

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

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LIST OF ABBREVIATIONS

AT	Attitude
AWR	Awareness
BHI	Behavioural Intention
BRL	Brand Loyalty
CMN	Commitment
DV	Dependent Variable
IV	Independent Variable
MPOC	Malaysian Palm Oil Council
PPF	Porter Five Forces
PRE	Product Experience
PRQ	Product Quality
PSV	Perceived Value
PSU	Perceived Usefulness
SEM	Embedded in Structural Equation
SPSS	Statistical Package for Social Science
SQM	Service Quality Model
STF	Satisfaction
SUN	Subjective Norm
SWC	Switching Cost
TAM	Technology Acceptance Model
TPB	Theory of planned behaviour
TRS	Trust
WRM	Word of Mouth
UTAUT	Unified Theory of Acceptance and Use of Technology