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探討品牌形象、品牌知名度、品牌忠誠度、網路評價與

購買意願之間的關係—以馬來西亞烘焙店為例

The Study of Brand Image, Brand Awareness, Brand  
Loyalty, Customer Online Review and Purchase Intention--

Research on the Baking Industry in Malaysia

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## 企業管理學系管理科學碩士班 碩士學位論文

探討品牌形象、品牌知名度、品牌忠誠度、網路評價與購買意願之間的關係—以馬來西亞烘焙店為例

The Study of Brand Image, Brand Awareness, Brand Loyalty, Customer Online Review and Purchase Intention--Research on the Baking Industry in Malaysia

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## 準碩士推薦函

本校企業管理學系非營利事業管理碩士班研究生彭志海君在本系修業1年，已經完成本系碩士班規定之修業課程及論文研究之訓練。

1、在修業課程方面：彭志海君已修滿36學分，其中必修科目：研究方法、管理科學、應用統計、行銷管理專題等科目，成績及格(請查閱碩士班歷年成績)。

2、在論文研究方面：彭志海君在學期間已完成下列論文：

(1)碩士論文：探討品牌形象、品牌知名度、品牌忠誠度、網路評價與購買意願之間的關係 —以馬來西亞烘焙店為例

(2)學術期刊：探討品牌形象、品牌忠誠度、網路評價與購買意願之間的關係 —以馬來西亞烘焙店為例

本人認為彭志海君已完成南華大學企業管理學系管理科學碩士班之碩士養成教育，符合訓練水準，並具備本校碩士學位考試之申請資格，特向碩士資格審查小組推薦其初稿，名稱：探討品牌形象、品牌知名度、品牌忠誠度、網路評價與購買意願之間的關係 —以馬來西亞烘焙店為例，以參加碩士論文口試。

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南華大學管理學院企業管理學系管理科學碩士班

109 學年度第 1 學期碩士論文摘要

論文題目：探討品牌形象、品牌知名度、品牌忠誠度、網路評價與購買意願之間的關係—以馬來西亞烘焙店為例

研究生：彭志海

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論文摘要內容：

本研究探討馬來西亞烘焙產業之品牌形象，品牌知名度，品牌忠誠度，網絡評價和購買意願之間的關係。研究結果為：網絡評價對於品牌知名度與購買意願之間具有干擾的效果，網絡評價在品牌忠誠度與購買意願之間具有干擾的效果，品牌知名度與品牌忠誠度在此研究中具有中介的效果。本研究使用便利抽樣調查表作為收集數據的調查方法。本文的樣本對象為曾經在馬來西亞任何一家麵包店消費過的馬來西亞公民隨機發放 380 份問卷。回收 380 份問卷中，有效樣本為 368 份。本研究運用了層級回歸，檢驗干擾或中介效果。本研究結果表示，網絡評價對忠誠度客戶有干擾影響。網絡評價對非忠誠客戶有輕微影響。

關鍵詞：品牌形象、品牌知名度、品牌忠誠度、網路評價、購買意願

Title of Thesis: The Study of Brand Image, Brand Awareness, Brand Loyalty, Customer Online Review, and Purchase Intention--Research on The Baking Industry in Malaysia

Department: Master Program in Management Sciences, Department of Business Administration, Nanhua University

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## **ABSTRACT**

The study aims were to explore the effects of brand image, brand awareness, brand loyalty, customer online review, and purchase intention. In this research customer online review has a moderate effect between brand awareness and purchase intention and also between brand loyalty and purchase intention. Other than that, brand awareness and brand loyalty have a mediating effect on this research. The study uses a questionnaire by convenience sampling as the survey method to collect data. The sample in this thesis was collected by sending 380 questionnaires to a Malaysian citizen who has been consumed in any bakery in Malaysia and 368 were valid. The study applied hierarchical regressions, which tested each hypothesis and it's moderating/meditating effects.

The study showed that customer online reviews have a moderate effect on the loyalty of customers. Customer online review has slightly influenced to non-loyalty customers.

**Keywords: Brand Image, Brand Awareness, Brand Loyalty, Customer Online Review, Purchase Intention**

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# CHAPTER ONE

## INTRODUCTION

In this chapter, research background and motivations, research objectives and research process are discussed.

### 1.1 Research Background and Motivations

According to the competitive marketing in baking markets also branding play an important role for a bakery in these days. According to the research of Bakery & Flour – Confectionary Trends in Malaysia Market Watch Report shows that the Sales of Baked Goods in 2012-2019 shown as Figure 1.1:

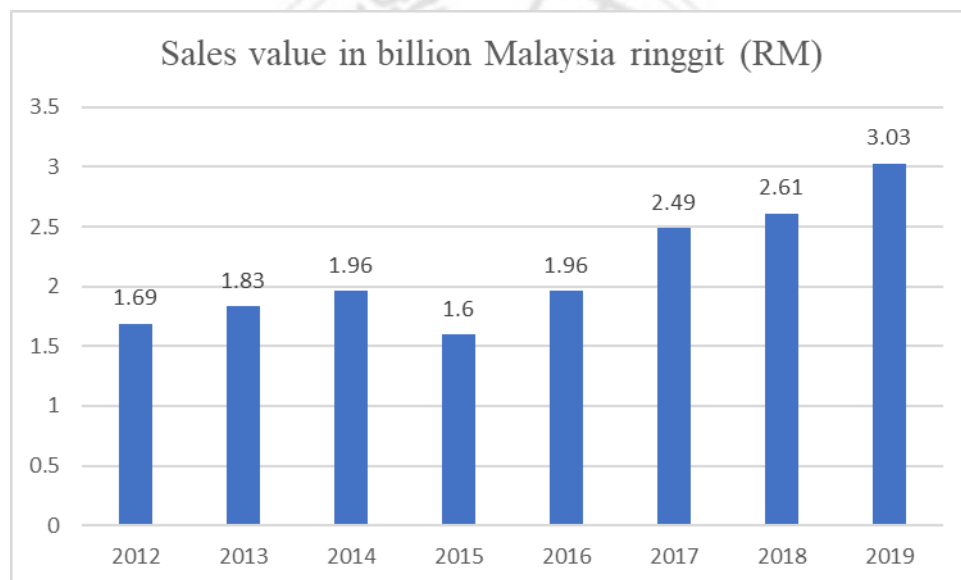


Figure 1.1 Sales value in billion Malaysia ringgit (RM) (2012-2019)

