

BRAND LOYALTY AMONG GENERATION Z
TOWARDS SAMSUNG PRODUCTS IN MALAYSIA

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BRAND LOYALTY AMONG GENERATION Z
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BY

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A final year project submitted in partial fulfilment of the
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LIST OF ABBREVIATIONS

BI	Brand Image
BL	Brand Loyalty
BP	Brand Personality
PQ	Perceived Quality
PV	Perceived Value
SPSS	Statistical Package for Social Science
VIF	Variance Inflation Factors

PREFACE

This research project unit, UKMZ 3016 Research Project is completed by me as a Bachelor of International Business student as the partial requirement for the academic study. The title of the research is “Brand Loyalty among Generation Z towards Samsung Products in Malaysia”.

In today's competitive technology environment, understanding Gen Z's loyalty is the key to meet their demands and increase business growth. Besides, this research would provide insight for brand managers and companies to comprehend more deeply on the factors that impact the brand loyalty among Generation Z towards Samsung products in Malaysia.

In this research study, researchers explore brand loyalty on Samsung products among Generation Z in Malaysia. Thus, this study aims to examine whether four factors such as brand image, perceived quality, perceived value, and brand personality would influence brand loyalty among Generation Z toward Samsung products in Malaysia.

ABSTRACT

The research study is developed to investigate the brand loyalty among Generation Z towards Samsung products in Malaysia. The main concern of this study will be around the identifies factors includes brand image, perceived quality, perceived value, and brand personality influencing brand loyalty of Generation Z towards Samsung products in Malaysia. There are four hypotheses constructed in order to study and generate comprehensive result.

The target respondents in the study are Generation Z in Malaysia. In addition, 190 sets of valid questionnaires were collected and being analysed by using Statistical Package for Social Science (SPSS) version 29. The researcher adopted Multiple Linear Regression.

Moreover, prior of the inferential analysis, the results of reliability test (Cronbach's Alpha) indicated that the measurement scales were consistent and reliable in measuring the proposed constructs. According to results generate from Multiple Linear Regression, independent variables (brand image, and perceived quality) indicating a significant relationship to brand loyalty.

Lastly, there are few limitations that hinder the research to be conducted effectively were identified and recommendations are presented to propose beneficial suggestions for further studies to be conducted.

CHAPTER 1: RESEARCH OVERVIEW

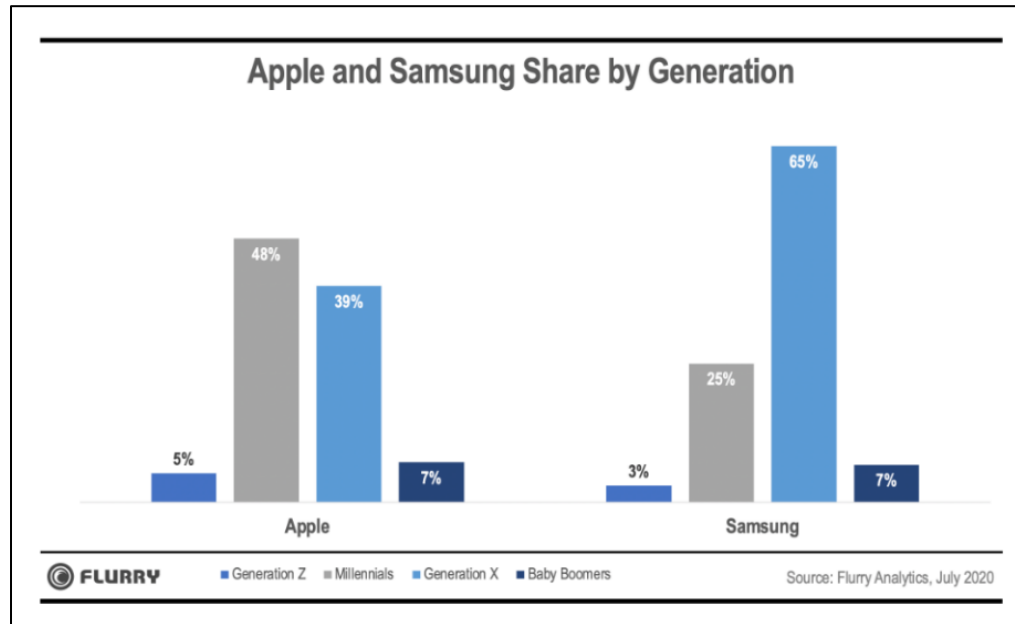
1.0 Introduction

A brief background for the study and a statement of the problem will be presented in this section. A description of research objectives, and significance will follow. Besides, this research examines brand loyalty among Generation Z towards Samsung products in Malaysia in terms of brand image, perceived quality, perceived value, and brand personality.

1.1 Research Background

The electronics industry is growing rapidly and has become an important market for countries around the world. Electronic devices have become essential to daily activities because they play an integral role in our lives. Besides, the generation Z as well as other age groups have adopted this trend where people own an electronic device has become very common and influenced by brand preference. According to Moshfegh (2020), Generation Z shows a clear preference for electronic devices. For example, only 5% of Gen Z smartphone users choose an iPhone, while 3% favor Samsung devices (Figure 1.1).

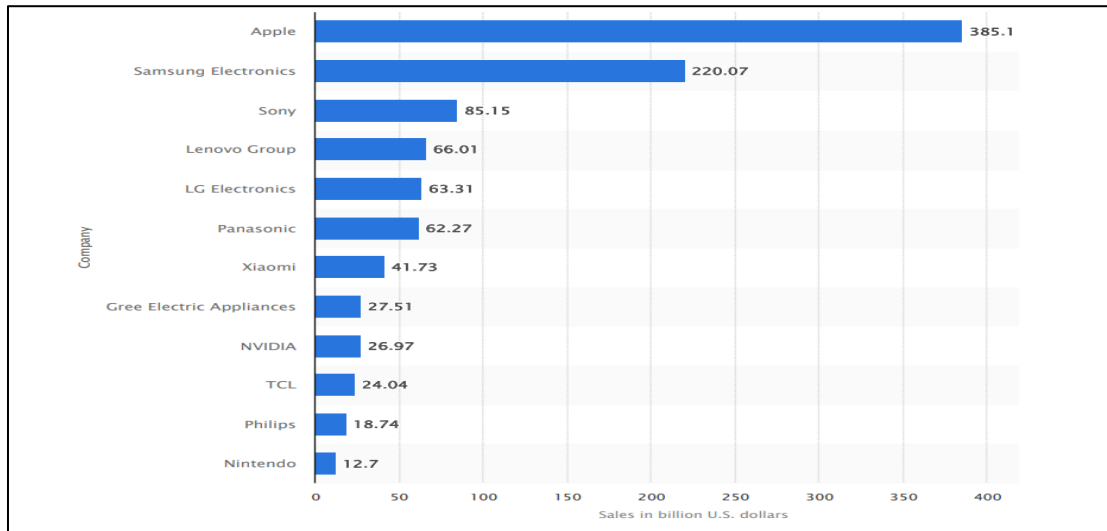
Figure 1.1: The Generation Users for Apple and Samsung



Source: Moshfegh (2020)

Market share is fiercely contested by Apple, Samsung, and Huawei in the technology sector. These brands continue to innovate their products to secure a larger market share and adapt to change consumer needs. However, Samsung stands out with its strong commitment to innovation, design, and performance. For instance, the company has introduced a variety of products such as laptop, tv, and home appliances to cater to a wide range of needs and preferences especially in the high-end smartphone market. Furthermore, Samsung is firmly in second place among its consumer electronics peers with sales set to reach USD 220.7 billion in 2023 (Figure 1.2).

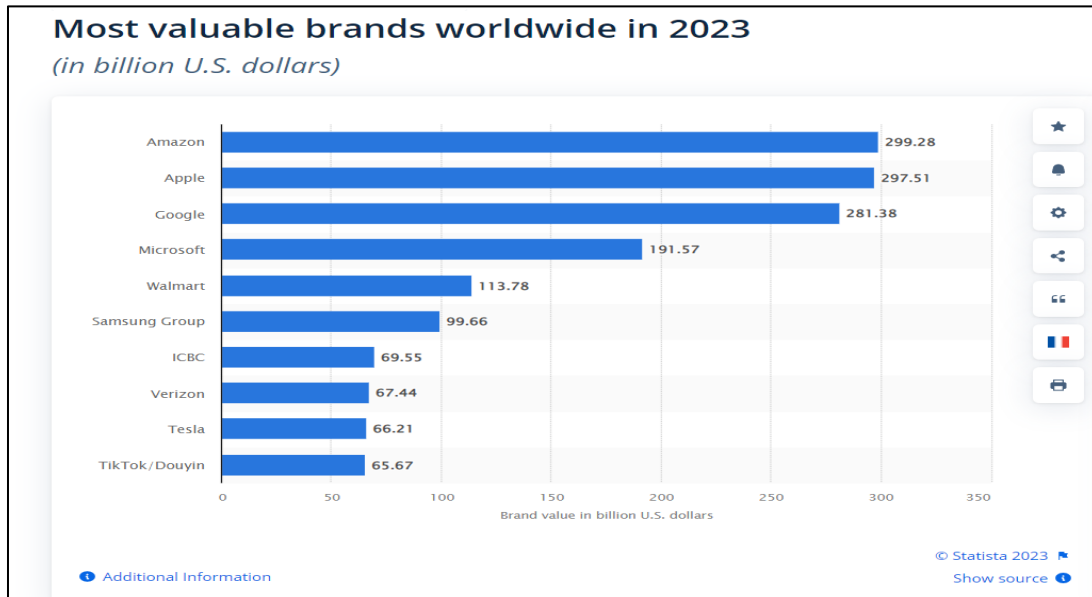
Figure 1.2: Global Electronic Companies Sales in 2023



Source: Statista (2023a)

Brand loyalty signifies commitment to consistently select and repurchase a specific brand's products or services in the future. This commitment remains unchanged even in the face of potential external influences and marketing efforts that may cause individuals to switch brands. Besides, the concept of loyalty is characterized by a durable preference for a particular brand while being resistant to external influences (Gill & Dawra, 2010). In the field of electronic goods, there are various factors that can influence consumer decisions so fostering brand loyalty is important for businesses to maintain customer relationships and withstand market competition. Thus, this study seeks to investigate the relationship between brand loyalty and key factors in the context of Samsung products among Gen Z in Malaysia. The primary objective is to determine the existence of significant relationships among variables and offer valuable insights into the determinants influencing brand loyalty toward Samsung products within this demographic.

