FACTORS AFFECTING BRAND LOYALTY: A STUDY OF PALM COOKING OIL IN MALAYSIA

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UNIVERSITI MALAYSIA PAHANG
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We hereby declare that we have checked this thesis and in our opinion, this thesis is adequate in terms of scope and quality for the award of the degree of Doctor of Philosophy.

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## TABLE OF CONTENT

DECLARATION

TITLE PAGE

ACKNOWLEDGEMENTS ii

ABSTRAK iii

ABSTRACT iv

TABLE OF CONTENT v

LIST OF TABLES x

LIST OF FIGURES xii

LIST OF ABBREVIATIONS xiv

CHAPTER 1 INTRODUCTION 1

1.1 Chapter overview 1

1.2 Background of Study 1

1.2.1 Palm Oil 3

1.2.2 Palm Oil in Malaysia 4

1.3 Problem Statement 5

1.4 Research Objectives 7

1.5 Research Questions 7

1.6 Significance of the Study 8

1.7 Scope of the Study 9

1.8 Operational Definitions 9

1.9 Thesis Outline 14

CHAPTER 2 LITERATURE REVIEW 16

2.1 Introduction 16

2.2 Brand and Brand Loyalty 16

2.2.1 Definition and Concept of Brand 16

2.2.2 Definition of Brand Loyalty 18

2.2.3 Dimensions of Brand Loyalty 19

2.3 Evolution of Brand Loyalty Research 20
2.4 Theories for Brand Loyalty Research 21
   2.4.1 Theory of Planned Behaviour (TPB) 21
   2.4.2 Technology Acceptance Model (TAM) 27
   2.4.3 Porter Five Forces (PFF) 33
   2.4.4 The Service Quality Model (SQM) 35
   2.4.5 Ground Theoretical Base of the Study 37
2.5 Influencing Factors of Brand Loyalty 38
   2.5.1 Perceived Value 38
   2.5.2 Product Quality 39
   2.5.3 Trust 39
   2.5.4 Price/Cost/ Switching Cost 39
   2.5.5 Attitude 40
   2.5.6 Satisfaction 40
   2.5.7 Awareness 40
   2.5.8 Commitment 40
   2.5.9 Product Experience 41
   2.5.10 Perceived Usefulness 41
   2.5.11 Subjective Norms 41
   2.5.12 Behavioural Intention 42
2.6 Relationship between the Factors Affecting Brand Loyalty. 47
   2.6.1 Perceived Usefulness and Attitude. 47
   2.6.2 Subjective Norm and Attitude 51
   2.6.3 The Mediating Roles of Trust and Satisfaction 55
   2.6.4 Behavioural Intention and Loyalty 58
   2.6.5 Moderator Effect of Switching Cost 58
2.7 Summary 60

CHAPTER 3 RESEARCH METHODOLOGY 61
3.1 Introduction 61
3.2 Conceptual Framework 61
3.3 Research Hypotheses 65
3.4 Design of Research 66
3.5 Research Population 68
3.6 Sample Size 70
3.7 Sampling Technique 71
3.8 The Instrument 72
  3.8.1 Source of Measurement 73
3.9 Validity and Reliability 74
  3.9.1 Pre-test and Pilot Study 74
3.10 Data Collection 76
3.11 Data Analysis 77
  3.11.1 Preliminary Analysis. 79
  3.11.2 Assessment of the Measurement Model. 79
  3.11.3 Assessment of the Structural Model 82
  3.11.4 Mediation Testing 84
  3.11.5 Moderator Testing 85
3.12 Summary 86

CHAPTER 4 DATA ANALYSIS & FINDINGS 87
4.1 Introduction 87
4.2 Data Screening 87
  4.2.1 Replacing Missing Values. 88
  4.2.2 Removing Outliers. 88
  4.2.3 Assessment of the Data Normality 91
4.3 Construct Measures 93
4.4 Sample Profile 94
4.5 Descriptive Analysis 95
4.6 Measurement Model (CFA) – Stage 1 of SEM 97
  4.6.1 CFA Model for Perceived Usefulness (PSU) 98
  4.6.2 CFA Model for Subjective Norm (SUN) 104
  4.6.3 Overall CFA Model for Research Model 1 109
  4.6.4 Overall CFA Model for Research Model 2 116
4.7 Structural Models - Stage 2 of SEM 119
  4.7.1 Structural Model for Research Model 1 120
4.8 Structural Model 2 133
  4.8.1 Direct Effects of Constructs in Structural Model 2 133
4.9 Summary 137

CHAPTER 5 DISCUSSIONS AND CONCLUSIONS 139
5.1 Introduction

5.2 Discussions

5.2.1 The Effects of the Perceived Usefulness of Palm Oil Products and Its Dimensions on the Attitude towards Brand Loyalty