Resourc: From R. Hirschmann (2020) *Statista-Sales value of manufactured bread, cakes and other bakery products in Malaysia from 2012 to 2019*

Figure 1.1 shows that the sales of baked goods have increased every year. This data proves that the baking business still has the potential to create a business in Malaysia and it shows that the markets of baking in Malaysia were competitive and have the potential to an established business in the future.

Brands place an important role in imply business in competitive markets because new brands or currents brands may have the potential to affect customers' behavior. Nowadays there were many traditional bakeries that start branding in these few years. Following this globalization internet market, customers will be making purchase behavior on the internet website and provide customers review to the company and other customers. According to the habit of customer behavior, the customer will take the review from the internet before buying particular products (Özkara, 2014) this prove that customer online review plays an important role between brand image towards purchase intention.

Brand image is the way to conduct a message to customers (Aaker, 1996) this could help them to increase competitive strategies and create a sustainable profit organization and avoid customers choose another brand (Kiumarsi, Jayaraman, Isa, & Varastegani, 2014). Company management should understand the importance of branding and how to create a good brand image for a bakery to gain more customers and ensure that customers will buy our company products. Branding is also a business value that makes appeal investment opportunity and expands the markets for the company. Brand image creating could be established in many ways for example firms could focus on providing good service quality and product quality, given consumers attractive promotion and advertising or adjustment on pricing to create a communication to consumers and convey knowledge to consumers (Keller's, 1993; Noyan and Simsek, 2011). To ensure a brand is moving ahead leadership can be expanding market size, growing the popularity and innovation (first with advances in product or service). Brand image conveys the value of the company and to distinguish between competitor image. Brand image can strengthen by using logo, trademark, packaging, word of mouth, promotion, or internet marketing advertising (Syrgey,1982; Oxen Feldt and Swann, 1964; Keller,1993; Kottler,



2000). A corporation can use branding to convey a message to consumers and make the consumer know the company brand and create brand awareness (Yoo, Donthu and Lee, 2000) towards consumers and impact consumers to purchase brand products. This proves that brand awareness stands in very important places in the customer making decisions. After that, a company can try to build brand trust and brand loyalty to make repurchase intentions from consumers to maintain the income or create more income for the business. According to the researcher above, discuss the importance of brand equity includes brand image, brand awareness, and brand loyalty will be considered as a factor in this research. This thesis will discuss how customer reviews may influence customer purchase intention.

According to previous research the past concentrate on discussing, service quality (Jacoby and Mazursky, 1984; Keller, 1993; Hogan, 2005; Nindiani, Hamsal, Purdue, 2018) or products quality (Sygry, 1982; Dobni and Zinkhan, 1990; Statt, 1997; Aleksandar, Slavko & Jasna, 2009; Watanabe, Lima, and Torres, 2013) affect consumers experience and satisfaction of consumers, in Malaysia the journal discuss marketing strategies on the baking industry (Kiumarsi et al. 2014) or baking do-it-yourself (DIY) markets but lack of papers study about the brand image and purchase intention so the study will focus on branding and customers online review towards influence purchase intention. In addition, researchers about how moderator and mediator variables affect the relationship of brand awareness and purchase intention and brand loyalty and purchase intention. Other than that, this topic's focus on the baking industry in Malaysia expanding brand image, brand awareness, brand loyalty, customer online review, and purchase intention in this topic has been a great motivation for study. This study aims to find out whether or not a connection between brand image, brand awareness, brand loyalty, customer online review, and purchase intention in the baking industry in Malaysia. Moreover, this topic examines

what different the mediating effect of brand awareness and brand loyalty between brand image towards purchase intention. It also tests how customer online review has moderating effects between brand awareness and brand loyalty towards purchase intention.

## **1.2 Research Objectives**

Based on the above research motivation, the objectives of this study are as follows:

1. To examine the relationships among brand image, brand awareness, brand loyalty, customer online review and purchase intention.
2. To investigate the mediating effects of brand awareness for the influences of brand image on brand loyalty.
3. To investigate the mediating effects of brand awareness for the influences of brand image on purchase intention.
4. To investigate the mediating effects of brand loyalty for the influences of brand awareness on purchase intention.
5. To investigate the moderating effects of customer online review for the influences of brand awareness on purchase intention.
6. To investigate the moderating effects of customer online review for the influences brand loyalty on purchase intention.

### 1.3 Research Project and Scope of the Study

Based on the above research objectives, this study develops the research project and scope as shown in Table 1.1:

Table 1.1 Scope of the Study

Items	Scope of the Study
Types of the research	The literature review built up the research hypothesis and research framework. Collecting data by using questionnaire to test hypothesis and to figure out the problems in the study.
Key issue	This study is to identifying the moderators and mediators of purchase intention.
Dependent variable	Purchase Intention
Independent variables	Brand Image, Brand Awareness, Brand Loyalty, Customer Online Review
Mediating variables	Brand Awareness, Brand Loyalty
Moderating variables	Customer Online Review
Research instruments	Collect questionnaire and using SPSS to analyze the hypothesis include Descriptive analysis, Factor loading, and Cronbach's alpha, Independent Sample t-test, One-way analysis of variance ANOVA, Multiple regression, and Hierarchical Regression Analysis.