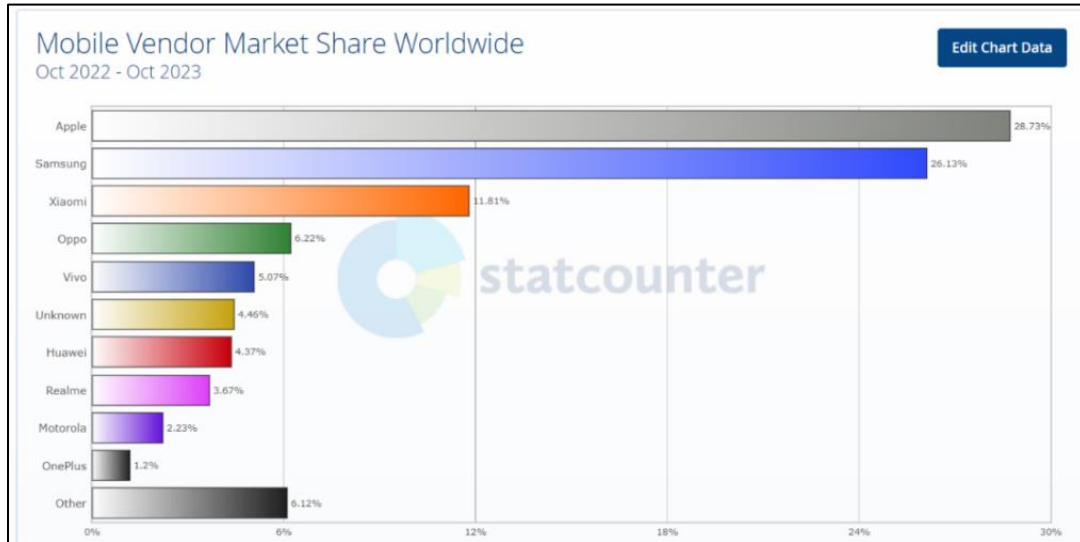
Figure 1.3: The World's Most Valuable Brands in 2023



Source: Statista (2023b)

In the context of study on brand loyalty among Generation Z towards Samsung products in Malaysia, Samsung company was chosen due to its significant presence and impact on the electronics market. Samsung Electronics Co Ltd is one of the largest and most successful electronics companies in the world which consist of various products such as smartphones, tablets, tv, and home appliances. It enjoys a strong reputation as a leading brand in the global consumer electronics industry. According to Statista (2023b), Samsung's brand value reaches approximately USD 99.66 billion in 2023 and position as one of the world's most valuable brands (Figure 1.3). Therefore, Samsung's brand value and global standing emphasizes its brand's importance for the research to examine the factors of brand loyalty among Gen Z towards Samsung products in Malaysia.

Figure 1.4: Mobile Vendor Market Share Worldwide between October 2022 to October 2023



Source: Statcounter (2023)

In the electronics industry, fierce competition poses a challenge that could impact consumer brand loyalty towards Samsung. According to Statcounter (2023), Samsung holds the position of the second-largest smartphone company globally at 26.13% market share behind Apple with a 28.73% market share (Figure 1.4). Despite Samsung being a prominent player in the global smartphone industry, there is a scarcity of studies on brand loyalty of Gen Z towards Samsung products in Malaysia. Therefore, the research is to determine the brand image, perceived quality, perceived value, and brand personality that influences Generation Z consumers' loyalty to Samsung products.

1.2 Problem Statement

In era of modern technology, electronics industry companies are growing rapidly to introduce new products and models with the latest technology worldwide. As consumers become increasingly knowledgeable about the features, quality, and prices of smartphones, companies within the electronics sector are be forced to innovate and adapt to meet changing consumer demands. Besides, the telecommunication technology developments have reached new heights to provide customers with various services to meet their requirements. Furthermore, Sutanto and Aubelia (2022) stated that Gen Z purchases a smartphone to express themselves by owning a smartphone with a particular brand can evoke feelings of pride due to its perceived high quality and specifications. This pride indirectly influences individual self-confidence, which will affect consumptive behavior. Moreover, consumers will expect the electronic goods continue advancing and understand consumer satisfaction to produce quality products as well as customer's loyalty is the most valuable asset for a brand. Thus, the brand equity is dependent on customer brand loyalty towards the product and service provided, including Samsung.

Research by Gstngr et al. (2021) highlights how the availability of comparable features at lower prices from brands like Huawei may cause Samsung users to reconsider their loyalty. In comparison to Samsung, Huawei tends to be slightly cheaper in price within its respective ranges (Bloomberg, 2019). As a result, the rivalry between Samsung and Huawei along with other Android brands can influence consumer decisions and loyalty away from Samsung. This underscores the significance of perceived value in the smartphone market, as consumers prioritize products that offer the best features, quality, and price, leading to shifts in brand loyalty.

In addition, another problem that highlights the importance of perceived quality and brand image are a case of battery combustion affected Samsung Galaxy A21 phone burns on a plane in New Orleans due to the device overheating and sparking on landing. Although the incident is still under investigation, it has raised concerns with the past

scene of the Samsung smartphone explosions that occurred five years ago, particularly the infamous spontaneous combustion of the Note 7 models in late 2016 which led to a global recall and significant financial losses for the company (Lim, 2021). These incidents can lead to concerns about product safety and reliability impacting how consumers perceive the brand's quality and image. Longwell (2018) emphasizes the significance of long-term sustainable brands achieved through strong brand equity, which includes aspects like perceived quality. Therefore, understanding perceived quality and brand image are crucial for attracting Gen Z consumers and fostering brand loyalty, especially in the context of Samsung products in Malaysia.

Lastly, Gen Z values brands with an authentic personality that reflects creativity, innovation, diversity, and social responsibility (Samsung, n.d.). They are also preferring brands that are transparent, reliable aligning with traits like intelligence and ethical values. Therefore, studying brand personality is crucial for understanding Gen Z's loyalty towards Samsung products in Malaysia. Therefore, this research proposes to close the gap by examining the brand loyalty of Samsung products owners.

1.3 General Objectives

To discuss brand loyalty among Generation Z towards Samsung products in Malaysia.

1. To discuss the relationship between brand image and brand loyalty among Generation Z towards Samsung products in Malaysia.
2. To investigate the relationship between perceived quality and brand loyalty among Generation Z towards Samsung products in Malaysia.
3. To examine the relationship between perceived value and brand loyalty among Generation Z towards Samsung products in Malaysia.
4. To discuss the relationship between brand personality and brand loyalty among Generation Z towards Samsung products in Malaysia.

1.4 General Questions

What are the factors that impact the brand loyalty among Generation Z towards Samsung products in Malaysia?

1. Is there a relationship between brand image and brand loyalty among Generation Z towards Samsung products in Malaysia?
2. Is there a relationship between perceived quality and brand loyalty among Generation Z towards Samsung products in Malaysia?
3. Is there a relationship between perceived value and brand loyalty among Generation Z towards Samsung products in Malaysia?
4. Is there a relationship between brand personality and brand loyalty among Generation Z towards Samsung products in Malaysia?

1.5 Research Significance

The current study is to determine what factors impact consumers make decisions in being loyal and choosing a brand. The purpose is to examine the brand loyalty of Generation Z to Samsung products in Malaysia and to investigate whether these independent variables may influence Generation Z to become brand loyalists or change brands. Therefore, this study will focus on the brand loyalty of Generation Z to each of these factors and may be useful for marketers or relevant parties to maintain businesses.

In addition, with the advancement of technology, the competition of electronic brands has become more and more intense. As far as electronic products are concerned, many types of brands can be seen in the market such as Samsung, Huawei, Oppo, Apple, Vivo, and so on. People cannot live without electronics as it may be their loyalty, needs and wants in today's world. However, in Malaysia, not every brand that is launched that will make the consumers to be loyal to brands. Based on this study, business owners or

marketers can understand the consumers loyalty towards the Samsung products to achieve success and to retain the customers.

Apart from that, the study also helps the electronics industry to understand and capture the factors affecting consumers more clearly so that appropriate marketing strategies can be developed to avoid losing loyal customers. By studying the brand loyalty of Malaysian Generation Z towards Samsung products, it can provide valuable insights for electronics companies to increase customer experience.

On the other hand, by identifying areas for improvement, Samsung can enhance its product offerings, customer service and marketing campaigns to meet better consumer expectations. Besides, it will also help Samsung to increase customer loyalty, which is associated with high customer retention and more referrals. Therefore, this study can provide a competitive advantage by differentiating Samsung from the competition through high customer satisfaction, thus gaining a competitive advantage in the market and increasing market share and profitability.

Moreover, the significance of conducting a study on brand loyalty to Samsung products among Generation Z in Malaysia is to provide practical insights for organizations and brand manager to improve their branding and gain competitive advantage in the market. Thus, the findings of this study can provide useful information for future researchers and consumers and will serve as a benchmark for future research on similar topics.

1.6 Conclusion

In summary, Chapter 1 presents the background of the electronic companies and problem statement for the research. Subsequently, next chapter will scrutinize the literature review including research theory, dependent variables, and independent variables.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

The research background, objective, and problem statement of the study has discussed in the chapter 1. This chapter supports literature reviews from research journals. Furthermore, the chapter delves into the examination of the conceptual framework and hypotheses.

2.1 Underlying Theories

Brand equity is a crucial aspect to consider in studying brand loyalty, as highlighted in extensive marketing literature by scholars (Aaker, 1991; Mohan et al., 2017). This literature offers diverse perspectives on the factors influencing brand equity and its conceptual foundations. However, there remains a lack of clarity in how managers can effectively utilize brand equity constructs to measure and enhance various brand elements' efficiency (Raut et al., 2019).

A comprehensive analysis of general brand relationship practices has not been conducted based on the brand equity model Keller et al. (2011) discussed. Furthermore, Keller et al. (2011) did not initially consider brand loyalty a distinct component of brand knowledge, but it has increasingly been recognized as one of the most important elements of brand equity by Aaker (1991). Based on Huang and Cai (2015), brand equity is a vital concept to improve brand loyalty. Therefore, the integration of brand equity and loyalty is crucial for research to enhance brand understanding through the introduction of the brand equity model.