5.2.2 The Effects of the Subjective Norms of Palm Oil Products and Its Dimensions on the Attitude towards Brand Loyalty

5.2.3 The Mediating Effects of Trust and Satisfaction on the Attitude-Behavioural Intention Link of Brand Loyalty

5.2.4 The Moderating Effects of Switching Cost between Perceived Usefulness and Subjective Norms, and Attitude toward the Brand Loyalty

5.3 Conclusions

5.4 Contributions

5.4.1 Theoretical contribution.

5.4.2 Practical Contribution.

5.5 Limitations and Future Work

REFERENCES

APPENDIX A: QUESTIONNAIRE

APPENDIX B: SURVEY OF LITERATURE ON ANTECEDENTS OF BRAND LOYALTY

APPENDIX C: ALL EXOGENOUS AND ENDOGENOUS VARIABLES TOGETHER WITH THEIR RELATIVE ESTIMATION ERRORS

APPENDIX D: OBSERVATIONS FARDEST FROM THE CENTROID (MAHALANOBIS DISTANCE)

APPENDIX E: INITIAL FIRST PERCEIVED USEFULNESS (PSU) CFA MODEL WITH ALL 15 ITEMS

APPENDIX F: INITIAL FIRST SUBJECTIVE NORM (SUN) CFA MODEL WITH ALL 16 ITEMS

APPENDIX F-1: INITIAL FIRST OVERALL CFA MODEL 1

APPENDIX F-2: SECOND ITERATION OF OVERALL CFA MODEL 1

APPENDIX G: OVERALL CFA MODEL 2
APPENDIX H: THE STEPS OF MODEL MODIFICATION FOR EACH INDIVIDUAL CFA MODEL

APPENDIX I: THE LIST OF PUBLICATION
**LIST OF TABLES**

<table>
<thead>
<tr>
<th>Table 2.1</th>
<th>Definitions of Brand Loyalty</th>
<th>18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table 2.2</td>
<td>Extracted Factors from the models</td>
<td>43</td>
</tr>
<tr>
<td>Table 2.3</td>
<td>Most Frequent Factors</td>
<td>44</td>
</tr>
<tr>
<td>Table 3.1</td>
<td>Summary of Research Objectives and Hypotheses</td>
<td>64</td>
</tr>
<tr>
<td>Table 3.2</td>
<td>Source of Measurements</td>
<td>74</td>
</tr>
<tr>
<td>Table 3.3</td>
<td>Reliability Result</td>
<td>76</td>
</tr>
<tr>
<td>Table 4.1</td>
<td>Shows the results obtained from the Uni-variate Outlier Based on the Standardized values</td>
<td>89</td>
</tr>
<tr>
<td>Table 4.2</td>
<td>Shows the assessment of normality for Measurement Model</td>
<td>92</td>
</tr>
<tr>
<td>Table 4.3</td>
<td>The list of Constructs and Measurement Items</td>
<td>94</td>
</tr>
<tr>
<td>Table 4.4</td>
<td>The details of Sample Profile of this study</td>
<td>94</td>
</tr>
<tr>
<td>Table 4.5</td>
<td>Results of Descriptive Statistic for Variables</td>
<td>95</td>
</tr>
<tr>
<td>Table 4.6</td>
<td>Initial Standardized Factor Loadings of the Items in Perceived Usefulness CFA Model</td>
<td>98</td>
</tr>
<tr>
<td>Table 4.7</td>
<td>GOF Indices of CFA Model for Perceived Usefulness (PSU)</td>
<td>99</td>
</tr>
<tr>
<td>Table 4.8</td>
<td>Results of Cronbach Alpha and Convergent Validity for Perceived Usefulness CFA Model</td>
<td>100</td>
</tr>
<tr>
<td>Table 4.9</td>
<td>Discriminant validity of Modified Measurement Model for Perceived Usefulness (PSU)</td>
<td>102</td>
</tr>
<tr>
<td>Table 4.10</td>
<td>Initial Standardized Factor Loadings of the Items in Subjective Norm CFA Model</td>
<td>105</td>
</tr>
<tr>
<td>Table 4.11</td>
<td>The Results of Cronbach Alpha and Convergent Validity for Subjective Norm CFA Model</td>
<td>106</td>
</tr>
</tbody>
</table>
Table 4.12 Discriminant validity of Modified Measurement Model for Subjective Norm (SUN)
Table 4.13 Initial Standardized Factor Loadings of the Items in the Overall CFA Model 1
Table 4.14 Results of Cronbach Alpha and Convergent Validity for Overall Measurement Model 1
Table 4.15 Discriminant validity of Modified Overall Measurement Model 1
Table 4.16 Discriminant validity of Modified Overall Measurement Model 2
Table 4.17 Examining Results of Hypothesized Direct Effects of the Variables in Structural Model 1
Table 4.18 Results of Examining Mediation Effect of Trust (TRS)
Table 4.19 Results of Examining Mediation Effect of Satisfaction (STF)
Table 4.20 Moderation Effects of Switching Cost (SWC)
Table 4.21 Examining Results of Hypothesized Direct Effects of the Variables in Structural Model 2
LIST OF FIGURES