Source: Original Research

## **1.4 Research Contribution**

This study contributes to the current literature from the following aspects:

First of all, this study identifies the relationships between brand image, brand awareness, brand loyalty, customer online review, and purchase intention. Secondly, this study also identifies the mediating effects of brand awareness and brand loyalty towards particular constructs for the influences on brand loyalty and purchase intention. Third, this study also identifies the customer online reviews moderate the influences of brand awareness, brand loyalty, and purchase intention. Based on the previous research discuss that brand could help to improve the relationship between customer and company ( Haidi and Wandebori, 2016) but after inserting customer online review might produce another kind of results so in this research customer online review will be the contribution towards brands to purchase intention.

From the contribution point of view, a good deal of research studies baking markets from different perspectives for example marketing on baking markets, food safety issues, and others. This concludes that the lack of research focus on measuring customer online review towards the bakery industry and this study will fulfill this gap with the customer online review because (Su, Maslowska & Malthouse, 2017) suggested in future research could imply E-Word of Mouth in the research to investigate and the effects of the online reviews. From the practical point of view the need to understands customer comments for the brand products after purchasing and using the product. The best way to gain trust from the customer is to listen to them and know their needs. The brand company can try to figure out which part of service or what kinds of products can fulfill the customer's need.

In the days of the internet markets, customer review online plays an important role for other customers before making purchase intention and it will give them some comment or knowledge about the products they considered.

Only when the demand of the customer satisfied the brand of the products gain trust and loyalty from consumers and make purchase intention on company products. Lastly, there are many researchers doing research on the other markets but not much research was done in Malaysia baking markets so this thesis will discuss this particular market.

## 1.5 The Structure of the Research

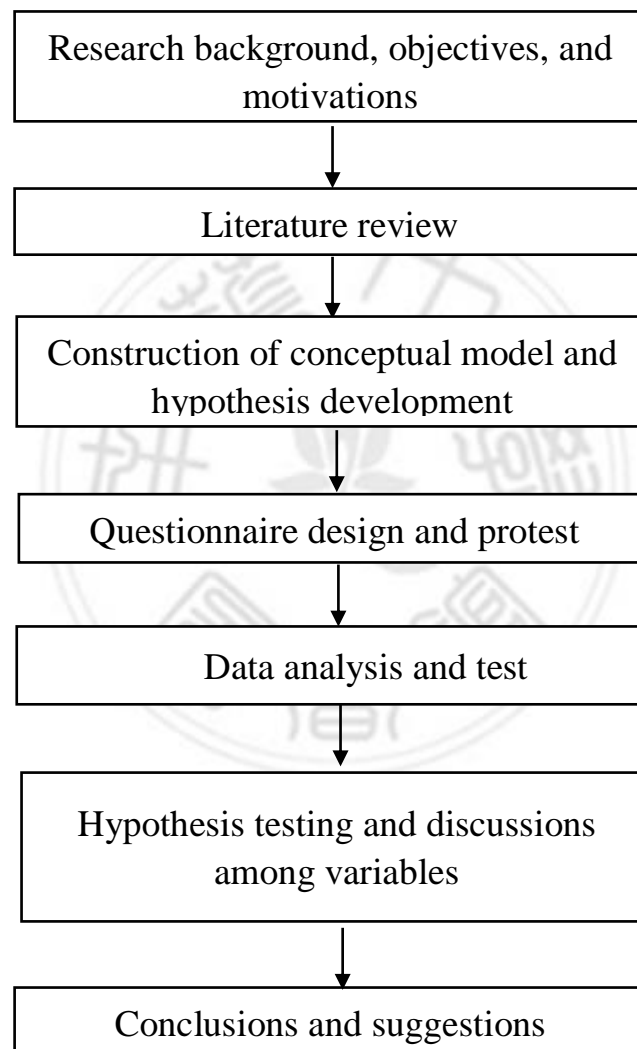


Figure 1.2 Structure of the Research

Source: Original Research

The content of this study was divided into five chapters summarized of each chapter shows below:

- Chapter One: Introduction

Chapter one will discuss the research background and research motivation and contribution and the establishment of the conceptual model raise the objectives.

- Chapter Two: Literature review

Chapter two will discuss the definition of the variable and the relationship of literature variables includes Brand Image, Brand Awareness, Brand Loyalty, Customer Online Review and Purchase Intention.

- Chapter Three: Research Method

Chapter three will discuss the research framework model and the construct measurements with the research design and sampling plan, questionnaire design, data collecting, and technique methodologies will be included in this chapter.

- Chapter Four: Research analysis and finding

Chapter four the respondent's characteristics were showed in the first table and the descriptive statistic come next. The table of the factor loading and reliability come to the middle part of the chapter four. Then the result of the Independent Sample T-test and One-way ANOVA will be shown. Lastly the results for each hypothesis would be presented.

- Chapter Five: Conclusions and suggestions

Chapter five will summarize the results of chapter four and based on the results and give suggestions for future research.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

There are five sections demonstrating the relation of literature in this chapter, in the first part it will discuss about brand image. Next, brand awareness and brand loyalty respectively in the second and third. After that the fourth will be customer online review before the last part of the chapter which is the fifth part discussing purchase intention.

#### **2.1 Brand Image**

In the era of globalization, many brands have been established, and many new brands have begun to compete with traditional brand companies. Whether it is a new brand company or traditional brand company, to attract customers it is important to create a good brand image for them. No matter how many centuries have passed brand image had stood still as an important basic need to a firm. In the view of customers to identify between competitors of a brand, customers can differentiate by brand name, trademark, logo, symbol, or design or combination all of these interdependent factors (Kotler, 2000). Besides that, Oxenfeldt and Swann (1964) support that sign, logo, symbol and design may help consumers to distinguish from competitors with a well-communicated image.