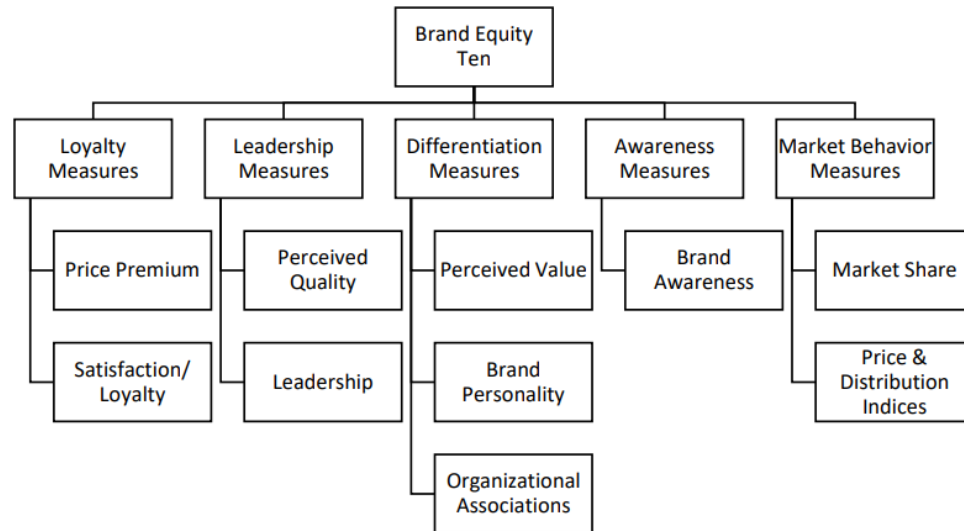
2.1.1 Brand Equity Ten Model

Brand is represented as a name or symbol and its basic function is to distinguish goods or services from a particular seller. This unique identification not only communicates to consumers the origin of the product, but also protects consumers and producers from competitors who try to offer products with the same look and feel. According to the concept developed by Aaker (1997), brand equity has a set of assets and liabilities related to brand which affect consumers' perception of a company's products. Brand equity is critical because it increases customer loyalty, creates word-of-mouth, and attracts customers. For example, those companies that invest in brand equity can gain the rewards by increasing profits and improving customer loyalty.

According to Lassar et al. (1995), the existing literature has assessed brand equity with two perspectives which are financial and customer perspective. The financial perspective is known as the brand value of the company. On the other hand, the customer perspective assesses brand equity from the perspective of marketing decisions, based on the brand value perceived by customers (Kim et al., 2003). Therefore, the customer perspective helps to identify the value of a brand in terms of its potential to create customer loyalty and customer advocacy. It also considers the brand's ability to create differentiation and competitive advantage.

From the consumer's perspective, brand equity plays an important role in influencing the product's perceived value. It can either increase or decrease that value, thereby influencing consumers' confidence in their purchasing decisions. The value of brand equity refers from the consumer's experience of the product or service and their understanding of its uniqueness. Furthermore, brands are varied in strength and value within the market because some may be entirely unfamiliar to consumers, while others enjoy a more established recognition. Thus, strength of a brand is reflected in its high asset value, which indicates that it has a strong presence in the market (Aaker, 1997).

Figure 2.1: Brand Equity Ten Model



Source: Sarwar, M., & Siddiqui, D. A. (2021)

Based on Figure 2.1, it shows the brand equity ten model which was developed by Aaker (1997). According to Sarwar and Siddiqui (2021), this brand equity ten model is an extension of the concept of brand equity models. In the brand equity ten model, it consists of five categories for the brand equity measures. However, the initial four categories represent consumers' perceptions of brand equity, such as under the loyalty measure category are measured on the price premium and brand loyalty. Loyalty measures are the basis of brand evaluation and summarize customer commitment and satisfaction. For example, price premium is a key measure of brand loyalty to indicate whether the willingness of customers to purchase a premium price for a brand. Similarly, customer satisfaction or loyalty measures the degree to which customers are loyal to a particular brand and repeat purchases.

Furthermore, the category of leadership measures is examined on the perceived quality and leadership of brand. Perceived quality is typically evaluated in categories ranging from best to worst which reflecting on how consumers compare brands to their competitors. Meanwhile, leadership is to examine whether the brand is a leader in its

respective category. According to Sarwar and Siddiqui (2021), the differentiation measurement is investigated on the perceived value, brand personality and organizational associations. For instance, perceived value is to evaluate whether the brand offers value for the money spent by consumers. Brand personality is measured by the level of interest and adding a human element to the brand as well as organizational associations measure the extent to which customers trust the organization behind the brand. Moreover, the awareness measures category are measures on brand awareness. Brand awareness is an important dimension that examines a brand exists in the minds of consumers. Therefore, it helps to scales recognition, and recall in the customer's mind.

Additionally, the last category of market behaviour which includes two types of measurement such as market share and price & distribution indices and these two types of market behaviors measures are to gather information from the market rather than directly get information from consumers. So, market behavior measures assess how a brand performs in the market. According to Christodoulatos (2018), the market share is a key indicator that reflects the brand's success in capturing a portion of the market. While the price and distribution coverage are measured by the percentage of people with access to brand and provide insights into the brand's availability. Hence, the brand equity can contribute to the competitive advantage in the brand marketplace and this research will focus on the brand equity of loyalty measures, leadership measure, differentiation measures and awareness measures to know the brand loyalty of consumers towards Samsung products. Therefore, this study will investigate the theory of the brand equity in understanding the Generation Z' loyalty for Samsung products in Malaysia.

Lastly, the factors that are employed for this study are loyalty, perceived quality, perceived value, brand personality, and brand awareness. The excluded factors are price premium, leadership, organizational association, market share and price & distribution indices to this study. Price premium aspect excluded from research is because to focus more on intrinsic factors like perceived quality and brand personality

rather than extrinsic factors like price. Furthermore, leadership and organizational association were excluded from the study to maintain a consumer-centric focus on factors like loyalty, perceived value rather than corporate aspects. Market share and price & distribution indices were excluded from the study to maintain a consumer-centric perspective towards the brand, rather than delving into market-level dynamics and operational aspects such as pricing strategies. By excluding these factors, the study can concentrate more deeply on loyalty, perceived quality, perceived value, brand personality, and brand awareness. These factors are related to understanding brand loyalty directly among Gen Z consumers towards Samsung products in Malaysia.

2.2 Review of Variables

2.2.1 Brand Loyalty

Brand loyalty as an attitude toward a brand that impact consumer constant purchasing of the brand (Aaker,1991). When assessing the value of brand, he also argues that loyalty can generate profit for brands. According to Aaker (1991), brand loyalty also determines whether a consumer becomes a loyal buyer to the brand over time. In contrast, Keller (1993) explains that consumers' feelings of brand loyalty can determine whether they buy the same product or service.

Based on the past research investigated by Singh (2016), which found that a critical factor of brand image, perceived brand quality, customer satisfaction and social media marketing of brand loyalty for Samsung smartphones. According to Low et al. (2019), the finding found that the customer satisfaction influence brand loyalty among smartphone users in Klang Valley. Thus, brand loyalty has the strength to impact on decision of consumers to be loyal to the same brand and reduce to shift to the competitors' brands.

2.3 Independent Variables

2.3.1 Brand Image

Brand image is one of the major components that significantly impact customer loyalty. According to Kuusik (2007), a buyer evaluates qualities differently based on their own characteristics and goals, and they prefer those who meet the same targets and qualities. Keller (1993) further explains that images are made by brand affiliations, which are judgments within the purchaser's memory. It is images that buyers make in their minds about a brand. Luo and Homburg (2007) define the brand image as the significance customers place on the products. According to Ghimire & Karki (2022), having a strong brand image is crucial for successfully launching products. Roth (1995) also stated brand image as customer attitudes and behaviors are positively affected by brand image, thus brand loyalty can be enhanced. Thus, brand image determines the best possible assessment of products and services, thus influencing brand loyalty.

2.3.2 Perceived Quality

According to Aaker (1991), perceived quality refers to the way that consumers perceive a product or service. Brands position themselves as budget brands as well as premium brands (Kotler, 2017). Perceived quality positioning often plays a decisive role in differentiating these brands from their competitors (Kotler, 2017). According to Ghimire & Karki (2022), when consumers regard a product or service as being of a higher quality than they expected, that is what they define as perceived quality. Gurbuz (2008) claimed that brand loyalty is fostered when perceived quality is considered. Based on Wang (2013), perceived quality refers to the consideration of product benefits, durability, reliability, and functionality during a purchase.

2.3.3 Perceived Value

A brand's perceived value is part of brand equity. As El-Adly (2019) explains, it describes the subjective evaluation of the customer towards the product and the benefits they receive from purchasing it. Both purchase decisions and brand loyalty are influenced by product perceived value. In order to develop a high level of perceived value among customers (Wang et al., 2019), the higher the benefits, the more likely the customer will perceive the product as valuable. According to Chen and Lin (2019), perceived value directly affects consumers repurchase intentions. Thus, this indicates that organizations must highly consider perceived value when making decisions. Moreover, Qiao et al. (2022) also stated in the research that the perceived product value building brand equity because the needs of high value products.

2.3.4 Brand Personality

According to Aaker (1997), brand personality can be described as the characteristics that consumers associate with a particular brand. Based on the existing research on human personality, it further explains brand personality with four dimensions such as sincerity, competence, excitement, and maturity. Building a strong brand involves developing and implementing an authentic and impactful brand personality (Keller, 2003). Aaker (1997) explains that brand personality is formed by assigning specific personality traits to a brand and helping consumers differentiate between different brands. Like human, a brand also has personality. Understanding a brand's personality is crucial because consumers use it to indicate who they are. Sirgy (1982) found that when a brand's personality closely matches a person's own personality or what they would like to be, they would be prefer that more to the brand. Furthermore, the associations people can make with a brand's personality last a long time and make the brand stand out in the marketplace.

2.4 Proposed Conceptual Framework

According to Aaker's brand equity model, David Aaker extended the theory of brand equity by establishing the brand equity ten model, which categorizes brand equity measures into distinct groups such as loyalty measures, leadership measures, differentiation measures, awareness measures reflect customers' perceptions of the brand. The last group involve market behavior measures, incorporating components such as market share, price, and distribution that draw insights from market information rather than direct customer feedback.

Moreover, brand loyalty serves as the dependent variable, while brand image, perceived quality, perceived value, and brand personality function as the independent variables under examination. Utilizing the brand equity ten model, brand loyalty is categorized within the loyalty measure dimension. Perceived quality is aligned with the leadership measures dimension, while perceived value and brand personality fall within the differentiation measure dimension. Similarly, brand image is placed within the awareness measures dimension.

Keller (1993) proposed brand equity, including both indirect and direct methods to measure brand equity. Through brand recognition and brand knowledge, the indirect approach evaluates brand equity sources. However, it cannot analyze association strength and favorability. In contrast, by examining how consumer responses to marketing campaigns are impacted by brand knowledge, the direct approach assesses brand equity directly. In this way, Keller (1993) conceptualization encompasses brand awareness, brand image, and brand knowledge as an integral component primarily offering a conceptual framework for measuring these dimensions.

Both Aaker (1991) and Keller (1993) define perceived quality as the consumer's assessment of a brand's overall quality, emphasizing its crucial role in brand equity development. Besides, Anselmsson et al. (2007) highlights and agrees on perceived

quality as a key factor in building brand loyalty. It is influenced by elements like product features, performance, and the overall brand experience.

According to Aaker (1996), perceived value of the product offered to consumers associated with a brand. Furthermore, Zeithaml (1988) defines perceived value of a product is determined by the consumer's perception of what he or she will gain for the money.

