buy the home appliances from less developed countries.	1	2	3	4	5
4.	My preferences of selection of the home appliances will be influenced by their place of manufacture.	1	2	3	4	5
5.	I will not purchase global brand home appliances because of patriotism.	1	2	3	4	5

Quality Perception

No.	Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I believe global company has modern supporting equipment in producing home appliances products.	1	2	3	4	5
2.	I believe global company will have quality management on producing home appliances product.	1	2	3	4	5
3.	I will purchase the home appliances with a premium price if I have a high perceived quality towards the products.	1	2	3	4	5
4.	I believe global company able to meet my expectation towards its products.	1	2	3	4	5
5.	I believe global company provides a better customer service.	1	2	3	4	5

Brand positioning

No.	Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I believe global brand offers safe to use products.	1	2	3	4	5
2.	I believe global brand products are effective.	1	2	3	4	5
3.	I believe global brand products are long lasting.	1	2	3	4	5
4.	I believe global brand products can better solve my problems.	1	2	3	4	5
5.	I am excited when I look into global brand products.	1	2	3	4	5

Firm reputation

No.	Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I believe global company is able to create useful products.	1	2	3	4	5
2.	I believe global company will produce its products by appropriate performance.	1	2	3	4	5
3.	I believe global companies produce excellence product.	1	2	3	4	5
4.	I have positive emotional attach towards the global brand company (E.g. Trust and preferences formed.).	1	2	3	4	5
5.	I believe purchasing products that offered by global companies is a way of self-expression.	1	2	3	4	5

Value Perception

No.	Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I feel reasonable about the price charging of the global brand.	1	2	3	4	5
2.	I perceive global brand offers valuable new ideas of final products.	1	2	3	4	5
3.	I believe global companies always provide effective and efficient customer services.	1	2	3	4	5
4.	I believe global companies is able to make delivery on time.	1	2	3	4	5
5.	I presume the service of global brand is able to come up to my expectation.	1	2	3	4	5

Brand Loyalty

No.	Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I enjoy using global brand products.	1	2	3	4	5
2.	I pay a lot of attention to the global brand.	1	2	3	4	5
3.	I like the product/services offered by global brand.	1	2	3	4	5
4.	I trust the products that offered by global brand company.	1	2	3	4	5
5.	I rely on global brand.	1	2	3	4	5

Section 3: Demographic Profile

Please tick (√) the appropriate answer.

1. Gender
- o Male
- o Female

2. Age
- o 24 and below
- o 25-34
- o 35-44
- o 45-54
- o 55 and above

3.Marital Status
- o Single
- o Married
- o Divorced/ Widow/ Separated

4.Ethnic Group
- o Malay
- o Chinese
- o Indian
- o Others

5.Monthly Income
- o RM1000 and below
- o RM1000 - RM2999
- o RM3000 - RM4999
- o RM5000 and above

6.Academic Qualification
- o SPM/O-level
- o STPM/A-level
- o Undergraduate
- o Postgraduate
- o Others

7. Profession
- o Students
- o Executive
- o Manager
- o Business Owner
- o Professional (Accountant, Doctor and etc.)
- o Academician
- o Housewife
- o Others

Appendix 2.0: Demographic Variable Results

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	114	57.0	57.0	57.0
	Male	86	43.0	43.0	100.0
	Total	200	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	24 and below	183	91.5	91.5	91.5
	25-34	10	5.0	5.0	96.5
	35-44	5	2.5	2.5	99.0
	45-54	1	.5	.5	99.5
	55 and above	1	.5	.5	100.0
	Total	200	100.0	100.0	

Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	193	96.5	96.5	96.5
	Married	7	3.5	3.5	100.0
	Total	200	100.0	100.0	

EthnicGroup

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese	196	98.0	98.0	98.0
	Indian	3	1.5	1.5	99.5
	Others	1	.5	.5	100.0
	Total	200	100.0	100.0	

MonthlyIncome

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RM1000 and below	169	84.5	84.5	84.5
	RM1000 - RM2999	18	9.0	9.0	93.5
	RM3000 - RM4999	12	6.0	6.0	99.5
	RM5000 and above	1	.5	.5	100.0
	Total	200	100.0	100.0	