The element of brand concept management includes developing, maintaining, controlling and also includes positioning brand image (Park, Jaworski, MacInnis, 1986). Other than that, Park, Jaworski, and MacInnis (1986) demonstrate that brand image has three elements which are functional, symbolic, and experiential in all products and services and Dobni and Zinkhan (1990) agree with those three concepts in brand image. According to brand functional, consumers will focus on the benefits or attributes of the products to find out the way to satisfy consumers consumption problems or need. The

functional elements could stand a competitive strategy for a brand because it could help consumers to differ from other brands (Fennell 1978). Brand symbolic elements include symbols identification of goods and has stated that symbols have a symbol language to contribute to consumers enabling them to translate on the symbolic nature of products, brands, institutions, and others.

On the other hand, Levy (1959) pointed out that symbols can be defined by colors too. For example, darker colors are symbolic of more respectable products. In conclusion symbol elements is also referring to brand identification. The concept of experiential in brand image as supported by (Holbrook, Robert & Chestnut 1984; Bitner,1990) agree that experiential needs consumption to fulfill consumer needs. Other than that, Holman (1981) pointed out brand image can be distinguished by the brand products it communicates with consumers and pointed out that there are three conditions such as, personalize, visibility in use, and variability in use. Personalize was a personal brand image or linkable to individual users and the number is minimal in this case, personalize brand image covered specification uniform such as actors in costumes, stage costumes, or others wearing uniforms to convey information to consumers. According to brand image it has depersonalization, visibility in use, and variability in use, product differentiation is an important characteristic of branding and product quality. Product differentiation is to differ the products from competitors on quality, reliability, performance, or design. For example, Mercedes putting on time, cost to differentiators on building quality (John McGee, 2010). Consumers consume products to experience the products consumption value (Davis, Lang, and Gautam, 2013). Customers will have an experiential impression about the brands after using the products or brands. Gardner and Levy (1955), pointed out that brand or products could help customers to choose those products in different brands but the important element that customer must know is the brand personality on those brands and how to identify it instead on



spreading the awareness of customers itself and the brands. Robertson (1970) separated the visibility in use to low visibility and high invisibility. Here we assume undies as low invisibility because it usually not meant to be noticed or kept out of sight.

Instead of this, Rao and Ruekert (1994) said that brand image is also an important function to convey information in markets. A study assumes that diamonds as a high invisibility because a diamond has a high communication value in demand of social systems, it brings a value or a brand of the users, and helps to shows aesthetics vary invisibility and not generalization offered in common social occasions. Lastly, variability in use means to the variable in terms of product form including product color, product texture, or other apparel ensembles are constructed. Moving on, some particular products should show a symbol function and make sure it must be variable and systematically related to characteristics for users, because it performs as a brand personality to a particular user that uses the products (Holman,1981).There are several studies have showed evidence of brand image can create brand awareness and brand loyalty as well as lead to customer purchase intention (Aaker & Keller, 1990; Keller, 1993,1998; Oliver,1999; Kotler, 2000).

## **2.2 Brand Awareness**

Brand Awareness is an important brand of brand equity that can affect perceptions and attitudes it's also can affect brand choice or even brand loyalty. Brand Awareness has a level that reflects customers' minds which includes Recognition, Recall. Top-of-Mind, Brand Dominance, Brand Knowledge, and Brand Opinion. Recognition was done by customers who been heard about a particular brand. Next is recalling, recall was which brand-customer can recall in fast food. Then, Top-of-Mind which brand will come to customers mind while recalling brand. After that, Brand Dominance, the brand that only in

customers' minds, and Brand Knowledge is customers know that information of particular brand. Lastly to the final level of brand awareness was Brand Opinion, customers have opinions to purchase the brand's products or services (Aaker,1996).

Brand Awareness also included customers who can recall and recognize a brand. In brand awareness, customers also involve linking brand that brand name or logo or symbol in memory that seen many times, and customers can recognize it immediately. Building brand awareness is making sure that customer understands which brands they need or satisfied and making sure customer understands brand products and services that sold under the brand name and which brand competes with them (Keller, 2001). Keller (2001) also mentioned that Brand Awareness separated into two key criteria which are Depth and Breadth. Depth is customers can recognize and recall a brand easily in their mind. Breadth is based on the consumption and purchase intention of consumers in a particular brand although there were many competitors. A well brand image with a high level of brand awareness will include Depth and Breadth which means that customers have known the brand and will make purchase decisions on a particular brand.

Rossiter and Percy (1991) distinguish brand awareness in brand recognition and brand recall. Brand Recognition point was the 'point of purchase'. Brand Recognition while using Brand Awareness to communicate with customers on advertising the packaging should have a recognizable brand name, logo, and also the symbol should be shown to let consumers know the brand and remember the brand easily. According to the brand awareness explanation (Mohseni, Jayashree, Rezaei, 2018) also agree with (Rossiter and Percy,1991) and mentioned that brand awareness would help a company reduced the risk of the consumer will try to choose the competing brands.

On the other hand, Brand Recall will come after brand recognition, Brand

Recall point was 'before purchase' and brand name should attach to consumers mind by itself. Kapferer and Roussel (1995) mentioned in the research paper titled 'The underlying structure of brand awareness scores' that brand awareness can separate three classical measures which are Spontaneous awareness, Top-of-mind awareness, and Aided awareness. Spontaneous Awareness means to consumers can know the brand name without any assistance. Top-of-mind awareness defined as the name brand come advert in the consumer's mind. Lastly, Aided awareness, recognition of a brand or product by given possible name as a hint. Lynch and Srull (1982) distinguish the memory-based judgment, a stimulus-based judgment that will affect customers' behavior. In the memory-based judgment, consumers have recalled the information about the brand and differ from other brands. Stimulus-based judgment means to consumers make present judgments with prior experience, knowledge, and other factors by basis information.