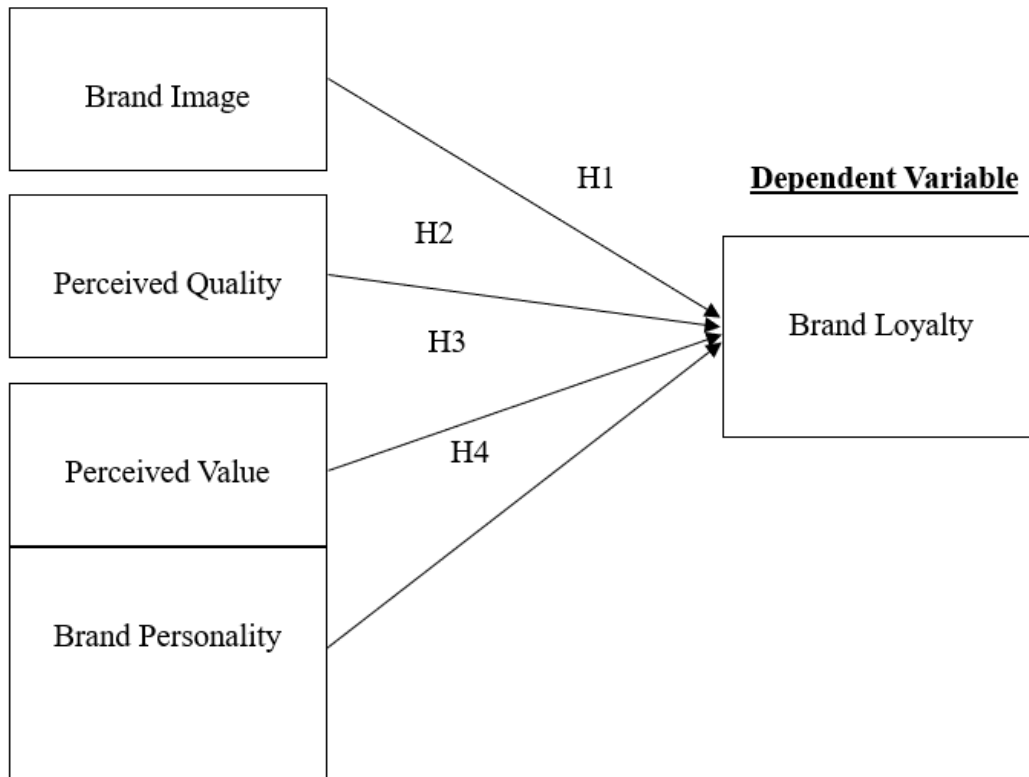
Furthermore, brand personality establishes a connection with the brand's characteristics, shaping consumers' perceptions. Research has proven that brand awareness and personality significantly impact brand equity (Bhardwaj et al., 2010). Wood (2000) highlights that effective management of a brand's personality contributes to enhancing its equity.

Aaker (1991) claims that brand loyalty is depends on the experience of using a product and is linked to prior purchase and usage. Unlike awareness, associations, and perceived quality, which can exist without prior experience whereas brand loyalty requires it. Keller (1993) further clarifies that brand loyalty influences whether a consumer will repurchase the same product or service, making it a key factor in a company's competitiveness.

In short, the articles offer a range view on what builds brand loyalty. Aaker's model explains how these factors interact and can be measured. The articles also focus on aspects like brand image, perceived quality, value, personality, and loyalty, adding more details to our understanding of brand management. Moreover, the conceptual framework for this study draws from Aaker's model. Thus, the conceptual framework was developed based on the theory of Aaker and is outlined below:

Figure 2.2: Conceptual Framework – Aaker’s Brand Equity Model

Independent Variable



Source: Developed for the research

2.5 Hypotheses Development

2.5.1 Brand Image

Uswatun Khasanah et al. (2022) conducted a study investigating Samsung smartphone users by exploring the effects of perceived quality and brand image on brand loyalty. The positive effect suggests that a favorable Samsung brand image can enhance consumer loyalty and the likelihood of continued usage. Similarly, Mo (2019) examined the results indicated a positive relationship between brand image and brand loyalty as well as emphasizing brand image fostering customer loyalty. According to Astuti (2023), they argued that the coffee brand shop research, brand image has affected significantly to the brand loyalty. Furthermore, Arisandi (2022) also outlined brand image significant affects to brand loyalty among iPhone user in Yogyakarta.

Moreover, Ahmedmuneebmehta et al. (2021) found that the brand image has influenced brand loyalty of Samsung mobile phones in Pakistan. The study by Ilham Afiftama and Nasir (2024) also examined that brand image is significant to brand loyalty in the case of haircut services. Another research by Haro et al. (2020) investigated that there is a significant influence on the brand image and service quality to the creation of purchase intention of Samsung's smartphone.

Based on the past studies, thus the current study proposes for the following hypothesis:
H1: There is a significant relationship between brand image and brand loyalty among Generation Z towards Samsung products in Malaysia.

2.5.2 Perceived Quality

Muliansyah et al. (2021) investigated the influence of features and perceived quality on consumer satisfaction with Samsung mobile phones in Makassar City. Ghimire and Karki (2022) delved into the factors affecting brand loyalty of young people using smartphones. The study revealed perceived brand quality and brand loyalty have a strong positive relationship.

Akoglu and Özbek (2021) explored the impact of brand loyalty, considering perceived quality and brand trust. The study demonstrated the relevance of quality in fostering customer loyalty in the sports industry. Furthermore, research emphasized the pivotality of perceived quality in the connection with brand loyalty as well as justify its inclusion in this study.

On the other hand, previous research investigated by Andersson (2019) claimed to study the comparison of millennials' brand preferences between Samsung and Huawei smartphones by applying brand equity. Besides, the study of fast fashion by Steven and Ruslim (2023) found that perceived quality impact significantly to the brand loyalty of H&M consumers in Jakarta. Furthermore, Nilowardono et al. (2020) also stated that perceived quality had significant effect on brand loyalty for customer of Xiaomi smartphones in Indonesia.

H2: There is a significant relationship between perceived quality and brand loyalty among Generation Z towards Samsung products in Malaysia.

2.5.3 Perceived Value

According to Ashraf et al. (2018), perceived value affects brand loyalty in Pakistan's service sector. They argue that when consumers receive more value, it can lead a loyalty to the company increases, and consumer satisfaction. Can and Erdil (2018) conducted a study in the marketing field by exploring the determinants of smartphone brand loyalty and the intention for customer repeat to purchase. The research revealed perceived value and brand loyalty have a significant positive relationship.

Chen and Li (2021) have undertaken extensive research indicating a positive effect of perceived value on customer loyalty. For instance, their study focuses on the Xiaomi case to enhance customer loyalty by considering customer-perceived value. The findings affirm a significant positive relationship between perceived value and loyalty.

H3: There is a significant relationship between perceived value and brand loyalty among Generation Z towards Samsung products in Malaysia.

2.5.4 Brand Personality

Tuzcuoglu et al. (2018), it was identified that brand loyalty is interconnected with brand personality among the personality attributes of consumers. The study concludes that brand personality significantly influences users' brand loyalty and their intentions to purchase smartphones.

Aziz (2016) study revealed the significant effects of brand personality on the loyalty of Samsung smartphone users in the Universitas Brawijaya area. In addition, another study conducted by Tamalero and Tumiwa (2016) claimed that brand personality and brand experience significantly influence customer loyalty of Samsung Galaxy smartphones in Manado.

Teimouri et al. (2016) affirmed the significant relationship between brand personality and brand loyalty. The study highlighted the connection between brand personality and customers' brand loyalty in the Samsung mobile phone sector. Consequently, these studies collectively indicate that the personality attributed to mobile phone brands plays a crucial role in influencing customer loyalty. In short, drawing from the research above, it is evident that brand personality plays an important role in influencing brand loyalty among Apple and Samsung smartphone consumers.

H4: There is a significant relationship between brand personality and brand loyalty among Generation Z towards Samsung products in Malaysia.

2.6 Conclusion

In short, Chapter 2 discusses the framework, hypotheses, and past studies of how independent variables influence dependent variables. Moreover, the following chapter examines the methodology of this research.

CHAPTER 3: METHODOLOGY

3.0 Introduction

This chapter explains the variables that influence brand loyalty among Gen Z towards Samsung products in Malaysia assessed using research methods. Besides, sampling methods, scaling, and multicollinearity are discussed in Chapter 3.

3.1 Research Design

Research design is the blueprint that aligns conceptual research questions with feasible empirical investigation. Sanders (2018) stated that research design offers a structured approach guiding research procedures and ensuring validity. The core of research design is to convert a research problem into data analysis to deliver relevant answers to research inquiries. In this current research, descriptive analysis and quantitative research methods were applied to gather the data.

3.1.1 Descriptive Analysis

Descriptive research is a method employed to accurately depict existing phenomena in which researchers gather available data using instruments like tests, questionnaires, or observations. The primary objective of descriptive research is to systematically depict the studied phenomena (Atmowardoyo, 2018). This study used descriptive analysis to explain the demographics of Generation Z who brand loyalty towards Samsung products in Malaysia in order to provide a better understanding of the essence of the problem that exists for the researcher.

3.1.2 Quantitative Research

Quantitative research is defined as measurement of quantities or amounts, making it particularly suited for phenomena that can be expressed numerically (Asenahabi, 2019). The design of quantitative research involves employing techniques and measurements that yield quantifiable values derived from empirical observations and measures. However, it is required a significant time to ensure accuracy and reliability in the collected data in this study.

3.2 Sampling Design

A sampling design is a structured approach to selecting a sample from a population. It encompasses the techniques or procedures employed by researchers for sample selection. Sampling involves extracting data from a manageable portion of the entire population, often utilizing strategies to streamline data collection and sample size. The key components of sampling design include the target respondents, technique, and sample size.

3.2.1 Target Respondents

The study purposely focused on a specific group of respondents which are Malaysian Gen Z individuals who uses Samsung products. The primary aim was to investigate their brand loyalty towards Samsung products in Malaysia.

3.2.2 Sampling Elements

The research sampling elements for identifying valid target respondents is their status as Generation Z users of Samsung products in Malaysia. This focus is to understand that these individuals possess heightened awareness of factors influencing brand loyalty in Samsung products. Moreover, valid Gen Z users of Samsung products can provide valuable insights into their experiences and perceptions. Hence, the valid respondents must belong to the Gen Z demographic and have experience using Samsung products, regardless of demographic variables such as gender, income, and so forth.

3.2.3 Sampling Techniques

Sampling techniques are broadly categorized into two groups which are probability and non-probability sampling. Taherdoost (2016) mentioned that non-probability sampling includes convenience sampling, judgment sampling, quota sampling, and snowball sampling, where sample units are selected based on personal preference or convenience. Conversely, probability sampling ensures that every item in the population has an equal chance of being included in the sample. In this study, convenience sampling and snowball sampling will be employed because it is less expensive and saves time. Convenience sampling involves selecting participants who are readily available, such as friends or family. Snowball sampling as highlighted by Brewerton & Millward (2001) is a non-random method wherein initial cases recruit additional participants, thereby expanding the sample size.