AcademicQualification

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SPM/O-level	27	13.5	13.5	13.5
	STPM/A-level	14	7.0	7.0	20.5
	Undergraduate	146	73.0	73.0	93.5
	Postgraduate	8	4.0	4.0	97.5
	Others	5	2.5	2.5	100.0
	Total	200	100.0	100.0	

Profession

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Students	178	89.0	89.0	89.0
	Executive	7	3.5	3.5	92.5
	Manager	5	2.5	2.5	95.0
	Business Owner	4	2.0	2.0	97.0
	Professional (Accountant, Doctor and etc.)	4	2.0	2.0	99.0
	Others	2	1.0	1.0	100.0
	Total	200	100.0	100.0	

Appendix 3.0: Reliability Test

Variable	Number of Item	Cronbach's Alpha
Country of Origin	5	0.912
Quality Perception	5	0.889
Brand Positioning	5	0.894
Firm Reputation	5	0.896
Value Perception	5	0.885
Brand Loyalty	5	0.900

Appendix 4.0: Pearson Correlation Coefficient

Correlations

		Country of Origin	Quality Perception	Brand Positioning	Firm Reputation	Value Perception	Brand Loyalty
CountryofOrigin	Pearson Correlation	1	.589**	.553**	.481**	.615**	.500**
	Sig. (1-tailed)		.000	.000	.000	.000	.000
	N	200	200	200	200	200	200
Quality Perception	Pearson Correlation	.589**	1	.696**	.740**	.718**	.599**
	Sig. (1-tailed)	.000		.000	.000	.000	.000
	N	200	200	200	200	200	200
Brand Positioning	Pearson Correlation	.553**	.696**	1	.631**	.684**	.665**
	Sig. (1-tailed)	.000	.000		.000	.000	.000
	N	200	200	200	200	200	200
Firm Reputation	Pearson Correlation	.481**	.740**	.631**	1	.719**	.601**
	Sig. (1-tailed)	.000	.000	.000		.000	.000
	N	200	200	200	200	200	200
Value Perception	Pearson Correlation	.615**	.718**	.684**	.719**	1	.708**
	Sig. (1-tailed)	.000	.000	.000	.000		.000
	N	200	200	200	200	200	200
Brand Loyalty	Pearson Correlation	.500**	.599**	.665**	.601**	.708**	1
	Sig. (1-tailed)	.000	.000	.000	.000	.000	
	N	200	200	200	200	200	200

**. Correlation is significant at the 0.01 level (1-tailed).

Appendix 5.0: Multiple Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.814ᵃ	.662	.655	1.83688

a. Predictors: (Constant), Country of Origin, Brand Positioning, Quality Perception, Firm Reputation,

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.715ᵃ	.512	.502	2.34946

a. Predictors: (Constant), Country of Origin, Brand Positioning, Quality Perception, Firm Reputation

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1289.223	4	322.306	95.522	.000[b]
	Residual	657.957	195	3.374		
	Total	1947.180	199			

a. Dependent Variable: Value Perception

b. Predictors: (Constant), Country of Origin, Quality Perception, Brand Positioning, Firm Repuation

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1127.927	4	281.982	51.084	.000[b]
	Residual	1076.393	195	5.520		
	Total	2204.320	199			

a. Dependent Variable: Brand Loyalty

b. Predictors: (Constant), Country of Origin, Brand Positioning, Quality Perception, Firm Reputation

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.028	.864		1.190	.236		
	Country of Origin	.247	.059	.223	4.185	.000	.613	1.633
	QualityPerception	.179	.069	.185	2.578	.011	.336	2.974
	Brand Positioning	.212	.059	.220	3.586	.000	.459	2.179
	Firm Reputation	.302	.057	.336	5.267	.000	.426	2.347

a. Dependent Variable: Value Perception

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.388	1.105		2.161	.032		
	CountryofOrigin	.144	.076	.122	1.907	.058	.613	1.633
	Quality Perception	.080	.089	.078	.899	.370	.336	2.974
	Brand Positioning	.404	.076	.394	5.339	.000	.459	2.179
	Firm Reputation	.226	.073	.236	3.082	.002	.426	2.347

a. Dependent Variable: Brand Loyalty