Macdonald and Sharp (2000) supported that high brand awareness can help in a company or brand. In this research, they remind that management should maintaining and monitoring brand awareness on their brand because gaining brand awareness is important and also the basis of a brand. Brand awareness is consumers impressed with brand product or services and have the knowledge, information of company service or even the ingredient of a company product (Gustafson and Chabot, 2007). Dickson and Sawyer (1990) suggested shoppers usually made purchase intention with top of mind awareness because shoppers usually lack time and other reasons. In conclusion, brand awareness have the potential to influence on customer impression and kindly influence on the customer behavior ( Johnson & Russo,1984; Malik, Ghafoor & Iqbal, 2013; Keller,1993)

## 2.3 Brand Loyalty

In brand loyalty, Jacoby and Chestnut (1978) mentioned about brand loyalty was a consumer psychological commitment. Brand loyalty was a consumer buy a particular brand or preferred brand products. According to this definition, brand loyalty is: *“The (a) biased, (b) behavioral response, (c) expressed over time, (d) by some decision-making unit, (e) concerning one or more alternative brands out of a set of such brands, and (f) is a function of psychological (decision-making) process (Jacoby and Chestnut (1978,p.80))”*. This is the six requirements of brand loyalty that mention in Jacoby and Chestnut in Brand Image and Brand Loyalty.

The characteristics of brand loyalty differ into two parts which was: behavioral loyalty and attitudinal loyalty. (Chaudhuri and Holbrook, 2001; Bandyopadhyay & Martell, 2007; Oliver 1999). Behavioral loyalty which also means purchase loyalty, purchase loyalty was consumer willing to pay money to continuously buying a particular brand and enhance to repurchase intention and derivative purchases and attitudinal loyalty includes some commitment and consumers stated towards particular brand have some particular unique or special value to them (Chaudhuri and Holbrook, 2001).

According to the definition of Mao (2010) mentioned in customer brand loyalty means that customers willing to keeping to pay money buy a product to the same preferred brand and known high value of the brand may speak for them and trust their brand is better than the others brand. Willingness being regular customers and consumer desire buying or using service for a long time may create a long-time relationship with a company (Margarita, 2016).

Brand loyalty also mentioned that there are four types of loyalty: “captive loyalty, convenience-seeker, contented loyalty, and commitment” (Rowley, 2005). First of all, captive customers mean consumers buying particular brands products or services because the lack of other competitor brands could

be replaced. Convenience-seeker means consumer findings convenience as main elements while buying a brand product or using services. Contented consumers satisfied with current products or services towards a brand and willing to have repurchase intention but won't spend more money on extra consumption. Lastly was a good loyalty, committed customers. Committed customers may have a good attitude and having repurchase behavior towards preferred brands.

Rubinson and Baldinger (1996) mentioned that real loyalty consumers willing to pay market price to buy preferred brand and non-real loyalty customers will take products price to compare with other brands. Brand loyal customers will be less sensitive in price and more sensitive on the quantity of the products while doing purchase decisions than non-loyal customers because non-loyal customers did not compel on particular brands they will only buy with price low (Krishnamurthi and Raj, 1991). Consumers had satisfaction on consumption on brand products or services its help consumer to build brand image on a particular brand and intend to become brand loyalty (Jacoby & Kyner 1973; Keller, 1993).

## **2.4 Customer Online Review**

Askalidis and Malthouse (2016) defined that online customer reviews as Electronic Word-of-Mouth (e-WOM), online customer reviews, and price are the most influential on customers decision-making. It supports consumers buying decisions and building trust for them (Lackermair, Kailer & Kanmza 2013). Online reviews may help customers evaluate the product before making purchase decisions, customers willing to spend time on knowing customers' experience with particular brands rather than spending money on useful products (Liu, Huang, Yu 2008).

Customer's online reviews settled into two elements, it was variance in

rating and volume of reviews, these may help customers search of consumers experience, evaluation of products, and purchase decisions of products (Hu, Koh, Srinivas 2014). Customers online reviews included positive and negative reviews, customer given positives reviews and perceived usefulness reviews means experience towards particular products and may influence attitudes toward brands (Purawirawan, Eisend, Pelsmacleer and Dens, 2015). Chen, Wu, Yoon (2004) mentioned that the number of reviews may direct impact on product sales. Floyd, Alhogail, Cho, and Freling (2014) agreed with them, according to the research “How online product reviews affect retail sales: a meta-analysis” they said that positive online reviews impact sales increase is significant and vice versa, negative online reviews decrease sales. shopping. Smallbiztrend.com’s 2017 reports that 97 percent of customers will read customer reviews before purchase.

Nielsen (2012) mentioned about 70% of customers trust e-Word of Mouth from surveys online and 58% of customers trust e-Word of Mouth from company websites and 50% of customers trust email messages that they signed up to the preferred brand. Because of the transformation of shopping, customers preferred online shopping rather than offline. The reason for e-Word of mouth can be more influential to customer purchase intention is because of the convenience of getting information and less face-to-face pressure while given review (Phelps, Lewis, Mobilio, Perry & Raman, 2004). King, Racherla & Bush (2014) has mentioned that e-Word of mouth had transformed the way customers shop nowadays, including the way the customer gets information on products and the method customers interact with each other. They also trust that e-Word of Mouth could help firms to focus their resources on produce new products and expand markets. Instability. E-Word of Mouth sources includes blogs, online social media, email, websites, etc. (Özkara, 2014)

## 2.5 Purchase Intention

Purchase intention defined as customer behavior that intends to buy a product (Chi, Zhu & Yan, 2016). Purchase intention includes three components attitudes, perceived behavioral intention, and beliefs. They investigate consumers having attitudes, behavioral intentions, and beliefs towards a brand that may influence purchase intention. Attitudes stand on the psychological mind it may affect by the customer's external factor or internal factor (mood). Beliefs were customers put faith in a brand may depend on the brand image before purchasing or the consequence of experimental on the brand's products. Behavioral intention stands an important role because behavioral intention stands for final physical action in the entire purchase intention role (Azjen, Icek & Driver, 1991; Nancy and Surendra, 2004; Bagozzi & Burnkrant,1979). Kalwani and Silk (1982) mentioned that intention could be separate from reliability, validity, bias, (stability) instability (Morrison,1979). This research mentioned the determination of purchase intention on reliability and stability by validity to response biases.