3.2.4 Sample Size

This study determined the sample size following the guideline proposed by Roscoe (1975), which suggests a sample size larger than 30 but less than 500. Utilizing G*Power Version 3.1.9.7 software for this study, an effect size analysis yielded a required sample size of 129. Although 200 questionnaires were distributed to Generation Z Samsung product users in Malaysia, only 190 responses were deemed valid. Additionally, pilot test samples will be evaluated before conducting actual survey distribution.

3.3 Data Collection Method

Data collection involves gathering information on variables of interest systematically (Taherdoost, 2021). Across all fields of study, data collection is a fundamental component. In this way, research questions can be addressed, hypotheses can be tested, and outcomes can be evaluated. In this research, primary data serve as the source for collecting data.

3.3.1 Primary Data

Primary data is the original data that are collected for the first time (Mazhar et al., 2021). Primary data is collected in the case of descriptive type research and surveys are obtained either by observation or direct communication with respondents in one form or another. In this study, primary data was gathered using electronic questionnaires with two methods which are scanning a QR code or accessing a shared link. This approach was chosen for its efficiency in terms of time and cost.

3.4 Research Instrument

3.4.1 Questionnaire Design

According to Wright (2006), online surveys have become prevalent in the modern era for data collection. The research methodologies employed in this study include the use of electronic questionnaires which are conducted via online. Respondents will access the questionnaires by scanning a QR Code distributed in-person and sharing link to Gen Z. Thus, the research instrument chosen for this study is the self-administered survey, wherein respondents complete the questionnaire independently without assistance or interviews.

Section A in the questionnaire contains a general question, and if all responses are yes, respondents can proceed to complete the following questionnaire. Section B focuses on profile of demographic such as gender, age range, and monthly income. Section C is dedicated to measuring both independent variables (brand image, perceived quality, perceived value, and brand personality) and the dependent variable (brand loyalty) by rating their agreement on a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

3.4.2 Pilot Test

There are 46 sets of survey forms were distributed to Gen Z respondents to assess the questionnaire's reliability to conduct pilot test before proceeding to the actual test. The questionnaires were distributed among Generation Z who are loyal users of Samsung products in Malaysia, including smartphones, tablets, TVs, home appliances, and laptops. Subsequently, all data that collected will be

input and examine reliability test through Statistical Package for Social Sciences (SPSS). Based on the findings of the pilot test, the questionnaire will be adjusted accordingly before being disseminated for the main research. A reliability test considers variables with an alpha value greater than 0.70 as reliable (George & Mallery, 2002). In this study, all variables exceeded alpha value 0.70 indicating good reliability. The pilot test results are presented in Table 3.1 below.

Table 3.1: Result of the Pilot Test

Variables	Cronbach's Alpha	No. of Items	Strength
Brand Loyalty	0.949	3	Excellent
Brand Image	0.966	4	Excellent
Perceived Quality	0.929	3	Excellent
Perceived Value	0.912	3	Excellent
Brand Personality	0.893	4	Good

Source: Developed for the research

3.5 Construct Measurement

3.5.1 Scale of Measurement

This research questionnaire consists of three sections including A, B, and C. Section A comprises general questions for respondents, while Section B focuses on collecting respondents' profile information. Section C addresses both the

independent and dependent variables. The survey instruments from various published sources were utilized in this study by the researcher.

3.5.1.1 Nominal Scale

According to Allanson and Notar (2020), the nominal scale involves categorizing data into groups like gender, ethnic background, or religion, without any order. Nominal scales do not involve numerical values and mathematical operations cannot be applied to them. For instance, a nominal scale in this survey is the gender question in Section B which allows researcher to categorize as either male or female respondents.

3.5.1.2 Ordinal Scale

The ordinal scale as described by Allanson and Notar (2020), ranks scales are based on differences in characteristics to allow this study to classify items accordingly. This level of measurement is an extension of the nominal scale which focuses on rank-ordering data points and indicating their relative positions. For example, Question 2 in Section B of the survey employs the ordinal scale, specifically inquiring about respondents' age ranges. This scale helps depict the order of variables without quantifying the exact differences between them.

3.5.1.3 Likert Scale

Likert scale employed in survey research allows respondents to indicate the degree of agreement for statements that presented in a questionnaire (Barua, 2013). The extent of agreement with statements is commonly assessed through

a Likert scale, typically comprising options rated from one to five, such as "strongly disagree," "disagree," "neutral," "agree," and "strongly agree," respectively. Section C of the questionnaire analyzed respondents' answers using a Likert scale.

Figure 3.1: Likert Scale

Dependent Variable:

No.	Statements	SD	D	N	A	SA
Brand Loyalty						
1.	I consider myself to be loyal to Samsung products.	1	2	3	4	5

Source: Developed for the research

3.5.2 Origin of Construct

This research utilized questions from previous studies. The dependent variable is brand loyalty was adapted from Su, J., & Chang, A. (2018). Furthermore, questions were sourced from Eslami, S. (2020) for brand image, and Su, J., & Chang, A. (2018) for perceived quality, perceived value, and brand personality. Each measurement item for these constructs was selected based on its high and reliable Cronbach's Alpha value exceeding 0.70.

Table 3.2: Origin of Construct

Construct	Items	Cronbach's Alpha Origin	Sources
Brand Loyalty	1. I consider myself to be loyal to Samsung products. 2. Samsung products would be my first choice when considering electronic goods. 3. I will keep buying Samsung products.	0.88	Su, J., & Chang, A. (2018)
Brand Image	1. Samsung brand is consistent with how I see myself. 2. I am quite similar to the image of Samsung brand. 3. Samsung brand is consistent with how I would like to see myself. 4. I would like to be perceived as similar to the image of Samsung brand.	0.756	Eslami, S. (2020)

Perceived Quality	1. Samsung offers very good quality products. 2. Samsung offers products of consistent quality. 3. Samsung offers very reliable products.	0.89	Su, J., & Chang, A. (2018)
Perceived Value	1. Samsung product is good value for money. 2. All things considered (price, time, and effort), Samsung products are a good buy. 3. Considering what I pay for Samsung products, I feel I get my money's worth.	0.88	Su, J., & Chang, A. (2018)
Brand Personality	1. Samsung products are exciting. 2. Samsung products are attractive. 3. Samsung products are up to date. 4. Samsung products are sophistication (eg: style, charming, glamorous, upper-class etc).	0.80	Su, J., & Chang, A. (2018)

Source: Su, J., & Chang, A. (2018); Eslami, S. (2020)

3.6 Data Processing

3.6.1 Data Checking

Data checking is to validate the usefulness of the collected data for this study. It aids in comprehending respondents and analyzing their response patterns to various questions (Payne et al., 2016). The survey questionnaire's accuracy before distribution is essential through questionnaire checking. Errors such as grammar mistakes, insufficient information, or confusion can significantly impact the study's potential to lead to misunderstandings among respondents. Thus, the data checking process is vital for maintaining research quality because it helps to identify errors before the questionnaire is distributed to the target audience.

3.6.2 Data Editing

Data editing involves critical examination of the questionnaire to identify and resolve errors such as suspicions, incomplete answers, and inconsistencies (Payne et al., 2016). These errors must be corrected at this stage to ensure the validity of the data before proceeding to the next stage of the study. For example, 10 sets of questionnaires being eliminated due to not being valid while 190 sets of questionnaires are valid will be used in this study.

3.6.3 Data Coding

Data coding assists researchers in organizing questionnaire items by assigning a code or number to each question that indicates the anticipated response. This involves assigning a numerical series to all data in the questionnaire. For instance, in Section C of the survey, responses are represented by numbers such as 1 for strongly disagree, 2 for disagree, 3 for neutral, 4 for agree, and 5 for strongly agree. This simplifies the faster data entry process for the researcher.

3.6.4 Data Entry

Data entry involves the process of inputting data into a spreadsheet or database. At this stage, the coded data from the previous phase will be transferred into the SPSS system. Accuracy and error-free entry are essential thorough re-check of the data to ensure precision within the system. This review helps maintain data integrity and reliability throughout the analysis process.

3.7 Data Analysis

Data analysis involves examining raw data to draw conclusions (Kaur Bhatia, 2017). Its objective is to transform complex data into a comprehensible, concise format that facilitates decision-making. Statistical Package for Social Science (SPSS) version 29.0 was used for reliability purposes to analyze all data collected through 190 survey questionnaires.

3.7.1 Descriptive Analysis

This study provides a comprehensive introduction to the sample involved through descriptive analysis. Based on a descriptive analysis, the study presents respondents' demographic characteristics, including age range, income, and gender.

3.7.1.1 Reliability Test

A measurement's reliability is crucial to evaluation. Drost (2011) defines reliability as the consistency of measurements taken by different individuals under different conditions. Golafshani (2015) suggests that research findings that remain consistent over time are accurately represented and reliable. Thus, this test is the extent to measure consistently produces reliable results.

3.7.1.2 Cronbach's Alpha

Based on George & Mallery (2002), Cronbach's Alpha is used to measure the reliability of variables. The range of Cronbach's Alpha are below:

Table 3.3: Cronbach's Alpha Value Range

Cronbach's Alpha Range	Strength of Association
$\alpha \geq 0.90$	Excellent
$0.80 \leq \alpha < 0.90$	Good
$0.70 \leq \alpha < 0.80$	Acceptable
$0.60 \leq \alpha < 0.70$	Poor
$\alpha < 0.50$	Unacceptable

Source: George & Mallery (2002)

3.7.1.3 Multiple Linear Regression

Multiple linear regression is used in statistical analysis to examine how independent and dependent variables are related. The four variables were modeled in this research using multiple linear regressions. This was done to determine how they impacted brand loyalty toward Samsung products among Gen Z in Malaysia. In multiple linear regression, brand image, perceived quality, perceived value, and brand personality are used to predict whether these four independent variables can explain the variance in confidence levels and whether they can predict the relationship with the dependent variables (brand loyalty). The formula of analysis for multiple regression model as below:

$$y = \beta_0 + \beta_1 x_1 + \dots + \beta_n x_n + \varepsilon$$

Source: Uyanık, G. K., & Güler, N. (2013)

Where,

y is the dependent variable

β_0 is the y-intercept (regression constant)

X_1 is the regression's first independent variable

β_n is the slope coefficients of each explanatory variable

ε is in the model's error term

3.7.1.4 Multicollinearity

According to Shrestha (2020), the concept of multicollinearity is used to describe linear relationships between independent variables in multiple regression analysis. Multicollinearity occurs when a regression model contains multiple variables that are significantly related to the dependent variable but also to each other. So, multicollinearity is the occurrence of large

intercorrelation between factors in a multiple regression model. So, multicollinearity can lead to biased results as to determine how best to use each factor to predict or understand the response variable in a statistical model.

