

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

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## ABSTRAK

Realiti persaingan di dalam era globalisasi telah menunjukkan peningkatan kepada kepentingan terhadap kesetiaan jenama. Kebanyakan kajian terhadap kesetiaan jenama telah dijalankan di negara-negara membangun samada dari perspektif organisasi mahupun individu. Kajian tentang minyak kelapa sawit kebanyakannya dikaji dari perspektif kesihatan dan harga dan didapati terlalu sedikit. Oleh itu, kajian ini dijalankan untuk mengkaji kesetiaan jenama minyak masak kelapa sawit khususnya di Malaysia. Rangka kerja secara menyeluruh terhadap kesetiaan jenama minyak masak kelapa sawit telah diwujudkan berdasarkan kepada Theory of Planned Behaviour (TPB), Technology Acceptance Model (TAM), Porter Five Forces (PFF) dan Service Quality Model (SQM). Teknik persampelan secara sistematik telah dijalankan bagi mendapatkan data daripada 314 pengguna minyak masak kelapa sawit di Lembah Klang. Statistical Package for the Social Sciences (SPSS) dan AMOS seperti yang terdapat dalam Structural Equation Model (SEM) telah digunakan. Analisis faktor pengesahan, model pengukuran dan struktur model telah dijalankan untuk menguji hipotesis ini. Kajian menunjukkan; i) pengaruh fungsi, kualiti produk, pengalaman jenama, komitmen jenama dan kesedaran terhadap jenama mempunyai kesan positif terhadap sikap dan seterusnya mempengaruhi tingkah laku; ii) Kajian ini juga menunjukkan terdapat kesan yang positif terhadap kesedaran jenama. Kepercayaan dan kepuasan serba sedikit memberi kesan sikap terhadap niat. Hal ini apabila pengguna minyak masak kelapa sawit di Malaysia mempunyai kepercayaan yang positif dan dan berpuas hati, mereka akan memperoleh sikap positif yang akan membawa kepada kesan positif terhadap tingkah laku. iii) Kesan norma subjektif terhadap sikap juga dipengaruhi oleh kesan penyederhanaan pertukaran kos. Sumbangan kajian ini adalah: i) Kajian tampak jelas kerana ia menyumbang kepada kewujudan literatur dengan memfokuskan pada faktor-faktor yang memberi kesan ke atas kesetiaan jenama minyak masak dari perspektif pelanggan dan perspektif jenama; ii) Ia sangat penting bagi menyediakan rujukan saintifik di mana ia dapat membantu pembuat keputusan untuk memahami beberapa implikasi kesetiaan jenama minyak kelapa sawit di Malaysia, iii) Kajian penemuan boleh menjadi keperluan yang penting kepada pengkaji-pengkaji dan industri kelapa sawit untuk memahami niat tingkahlaku dan sikap pembeli bagi mendapatkan strategi menambahbaik kesetiaan jenama minyak kelapa sawit.

## ABSTRACT

The reality of competing under globalization has dramatically increased the importance of brand loyalty in the past decades. Majority of the studies on brand loyalty have been conducted in developed countries either from the organizational perspective or from the individual perspective. Studies related to palm oil were mainly from the perspective of health and price. Very few studies have explored the brand loyalty of palm cooking oil. Hence, the primary purpose of this study is to investigate the antecedents of the brand loyalty of palm cooking oil, and enhance the loyalty to palm cooking oil products among its user in Malaysia. A comprehensive framework of palm oil brand loyalty was established based on the Theory of planned behaviour (TPB), Technology Acceptance Model (TAM), Porter Five Forces (PFF), and the Service Quality Model (SQM). A systematic sampling technique was deployed to collect data from the 314 consumers of palm cooking oil in the Klang Valley, Malaysia. Both the Statistical Package for the Social Sciences (SPSS) and AMOS as embedded in structural equation model (SEM) were applied. Confirmatory factor analysis, measurement model and structural model were conducted to test the hypothesis of this study. The results show that: i) perceived usefulness, product quality, product experience, brand commitment and brand awareness had positive effects on attitude and hence behavioural intention; ii) this study also found to have a positive effect on brand loyalty hypotheses. Trust and satisfaction partially mediate the effects of attitude on intention. That is, when consumers of palm oil brand in Malaysia have positive trust and feel satisfied, they will have a positive attitude that will have a positive effect on behavioural intention. iii) The effect of subjective norm on attitude was affected by the moderating effects of the switching cost. The contributions of the study are: i) this study is significant because it contributes to the existing literature by focusing on the factors that affect brand loyalty of palm oil from the customer perspective and the brand perspective; ii) it is important to provide the scientific guidance which helps the decision-makers to understand various implication of brand loyalty of palm oil brand in Malaysia; iii) the study findings could serve as an important basis for researchers and the palm oil industry to understand purchasers' behavioural intentions and attitude to further formulate strategies to improve the brand loyalty of palm oil.