Azjen (1991) stated in the Theory of Planned Behavior the high motivation factor will influence the customers more intend to purchase the product they preferred. Intention behavior will affect customer buying decisions as (Ariff,2014; Tran and Le,2016) stated that customers' willingness would affect customers' purchase intention. Brown (2003) stated consumer interest or intention had a relationship with personal shopping orientation. Nancy and Surendra (2004) defined that purchase intention was personnel decisions to intend purchase towards a brand product or service. The purchase consideration was a part of purchase intention, which means purchase consideration where customers had already chosen particular products before making purchase behavior (Farr & Hollis, 1997). Customers will buy the products that they have demands towards them (Chi, Zhu & Yan, 2016).

Customer purchase intention was the reacts and responses towards brand products (Han, Beck and Barrett, 2009).

## **2.6 Hypotheses Development**

### **2.6.1 Brand Image has a significant relationship with Purchase Intention**

Brand image plays an important role to affect purchase intention. The corporate brand image had a significant relationship with purchase intention because customers would base on company service quality to evaluate the value of the brand image (Chi, Zhu & Yan, 2016). The brand knowledge of brand image may influence customers in purchase decision making because customers need known information to evaluate the brand products before having purchase behavior (Rao & Monroe, 1988).

According to Özkara (2014) stated in the research of: “The Effect of Electronic Word of Mouth on Brand Image and Purchase Intention: An Application Concerning Cell Phone Brands for Youth Consumers in Turkey” concluded that brand image in a cell phone was effective on purchase intention in Turkey this research supported the hypothesis above. A positive brand image and well complete information towards a brand may influence customers to purchase brand products such as favorable brand image influence consumer decision making (Porter & Claycomb, 1997). A fully communicative and valuable brand, consumers willing to pay more price to purchase preferred brands products these helps firms to grow profitability (Del Rio, Rodlfo & Victor, 2001). Keller (1993) mentioned that intend to build customers could be built a favorable, unique, familiar positive brand image, logo, or symbol it will impact customers to differentiate with brands' competitors and impact on customers' purchase intention. There are three dimensions of brand image, include the corporate image, user image, and product image have a positive influence on purchase intention (Li, Wang & Cai, 2011).



*Hypothesis H1: Brand Image has significant relationship with Purchase Intention*

### **2.6.2 Brand Image has a significant relationship with Brand Loyalty**

The key components of creating brand loyalty towards a brand were consumers have significant consumer satisfaction influence from brand image Ali & Qasim (2015). Jacoby & Kyner (1973) pointed out that the key to the creation of brand loyalty was customer observed on a particular brand with a well brand image company for a while. Abdullah, Al-Nasser, and Husain (2000) pointed out brand image may influence customer satisfaction and create brand loyalty. Dalakas and Levin (2005) had supported that a well brand image may help the company to create a long-term relationship with customers or sponsorship and enhance brand loyalty towards a brand. Keller (1993) proposed a brand image towards brand loyalty because customers who have high loyalty behavior towards particular brands will less sensitive towards product price. *Hypothesis H2: Brand Image has significant relationship with Brand Loyalty*

### **2.6.3 Brand Image has a significant relationship with Brand Awareness**

Keller (1993) concluded that maintaining customers' awareness towards brand image could enhance favorability, uniqueness, and few brand associations help customers take short or long-term purchase intention. Kotler (2000) Brand image has high awareness and well-perceived quality may have low risk on perceived risk. Dodds, Monroe, and Grewal, (1991) stated that the influence of brand awareness includes products, price, brand image. Customers will seek about the brand information towards the brand and make evaluate before purchase that brand products it depends on the brand image and awareness of the brand. Brand image and brand awareness included brand associations, the enhancing of brand image and awareness, the brand association will

significantly be increasing (Aaker and Keller, 1990).

*Hypothesis H3: Brand Image has significant relationship with Brand Awareness*

#### **2.6.4 Brand Awareness has a significant relationship with Purchase**

##### **Intention**

According to Malik, Ghafoor & Iqbal (2013) states that brand awareness and purchase intention have a significant relationship but it may have included some perceived risk while making a buying decision because some of the brands are now new and unique, the consumer may just buy the brands products with the unnecessary useless product for them.

Other than that, Keller (1993) mentioned that consumers willing to make buying decisions to those brands with familiar brands and well-known brands. In brand awareness, brand recognition and brand recall were the elements of it. Keller (1993,1998) also mentioned that brand recognition and brand recall towards a brand plays an important role and the brand name comes to mind first (brand recall) may have purchase motivation and influence customer buying decision. Johnson and Russo (1984) mentioned that recall of a brand may help the company influence customers in product choice.