3.7.1.5 Collinearity Tolerance

Collinearity tolerance is a measure of the severity of multicollinearity among independent variables used in regression analysis (Oke et al., 2019). A tolerance close to 1 means there is minimal multicollinearity, while a value close to 0 suggests multicollinearity may be a threat. The reciprocal of tolerance is known as the variance inflation factor (VIF). Thus, tolerance variance inflation factor can measure multicollinearity presence equally.

3.7.1.6 Variance Inflation Factors (VIF)

Variance Inflation Factor (VIF) measures the extent to which independent variables are correlated, inflating the variance of an estimated regression coefficient. The VIF is calculated as below:

$$VIF = \frac{1}{1 - R^2} = \frac{1}{Tolerance}$$

Source: Shrestha (2020)

Where, tolerance = 1/VIF, a lower tolerance indicates a higher multicollinearity for the variables. If the value is 1, it suggests no correlated with independent variables. When $1 < VIF < 5$, it indicates moderate correlated among variables. Values between 5 and 10 indicate high correlated among variables. When VIF

values ≥ 5 to 10 suggest a multicollinearity in the regression model, while VIF > 10 indicates weak estimation of regression coefficients due to multicollinearity.

3.8 Conclusion

Finally, primary data for all outcomes will be collected. Furthermore, based on the sampling design of this chapter, all questionnaires successfully reached all target respondents. As a result of these relevant facts, Chapter 4 investigations will benefit from a pilot test to measure the reliability.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

This chapter emphasizes the use of the Statistical Package for Social Science version 29.0.2.0 (20) and Microsoft Excel for data analysis. The data and outcomes are illustrated and presented in tables. For descriptive analysis, demographic and general information was evaluated as well as the scale measurement.

4.1 Descriptive Analysis

To conduct this study, there are 200 sets of a questionnaire were collected and filled out by Gen Z. All 190 surveys used and analyzed in this research. The rejected of the survey variable is 10 because the respondents did not use Samsung products. As well, the data information of Gen Z who use Samsung products is provided such as income, gender, age range etc.

4.1.1 Respondents' Demographic

4.1.1.1 Gender

Table 4.1: Respondents' Gender

Gender	Frequency	Percentage (%)	Cumulative Percentage (%)
Female	119	62.6	62.6
Male	71	37.4	100
Total	190	100	

Source: Developed for research

Refer to the Table 4.1, it illustrates the gender distribution of the respondents for Generation Z which indicate that there were 190 in total gender. For instance, there are 119 (62.6%) female and 71 (37.4%) male respondents respectively.

4.1.1.2 Age

Table 4.2: Respondents' Age Range

Age	Frequency	Percentage (%)	Cumulative Percentage (%)
11-13	12	6.3	6.3
14-16	16	8.4	14.7
17-19	26	13.7	28.4
20-22	96	50.5	78.9
23-26	40	21.1	100
Total	190	100	

Source: Developed for research

Table 4.2 illustrates the age distribution of Gen Z respondents, showing that the majority fall within the age range of 20 to 22 years old, comprising 96 respondents (50.5%). This is followed by the age groups of 23-26 years old and 17-19 years old, with 40 (21.1%) and 26 (13.7%) respondents, respectively. Additionally, the age group of 14-16 years old accounts for 16 (8.4%) respondents. In contrast, there are only 12 (6.3%) Gen Z individuals in the age group of 11-13 years old.

4.1.1.3 Income

Table 4.3: Respondents' Monthly Income

Monthly Income	Frequency	Percentage (%)	Cumulative Percentage (%)
Less than RM 1999	29	15.3	15.3
No income	153	80.5	95.8
RM 2000 to RM 3999	7	3.7	99.5
RM 4000 to RM 5999	1	0.5	100
Total	190	100	

Source: Developed for research

From Table 4.3, 153 (80.5%) are Gen Z with no income. Moreover, there have 29 (15.3%) of respondents had a monthly income less than RM 1999. Besides, 7 (3.7%) of respondents' income per month are between RM 2000 to RM 3999. Lastly, 1 (0.5%) of Gen Z has the monthly income range of RM 4000 to RM 5999.

4.1.1.4 Which products of Samsung do you use

Table 4.4: Which products of Samsung do you use

Which products of Samsung do you use	Frequency	Percentage (%)
Smartphones	126	66.3
Tablet	75	39.5
TV	68	35.8
Home Appliances	32	16.8
Laptop	21	11.1

Source: Developed for research

Based on the data collected, the highest percentage are the products of Samsung that use are smartphones which involve 126 (66.3%) of respondents. Furthermore, 75 (39.5%) of respondents use Samsung's tablet while 68 (35.8%) of respondents use Samsung's TV. Moreover, 32 respondents use Samsung's home appliances, and 21 respondents use Samsung's laptop, and they hold 16.8% and 11.1% in the survey respectively.

4.1.1.5 Why do you like best about Samsung brand

Table 4.5: Why do you like best about Samsung brand

Why do you like best about Samsung brand	Frequency	Percentage (%)	Cumulative Percentage (%)
Brand Image	59	31.1	31.1
Personality	22	11.6	42.6
Quality	75	39.5	82.1
Value	34	17.9	100
Total	190	100	

Source: Developed for research

Refer to the Table 4.5, there have 75 respondents (39.5%) have like the best of quality about Samsung products. Secondly, 59 (31.1%) of the respondents are like the brand image of the Samsung brands. Following with the 34 (17.9%) which like the value about Samsung products and 22 (11.6%) of the respondents like the best about of the personality of Samsung brands.

4.1.1.6 How many years have you been using Samsung products

Table 4.6: How many years have you been using Samsung products

How many years have you been using Samsung products	Frequency	Percentage (%)	Cumulative Percentage (%)
1-2 years	63	33.2	33.2
3-4 years	75	39.5	72.6
5-6 years	28	14.7	87.4
More than 6 years	24	12.6	100
Total	190	100	

Source: Developed for research

Based on Table 4.6, there have around 75 respondents (39.5%) have been using Samsung products between 3 to 4 years. Furthermore, it also involves 63 (33.2%) of the respondents are using Samsung brands within 1 to 2 years and followed by 28 (14.7%) which use Samsung products between 5 to 6 years and the remaining 24 (12.6%) of the respondents use Samsung brands more than 6 years.

4.2 Inferential Analysis

Inferential analysis refers to statistical methods that draw conclusions about a population based on collected samples. In this study, the investigation focused on examining the independent and dependent variables by applying multiple regression.

4.2.1 Reliability Test

Table 4.7: Reliability Statistic for Actual Result

Variables	Cronbach's Alpha	No. of Items	Strength
Brand Loyalty	0.890	3	Good
Brand Image	0.880	4	Good
Perceived Quality	0.901	3	Excellent
Perceived Value	0.893	3	Good
Brand Personality	0.902	4	Excellent

Source: Developed for research

Based on the Table 4.7, the 17 items of the internal consistency were analyzed by Cronbach's Alpha analysis. According to Sekaran and Bougie (2016), the Cronbach's alpha must be 0.7 and above which is the standard to measure the construct.

Refer to Table 4.7, it indicates that the alpha value of brand loyalty (0.890), brand image (0.880), and perceived value (0.893) are good reliability. However, the alpha value of perceived quality (0.901) and brand personality (0.902) are excellent reliability. Thus, based on the rules of thumb of reliability test the result show that all the variables are validity and reliability.

4.2.2 Multiple Linear Regression

Table 4.8: Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.827 ^a	.683	.677	1.58963

a. Predictors: (Constant), BP, BI, PV, PQ)

b. Dependent Variable: BL

Source: SPSS Version 29.0

Refer to Table 4.8, it indicated an R-value of 0.827. This shows that brand image, perceived quality, perceived value, and brand personality have a significant impact on the brand loyalty. Besides, the adjusted R Square is 0.677, which shows 67.7% of brand loyalty for Samsung products of Gen Z users in Malaysia. Therefore, the other 32.3% of the variation was not examined in this research.

Table 4.9: ANOVA

Model		Sum of Squares	Degrees of Freedom (df)	Mean Square	F-Value	Significant
1	Regression	1009.384	4	252.346	99.863	<.001 ^b
	Residual	467.479	185	2.527		
	Total	1476.863	189			

a. Dependent Variable: BL

b. Predictors: (Constant), BP, BI, PV, PQ)

Source: SPSS Version 29.0

Based on Table 4.9, there is a significant F-value of 99.863 at $P < .001$. Thus, the Anova model fit is determined. As a result, the independent variables of this current study are well summarizing the variance in brand loyalty of Gen Z towards Samsung products in Malaysia through the overall regression model.

Table 4.10: Coefficients

		Unstandardized Coefficients		Standard Coefficient		Significant	Collinearity Tolerance	Statistics VIF
Model		B	Standard Error	Beta	T-Value	P-Value		
1	(Constant)	-.354	.593		-.597	.551		
	Brand Image	.517	.053	.617	9.723	<.001	.425	2.356
	Perceived Quality	.165	.083	.155	2.000	.047	.285	3.515
	Perceived Value	.026	.085	.024	.304	.761	.286	3.499
	Brand Personality	.083	.055	.101	1.506	.134	.382	2.618

a. Dependent Variable: BL

Source: SPSS Version 29.0

Based on Table 4.10, it shows that brand image and perceived quality have p-values at <.001 and 0.047 that are lower than 0.05 and have a significant relationship with brand loyalty towards Samsung products among Gen Z. Therefore, H1 and H2 are accepted. For another two independent variables, perceived value and brand personality showed insignificance relationship towards brand loyalty of Samsung products among Gen Z due to p-value larger than 0.05, which are 0.761 and 0.134 accordingly. So, the equation is calculated below:

$$\text{Brand Loyalty} = -0.354 + 0.517 (\text{Brand Image}) + 0.165 (\text{Perceived Quality}) + 0.026 (\text{Perceived Value}) + 0.083 (\text{Brand Personality})$$

In addition, standardized coefficients of beta values were analyzed to determine which predictor variable contributes most to the influence in brand loyalty for

Samsung products among Generation Z. Based on research results, the standardized beta value of brand image is the largest at 0.617, which reflects that brand image is the strongest predictor in brand loyalty among Generation Z towards Samsung products in Malaysia. Furthermore, perceived quality is the second largest contributor to variance in brand loyalty at 0.155, which means that perceived quality is the second strongest predictor in explaining brand loyalty. Lastly, brand personality is the third predictor of change in brand loyalty at 0.101, which means it explains the least variance in brand loyalty, followed by perceived value as its estimate is lower in change in brand loyalty predictors at 0.024.

4.3 Conclusion

As a result of this chapter, it was concluded that a few methods can be used to ensure accuracy in data analysis. Additionally, researchers include reliability tests to verify the validity and reliability of their findings. Further, multiple linear regression has been used to interpret inferential analysis to assess both variables.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

An overview of the data analysis interpretations and implications will be concluded and discussed. In addition, this section also observes the limitations of the study and offer suggestions for the further studies purpose.