Figure 2.1 Framework of the Theory of Planned Behavior (Ajzen, 1991) 23
Figure 2.2 Research Model of Lodorfos et al. (2006) 24
Figure 2.3 Research Model Using TPB (Lee et al. 2009) 25
Figure 2.4 Modified TPB Framework 26
Figure 2.5 Technology Acceptance Model 27
Figure 2.6 Integrated Online Customer Loyalty Model 29
Figure 2.7 Emotional Attachment and TAM 30
Figure 2.8 TAM and Loyal Behavior Model 30
Figure 2.9 TAM Adaption to Purchase Intention 31
Figure 2.10 Framework of Chen (2012) 32
Figure 2.11 Brand Relationship and Online brand Experience 32
Figure 2.12 TAM for Social Meida 33
Figure 2.13 Porter Five Forces 34
Figure 2.14 Overlapping between TAM and TPB 38
Figure 2.15 Theoretical Framework 47
Figure 3.1 Conceptual Framework 62
Figure 3.2 Research Process 68
Figure 3.3 Decision tree for evidence supporting different intervening effects 84
Figure 4.1 Means and Standard Variations of All Variables 97
Figure 4.2 Measurement Model for Perceived Usefulness (PSU) with Remaining 14 Items 104
Figure 4.3 Measurement Model for Subjective Norm (SUN) with Remaining 15 Items 109
Figure 4.4 Modified Measurement Model 1 116
Figure 4.5 Modified Overall Measurement Model 2 119
Figure 4.6  AMOS Graph of Structural Model 1 for Direct Effects of the Variables  121
Figure 4.7  AMOS Graph of Mediation Effect of Trust (TRS)  125
Figure 4.8  AMOS Graph of Mediation Effect of Satisfaction (STF)  127
Figure 4.9  AMOS Graph of Moderation Effect of Switching Cost (SWC)  130
Figure 4.10  Moderation Effect of Switching Cost (SWC) on the Relationship between Perceived Usefulness (PSU) and Attitude (AT)  131
Figure 4.11  Moderation Effect of Switching Cost (SWC) on the Relationship between Subjective Norm (SUN) and Attitude (AT)  132
Figure 4.12  Results of the Examined Direct, Mediation and Moderation Effects Hypotheses in Structural Model 1  133
Figure 4.13  AMOS Graph of Structural Model 2 for Direct Effects of the Variables  134
<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>AT</td>
<td>Attitude</td>
</tr>
<tr>
<td>AWR</td>
<td>Awareness</td>
</tr>
<tr>
<td>BHI</td>
<td>Behavioural Intention</td>
</tr>
<tr>
<td>BRL</td>
<td>Brand Loyalty</td>
</tr>
<tr>
<td>CMN</td>
<td>Commitment</td>
</tr>
<tr>
<td>DV</td>
<td>Dependent Variable</td>
</tr>
<tr>
<td>IV</td>
<td>Independent Variable</td>
</tr>
<tr>
<td>MPOC</td>
<td>Malaysian Palm Oil Council</td>
</tr>
<tr>
<td>PFF</td>
<td>Porter Five Forces</td>
</tr>
<tr>
<td>PRE</td>
<td>Product Experience</td>
</tr>
<tr>
<td>PRQ</td>
<td>Product Quality</td>
</tr>
<tr>
<td>PSV</td>
<td>Perceived Value</td>
</tr>
<tr>
<td>PSU</td>
<td>Perceived Usefulness</td>
</tr>
<tr>
<td>SEM</td>
<td>Embedded in Structural Equation</td>
</tr>
<tr>
<td>SPSS</td>
<td>Statistical Package for Social Science</td>
</tr>
<tr>
<td>SQM</td>
<td>Service Quality Model</td>
</tr>
<tr>
<td>STF</td>
<td>Satisfaction</td>
</tr>
<tr>
<td>SUN</td>
<td>Subjective Norm</td>
</tr>
<tr>
<td>SWC</td>
<td>Switching Cost</td>
</tr>
<tr>
<td>TAM</td>
<td>Technology Acceptance Model</td>
</tr>
<tr>
<td>TPB</td>
<td>Theory of planned behaviour</td>
</tr>
<tr>
<td>TRS</td>
<td>Trust</td>
</tr>
<tr>
<td>WRM</td>
<td>Word of Mouth</td>
</tr>
<tr>
<td>UTAUT</td>
<td>Unified Theory of Acceptance and Use of Technology</td>
</tr>
</tbody>
</table>