*Hypothesis H4: Brand Awareness has significant relationship with Purchase Intention*

#### **2.6.5 Brand Loyalty has a significant relationship with Purchase**

##### **Intention**

Keller (1993) stated that customers will respond to brand loyalty due to products of the brands, price of the products, promotion that provided, and company distribution strategies. Anton (2015) stated that brand loyalty can maintain inherent customers and create new customers that can inspire

customers to purchase intention to brand. Zeithaml, Gremler & Bitner (2010) to measure purchase intention, by using loyalty, conversion, intention to pay more, external, and internal reactions. Oliver (1999) stated behavioral loyalty and attitude loyalty, behavioral loyalty had purchase intention on brands and attitude have a high attitude to purchase a brand product. Murray, Sandra & Holmes, John & Griffin, Dale. (1996) mentioned about high brand loyalty may influence customer purchase intention, rather than customer satisfaction because customer satisfaction was just an attitude towards brand products or service quality but not an intense influence on purchase intention.

*Hypothesis H5: Brand Loyalty has significant relationship with Purchase Intention*

#### **2.6.6 Customer Online Review has a significant relationship with Purchase Intention**

Based on the shopping method changes nowadays online shopping has become a similar shopping method these days. Consumers nowadays are willing to spend time doing online reviews and obtain more information before decision making (Özkara, 2014). Reichheld & Sasser (1990) consider that positive customer online reviews could help the company to save advertising expenses and could attract customers to purchase brand products. Negative or positive customer online reviews may impact purchase intention. Negative customer online reviews will reduce customer purchase intention and positive customer online reviews will increase customer purchase intention Park, Lee & Han (2007). These COR influences may include customers' mood and it causes biased. (McKnight, Choudhury and Kacmar, 2002)

*Hypothesis H6: Customer Online Review has significant relationship with Purchase Intention*

### **2.6.7 Brand Loyalty will mediate between Brand Image and Purchase Intention**

A positive brand image and according to previous customers' purchase experience will lead to customer's brand loyalty, strengthen the brand in customers' minds, and influence purchase intention. Customers have to increase loyalty to a particular brand image that may influence customer's purchase intention it creates a resistance towards customers to buy other brand products (Yoo, Donthu and Lee,2000). Well brand image gain brand trust and loyalty from customers, brand trust can help firms to gain loyal customers which means that customer known these brands well and trusted to this brand and influence customer purchase intention (Razak & Sjahrudin,2019).

*Hypothesis H7: Brand Loyalty will mediate between Brand Image and Purchase Intention*

### **2.6.8 Brand Awareness will mediate between Brand Image and Purchase Intention**

To identify a high profit and positive brand image corporate, management pays attention to raising brand awareness to build loyalty and sales (Kotler, 2000). Jacody and Olson (1997) stated brand awareness plays an important role because it may influence customers' purchase intention. Customers willing to spend money to purchase well know brand image and high awareness brand.

According to Ferrell and Hartline (2011) on the commercialization in brand awareness the customer makes a purchase in the final stage will affect by brand awareness because brand awareness had been designed by the company into a marketing program to fulfill commercial needs and to motivate the between the stage of Brand Image and Purchase Intention.

*Hypothesis H8: Brand Awareness will mediate between Brand Image and*

### **2.6.9 Customer Online Review will moderate between Brand Awareness and Purchase Intention**

Reichheld & Sasser (1990) mentioned that negative online reviews will impact negative awareness towards a brand and influence customers' purchase intention. Customers purchase new brand products with brand awareness may include risking unnecessary function products. Customers are willing to spend time seeking online reviews about former customers' purchase experience or product information to avoid risk (Burton & Khammash, 2010). One of the most important for firms' brand awareness was public relations. Public relations maintain and convey messages to customers and one of the ways to convey a message to the inner mind of customers went through by E-Word of Mouth. In here discuss public relations will help firms to enhance many activities includes create publicity strategy, makes advertising or customer purchase intention (Ferrell and Hartline, 2011).

*Hypothesis H9: Customer Online Review will moderate between Brand Loyalty and Purchase Intention*

### **2.6.10 Customer Online Review will moderate between Brand Loyalty and Purchase Intention**

Constantinides & Holleschovsky (2016) The best way of retaining customers is to create brand loyalty towards customers and customers will search for product information or reviews because it decides the customer's purchase intention. According to brand loyalty, consumers have loyalty towards certain brands and it might influence customers to give fair reviews or comments on products. Chua and Banerjee (2015) stated that consumers will be having a really hard time distinguishing the helpful reviews from customers

because consumers with brand loyalty towards the brand may provide biased reviews and it may influence the other customer's purchase intention. In this situation, most of the customers will have biased decision making some of the customers willing to trust negative customer reviews rather than positive reviews. This may impact the customer's brand loyalty.

*Hypothesis H10: Customer Online Review will moderate between Brand Awareness and Purchase Intention*



# CHAPTER THREE

## RESEARCH METHODOLOGY

### 3.1 Research Framework

According to the purpose and literature reviews above, the study presents the research structure in Figure 3.1. The study proposed the research framework to explore the relationships among brand image, brand awareness, brand loyalty, customer online review, and purchase intention. Brand Image, Brand Awareness, Brand Loyalty are independent variables and Purchase Intention is the dependent variable. Brand Awareness and Brand Loyalty are mediating variables, and customer online reviews are moderating variables.