5.1 Summary

Based on the results in previous chapter, there are 190 of Gen Z respondents are Samsung product users in Malaysia which involve 119 respondents were female and others 71 respondents were male. Besides, the majority age of Gen Z among 190 respondents was between the ages of 20 to 22 with 96 (51%), whereas the age range of 23 to 26 years old with 40 respondents (21%), followed by 17 to 19 years old has 26 respondents (14%), and 14 to 16 years old has 16 respondents. Likewise, 12 respondents of 11 to 13 years old in the minority age group in the survey.

On the other hand, 80.5% of respondents' monthly income consists of no income. Moreover, 15.3% of respondents had a monthly income less than RM 1999. Following that, 3.7% of respondents' income per month are between RM 2000 to RM 3999. Lastly, only 0.5% of respondents have RM 4000 to RM 5999 of monthly income. In the general questions, the research also found that there have 39% of Gen Z had use Samsung products for 3 to 4 years, besides 33% Gen Z using for 1 to 2 years, 15% Gen Z using for 5 to 6 years, and more than 6 years, accounting for 13% respectively.

In addition, there have 75 respondents (39%) have like the best of quality about Samsung products. 59 (31%) of the respondents are like the brand image of the Samsung brands. Following with the 34 (18%) which like the value about Samsung products and 22 (12%) of the respondents like the best about of the personality of Samsung brands. The highest percentage are the products of Samsung that use are smartphones which involve 126 (66.3%) of respondents. Furthermore, 75 (39.5%) of respondents use Samsung's tablet while 68 (35.8%) of respondents use Samsung's TV. Also, 32 respondents use Samsung's home appliances, and 21 respondents use Samsung's laptop, and they hold 16.8% and 11.1% in the survey respectively.

Apart from that, the reliability test was conducted and calculated, the result of alpha values showed good and excellent. Besides, an R-value of 0.827 has impact between both variables. Additionally, this indicated that 67.7% of brand loyalty among Gen Z users of Samsung products in Malaysia can examined independent variables in the survey questionnaires. Furthermore, the regression model is significant at $P < .001$, indicating that independent variables (brand image and perceived quality) effectively explain the variance and have linear relationships in brand loyalty among Gen Z towards Samsung products in Malaysia.

5.2 Discussion of Major Findings

Table 5.1: Major Findings

Hypotheses	Statement	T/P-value	Decision
H1	There is a significant relationship between brand image and brand loyalty among Generation Z towards Samsung products in Malaysia	T-value = 9.723 P-value = <0.001	Supported
H2	There is a significant relationship between perceived quality and brand loyalty among Generation Z towards Samsung products in Malaysia	T-value = 2.000 P-value = 0.047	Supported
H3	There is a significant relationship between perceived value and brand loyalty among Generation Z towards Samsung products in Malaysia	T-value = 0.304 P-value = 0.761	Rejected
H4	There is a significant relationship between brand personality and brand loyalty among Generation Z towards Samsung products in Malaysia	T-value = 1.506 P-value = 0.134	Rejected

Source: Developed for the research

5.2.1 Brand Image

Based on the significant outcome, brand image was discovered to have a significant relationship influence brand loyalty among Generation Z towards Samsung products in Malaysia. The results indicated a p-value is less than 0.001 which is lower than the alpha value of 0.05. Hence, H1 is accepted and there is a significant relationship between both variables.

According to Astuti (2023), the study reveals that brand image has a significant influence on brand loyalty, which the reason is the better the brand image, the more loyal customers are to the brand. The result is also consistent with the research by Arisandi (2022), they mentioned that consumers agree that the image can represent their quality because the product image that is communicated and perceived by customers is perceived as consistent with its quality. The study of Arisandi (2022) also highlighted that products with strong brand capabilities such as logo, design, and overall appearance are instantly identifiable as a better image.

5.2.2 Perceived Quality

According to the result outcome, perceived quality will impact brand loyalty among generation z towards Samsung products in Malaysia. The results showed a p-value is 0.047 and the alpha value is smaller than 0.05. Thus, H2 is supported and there is a significant relationship between perceived quality and brand loyalty among Generation Z towards Samsung products in Malaysia.

According to Steven and Ruslim (2023), consumers are more likely to make purchases based on quality than on price and that consumers' perception of the quality of the product is accurate. Furthermore, Nilowardono et al. (2020) stated that perceived quality is an evaluation of quality based on past experiences, thus affecting brand loyalty.

5.2.3 Perceived Value

According to the significance level analysis, perceived value has no effect on brand loyalty. The findings revealed a p-value of 0.761, indicating that the alpha value exceeds 0.05. Consequently, H3 is rejected which no significant relationship between perceived value and the brand loyalty of Generation Z towards Samsung products.

According to Chen and Li (2021), perceived value had no significant effect on loyalty. Since they mentioned that the different smartphones have the same function and easy to imitate so consumers no need to concern about the functions of mobile phones when choosing. Therefore, they also explained that if consumers recognize the brand, they will pay high attention to the brand and be loyal to this brand and think access convenience is not so important.

5.2.4 Brand Personality

Refer to the outcome, brand personality has no significant relationship to brand loyalty of Generation Z towards Samsung products. The analysis revealed a p-value of 0.134, indicating that the alpha value exceeds 0.05. Therefore, H4 is rejected.

According to Ahmad Mabkhot et al. (2017), he claimed that Malaysian customers associate international brands with their personalities. The study also stated that Malaysian customers preferred foreign brands because they offered appealing luxuries that were suitable for them and can reflect their social status and were of high quality. According to Fauzan (2023), consumers would prefer phones with advanced technology and prestigious phones at an affordable price.

5.3 Implications of Study

Researchers recommend brand managers to consider the factors influencing brand loyalty and its level. This is important for Samsung brand manager to develop effective and appropriate brand strategies to increase consumer loyalty. Based on the study results, researchers made some suggestions for Samsung brand managers. This study was developed to identify the relevant factors that cause Gen Z loyalty towards Samsung products in Malaysia. According to the study, there are several brands in the market and marketers find intense competition, so this study will assist marketers and manufacturers to create marketing strategies and make commercial decisions to increase sales (Marmaya et al., 2019). Thus, the data gathered under the four variables will help marketers decide what variables they need to focus on in terms of brand image, perceived quality, perceived value, and brand personality to get customer brand loyalty towards Samsung products.

The result in this study also found that brand image is a factor that impacts brand loyalty. Samsung companies should employ sensory marketing techniques including to elicit good feelings. For instance, Samsung can design dependable product functions to smartphones, such as Samsung's stylish product appearance that will enhance the company's brand image. This will keep customers interested in the brand. Additionally, Samsung also can create products that are easy to use to increase consumer loyalty. Thus, this can build a positive brand image in customers' minds (Keni Keni et al., 2021).

In addition, the research claimed that perceived quality is a factor that impacts consumers' brand loyalty (Hong, 2023). Therefore, Samsung managers should focus most of their resources on improving product quality. As a result, managers can innovate production techniques, produce new designs that are more convenient, supplement other necessary features, improve operational efficiency, and create other new values to enhance customer experience. In addition, managers should provide customers with long-term warranties and quality support services to ensure service and product quality.

The insights gained from this study can help smartphone companies improve customer satisfaction and prioritize brand loyalty. According to Yuen (2018), suggests that manufacturers should innovate to create smartphones that not only offer functional usability but also provide psychological comfort and aesthetic fulfilment. For instance, it emphasizes the importance of identifying and meeting consumers' underlying needs, such as good camera quality, calls, and fast Internet access. In addition, enhancing customer support and providing after-sales service can also increase switching costs and influence consumers' brand choice for Samsung.

In short, the future researchers studying brand loyalty among generation Z towards Samsung products in Malaysia can leverage the findings of this study. The key variables such as brand image and perceived quality are critical factors influencing brand loyalty among generation Z. However, perceived value and personality lesser influence brand loyalty of generation Z to Samsung products. Therefore, future studies should consider reevaluating the inclusion of these variables to gain deeper insights into brand loyalty within this specific market segment.

5.4 Limitations

There are several limitations to this study that should be considered for future research. First, this study is categorized as cross-sectional due to it using a standardized questionnaire for data collection. Consequently, it did not accumulate longitudinal or experimental data concerning brand loyalty to Samsung products. Cross-sectional studies in this research offer a snapshot of data at a specific moment. While they are valuable for capturing insights into consumer behavior and attitudes at that time, they lack the capability to monitor changes over time or establish causal relationships. The use of a standardized questionnaire in this study restricted its scope to gathering data based on respondents' current perceptions and experiences with Samsung brands.

Therefore, longitudinal data for tracking loyalty changes over time or experimental data for controlled variable testing were not gathered (Meng Na et al., 2023).

Moreover, another constraint faced during the research is the limited availability of local resources. Most of the existing studies are sourced from foreign countries, and the focus primarily on phones, not other product categories. This limitation could impact the applicability and relevance of findings to the Malaysian context. Furthermore, limited local resources can restrict the depth of understanding gained from the research. With a scarcity of available data, studies may lack comprehensive insights into the specific dynamics, and trends of the Malaysian market. This can lead to overlooked critical factors influencing brand loyalty among Gen Z towards Samsung products in Malaysia. Thus, without sufficient insights, the relevance of findings to the Malaysian market may be limited and potentially undermine the study's effectiveness in informing targeted marketing strategies and decision-making (Stavroula Wallstrom et al., 2023).

In addition, the language barrier poses a significant challenge in research, especially in multicultural settings such as Malaysia where English proficiency varies among demographic groups, including Gen Z (Hassanzadeh & Namdar, 2018). This obstacle can lead to misinterpretation of survey items, inaccurate responses, and potential non-response bias. Besides, respondents may feel hesitant to participate in the research if they struggle to grasp the language used, leading to potential non-response bias. It also limits the researcher's ability to explore topics and gather detailed insights. Therefore, limitations are acknowledged and do not diminish the significance of the findings but provide the basis for further studies.

5.5 Recommendations for Future Research

According to the limitations mentioned above, which include a standardized questionnaire for data collection, limited local resources, and a language barrier affecting respondent understanding. For the limitations of cross-sectional studies and the absence of longitudinal or experimental data in this study, it is recommended to note that future researchers are strongly encouraged to delve deeper into how customers respond to different brand relationships. Therefore, this exploration can encompass various dimensions, including love for a brand, trust in a brand, and loyalty to a brand (Zhang et al., 2020).

On the other hand, accessing more local resources, such as industry reports and insights from local experts, can provide a comprehensive and localized perspective on brand loyalty dynamics in the Malaysian market. Additionally, researchers should explore other Samsung products and investigate variables like prestige associated with the brand, pricing, and the effectiveness of advertising efforts to brand loyalty (Ahmad Mabkhot et al., 2017). Thus, this broader scope can enhance the conceptual framework and validate study outcomes across different industries as well as to expand the generalizability of the findings.

However, to address the language barrier, future research should use clear and concise language, avoid technical jargon, and provide explanations as needed to enhance respondent comprehension and data accuracy with the target audience, particularly Gen Z respondents (Fauzan, 2023). Hence, providing additional explanations where needed can also help bridge the language gap and enhance respondent comprehension, leading to more accurate and meaningful data collection.

In short, by addressing these limitations in future research, the study can enhance its methodological robustness, increase relevance to the local context, and improve the overall quality of insights generated regarding brand loyalty among Generation Z towards Samsung products.

5.6 Conclusion

The researcher has summarized analyses from the previous chapters. The discussion in this chapter highlights and draw connections to previous research studies. However, perceived value and brand personality showed insignificant relationships with brand loyalty among Generation Z users of Samsung products in Malaysia. Furthermore, the researcher has identified implications for marketers and offers suggestions for future researchers. In short, recommendations were provided for future research.

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RESEARCH QUESTIONNAIRE



**UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF ACCOUNTANCY AND MANAGEMENT**

Research Topic: Brand loyalty among Generation Z towards Samsung products in Malaysia.

Dear Participants,

I am undergraduate students currently pursuing Bachelor of International Business (Honours) at Universiti Tunku Abdul Rahman (UTAR), Faculty of Accountancy and Management (FAM) who currently conducting my research project as a part of the requirement to complete my degree program. The aim of this research project is to study brand loyalty among Generation Z towards Samsung products in Malaysia.

Your cooperation and support is needed to complete the questionnaire, which takes about 5 to 10 minutes. Neither your personal information nor personal identity will be revealed. Your participation will be anonymous and all the information will be kept confidential and for academic purpose only.

If you have any questions or would like to have further information regarding this research study, please do not hesitate to reach me at the contact given below.

Thank you once again for your precious time and assistance.

Yours faithfully,

NAME	STUDENT ID	CONTACT NO.
CHEY XIN HUI	19UKB02885	018-7798986

APPENDICES

Appendix A: Research Questionnaire

Section A: General Questions

Please tick (✓) the following answer box for each question given below.

1. Do you use Samsung products?

☐ Yes

☐ No (Thank you for your participation, kindly return the questions)

2. Which products of Samsung do you use? (Can tick more than one answer)

☐ Smartphones

☐ Tablet

☐ TV

☐ Home Appliances

☐ Laptop

3. Why do you like best about Samsung brand?

☐ Brand image

☐ Quality

☐ Value

☐ Personality

4. How many years have you been using Samsung products?

☐ 1-2 years

☐ 3-4 years

☐ 5-6 years

☐ More than 6 years

5. Would you recommend Samsung products to your friend?

☐ Yes

☐ No

Section B: Demographic Profile

Please tick (✓) the following answer box for each question given below.

1. Gender:

☐ Male

☐ Female

2. Age Range:

☐ 11-13

☐ 14-16

☐ 17-19

☐ 20-22

☐ 23-26

3. Employment Status:

☐ Employed

☐ Unemployed

☐ Student

4. Monthly Income:

☐ No income

☐ Less than RM 1999

☐ RM 2000 to RM 3999

☐ RM 4000 to RM 5999

☐ RM 6000 to RM 7999

☐ RM 8000 to RM 9999

☐ RM 10,000 and above

Section C

This section consists of questions related to brand loyalty, brand image, perceived quality, perceived value, and brand personality. Please indicate your degree of agreement on the following statements and kindly choose the numbers that best represent your opinion given ranging from:

Strongly Disagree (SD)	Disagree (D)	Neutral (N)	Agree (A)	Strongly Agree (SA)
1	2	3	4	5

Dependent Variable:

No.	Statements	SD	D	N	A	SA
Brand Loyalty						
1.	I consider myself to be loyal to Samsung products.	1	2	3	4	5
2.	Samsung products would be my first choice when considering electronic goods.	1	2	3	4	5
3.	I will keep buying Samsung products.	1	2	3	4	5

Independent Variable:

No.	Statements	SD	D	N	A	SA
Brand Image						
1.	Samsung brand is consistent with how I see myself.	1	2	3	4	5
2.	I am quite similar to the image of Samsung brand.	1	2	3	4	5
3.	Samsung brand is consistent with how I would like to see myself.	1	2	3	4	5

4.	I would like to be perceived as similar to the image of Samsung brand.	1	2	3	4	5
Perceived Quality						
1.	Samsung offers very good quality products.	1	2	3	4	5
2.	Samsung offers products of consistent quality.	1	2	3	4	5
3.	Samsung offers very reliable products.	1	2	3	4	5
Perceived Value						
1.	Samsung product is good value for money.	1	2	3	4	5
2.	All things considered (price, time, and effort), Samsung products are a good buy.	1	2	3	4	5
3.	Considering what I pay for Samsung products, I feel I get my money's worth.	1	2	3	4	5
Brand Personality						
1.	Samsung products are exciting.	1	2	3	4	5
2.	Samsung products are attractive.	1	2	3	4	5
3.	Samsung products are up to date.	1	2	3	4	5
4.	Samsung products are sophistication (eg: style, charming, glamorous, upper-class etc).	1	2	3	4	5

Appendix B: SPSS Output**1. Output of Respondents' Demographic Profile**

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	119	62.6	62.6	62.6
	Male	71	37.4	37.4	100.0
	Total	190	100.0	100.0	

		AgeRange			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	11-13	12	6.3	6.3	6.3
	14-16	16	8.4	8.4	14.7
	17-19	26	13.7	13.7	28.4
	20-22	96	50.5	50.5	78.9
	23-26	40	21.1	21.1	100.0
	Total	190	100.0	100.0	

		MonthlyIncome			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than RM 1999	29	15.3	15.3	15.3
	No income	153	80.5	80.5	95.8
	RM 2000 to RM 3999	7	3.7	3.7	99.5
	RM 4000 to RM 5999	1	.5	.5	100.0
	Total	190	100.0	100.0	

2. Output of General Questions

Which products of Samsung do you use? Can tick more than one

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Home Appliances	4	2.1	2.1	2.1
	Home Appliances, Laptop	1	.5	.5	2.6
	Laptop	1	.5	.5	3.2
	Smartphones	49	25.8	25.8	28.9
	Smartphones, Home Appliances	5	2.6	2.6	31.6
	Smartphones, Laptop	9	4.7	4.7	36.3
	Smartphones, Tablet	23	12.1	12.1	48.4
	Smartphones, Tablet, Home Appliances	1	.5	.5	48.9
	Smartphones, Tablet, Laptop	3	1.6	1.6	50.5
	Smartphones, Tablet, TV	5	2.6	2.6	53.2
	Smartphones, Tablet, TV, Home Appliances	1	.5	.5	53.7
	Smartphones, Tablet, TV, Home Appliances, Laptop	3	1.6	1.6	55.3
	Smartphones, TV	20	10.5	10.5	65.8
	Smartphones, TV, Home Appliances	5	2.6	2.6	68.4
	Smartphones, TV, Laptop	2	1.1	1.1	69.5
	Tablet	23	12.1	12.1	81.6
	Tablet, Home Appliances	3	1.6	1.6	83.2
	Tablet, TV	7	3.7	3.7	86.8
	Tablet, TV, Home Appliances	5	2.6	2.6	89.5
	Tablet, TV, Laptop	1	.5	.5	90.0
	TV	14	7.4	7.4	97.4
	TV, Home Appliances	4	2.1	2.1	99.5
	TV, Laptop	1	.5	.5	100.0
	Total	190	100.0	100.0	

Smartphones

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	64	33.7	33.7	33.7
	1	126	66.3	66.3	100.0
	Total	190	100.0	100.0	

Tablet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	115	60.5	60.5	60.5
	1	75	39.5	39.5	100.0
	Total	190	100.0	100.0	

TV

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	122	64.2	64.2	64.2
	1	68	35.8	35.8	100.0
	Total	190	100.0	100.0	

HomeAppliances

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	158	83.2	83.2	83.2
	1	32	16.8	16.8	100.0
	Total	190	100.0	100.0	

Laptop

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	169	88.9	88.9	88.9
	1	21	11.1	11.1	100.0
	Total	190	100.0	100.0	

WhydoyoulikebestaboutSamsungbrand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Brand image	59	31.1	31.1	31.1
	Personality	22	11.6	11.6	42.6
	Quality	75	39.5	39.5	82.1
	Value	34	17.9	17.9	100.0
	Total	190	100.0	100.0	

HowmanyyearshaveyoubeenusingSamsungproducts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 years	63	33.2	33.2	33.2
	3-4 years	75	39.5	39.5	72.6
	5-6 years	28	14.7	14.7	87.4
	More than 6 years	24	12.6	12.6	100.0
	Total	190	100.0	100.0	

3. Output of Cronbach's Alpha of Pilot Test

Brand Loyalty

Reliability Statistics	
Cronbach's Alpha	N of Items
.949	3

Brand Image

Reliability Statistics	
Cronbach's Alpha	N of Items
.966	4

Perceived Quality

Reliability Statistics	
Cronbach's Alpha	N of Items
.929	3

Perceived Value

Reliability Statistics	
Cronbach's Alpha	N of Items
.912	3

Brand Personality

Reliability Statistics	
Cronbach's Alpha	N of Items
.893	4

4. Output for Reliability Test of Actual Result

Brand Loyalty

Reliability Statistics	
Cronbach's Alpha	N of Items
.890	3

Brand Image

Reliability Statistics	
Cronbach's Alpha	N of Items
.880	4

Perceived Quality

Reliability Statistics	
Cronbach's Alpha	N of Items
.901	3

Perceived Value

Reliability Statistics	
Cronbach's Alpha	N of Items
.893	3

Brand Personality

Reliability Statistics	
Cronbach's Alpha	N of Items
.902	4

5. Output for Multiple Linear Regression Analysis

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.827 ^a	.683	.677	1.58963	.683	99.863	4

Model Summary^b

Model	Change Statistics		Durbin-Watson
	df2	Sig. F Change	
1	185	<.001	1.844

a. Predictors: (Constant), BP, BI, PV, PQ

b. Dependent Variable: BL

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1009.384	4	252.346	99.863	<.001 ^b
	Residual	467.479	185	2.527		
	Total	1476.863	189			

a. Dependent Variable: BL

b. Predictors: (Constant), BP, BI, PV, PQ

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence ...
		B	Std. Error	Beta			Lower Bound
1	(Constant)	-.354	.593		-.597	.551	-1.524
	BI	.517	.053	.617	9.723	<.001	.412
	PQ	.165	.083	.155	2.000	.047	.002
	PV	.026	.085	.024	.304	.761	-.141
	BP	.083	.055	.101	1.506	.134	-.026

Coefficients^a

Model		95.0% Confidence ...	Collinearity Statistics	
		Upper Bound	Tolerance	VIF
1	(Constant)	.816		
	BI	.622	.425	2.356
	PQ	.328	.285	3.515
	PV	.193	.286	3.499
	BP	.193	.382	2.618

a. Dependent Variable: BL