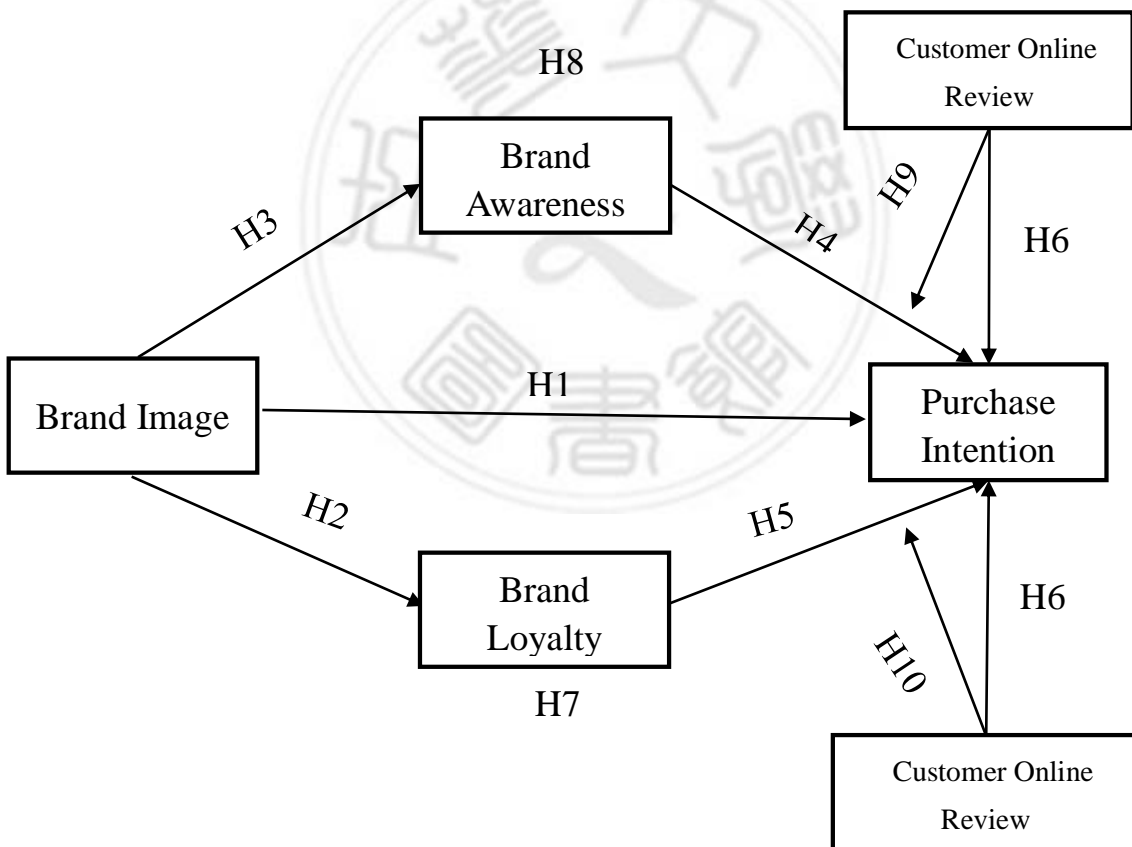


Figure 3.1: Research Framework

Source: Original Research

### **3.2 Translation**

To collect the data for research, the principal respondents are Malaysian. Based on Malaysia was a multi-ethnic country, the questionnaire has been designed into dual-language questionnaire (English and Chinese), it may help the respondents of the Malaysian to answer the questionnaire correctly without misunderstanding the question. Moreover, to questionnaire had been double check by a Malaysian with Bachelor's Degree studied at National Cheng-Chi University who major in English Department has excellent skills in English and Chinese to ensure the translation of nothing different between English and Chinese. The final version questionnaire was completed after being carefully discussed and modified.

### **3.3 Questionnaire Design**

The questionnaire of this study consists of the following 5 constructs: (1) brand image (2) brand awareness (3) brand loyalty (4) customer online review (5) purchase intention

1. Brand Image (12 items)
2. Brand Awareness (7 items)
3. Brand Loyalty (9 items)
4. Customer Online Review (7 items)
5. Purchase Intention (7 items)

### **3.4 Constructs measurement**

A preliminary version of this questionnaire was designed by the author based on a critical review of previous literature. The questionnaire items were further revised based on the results of the pre-test before being put into the final form. The entire questionnaire was designed in English. Respondents were



asked to view and rate based on their opinions for all of the questionnaire items.

### 3.4.1 Brand Image

This study modified questionnaire items from the research of Park, Jaworski, and Macinnis (1986) demonstrate that brand image has three elements which are functional, symbolic, or experimental in all products and services. Brand functional consumers will focus on the benefits or attributes of the product to find out the way to satisfy consumers consumption problems or need. Brand symbolic elements included symbols identification of goods and stated that symbols have a symbol language to help consumers able to translate on the symbolic nature of products, brands, institutions, and others. Experimental image consumers consume to use products to experience the products consumption value.

All of the above items were measured based on five-point Likert scale from 1 = totally disagree, 5 = totally agree. All of these questionnaire items have been modified from previous studies based on the opinions of the respondents in the qualitative study and the settings of this study. The detailed questionnaire items for the above brand image show as below:

Table 3.1: Questionnaire items of Brand Image

<b>Dimension</b>	<b>Variable</b>	<b>Defined Variable</b>	<b>Question</b>
Brand Image	Functional	Consumers	[BI1] I like this brand bakery
		focus on functional image	because this bakery provides natural healthy products
			[BI2] I like this brand bakery

Table 3.1: Questionnaire items of Brand Image (continue)

Dimension	Variable	Defined Variable	Question
		includes benefits, attributes, quality of brands.	because this brand provides [BI3] quick payment service. [BI4] I like this brand bakery because this bakery provides fresh products [BI5] I like this brand bakery because this bakery provides free bread tasting
	Symbolic	Consumers focus on the symbol identification that can improve self-worth	[BI6] I like this brand bakery because this bakery was is leading brand. [BI7] I like this brand bakery because this bakery exterior design unique. [BI8] I like this brand bakery because this brand gives me a higher sense of self-identity. [BI9] I like this brand bakery because its offer good image to me [BI10] I like this brand bakery because this bakery is leading popular trend

Table 3.1: Questionnaire items of Brand Image (continue)

Dimension	Variable	Defined Variable	Question
	Experimental	Consumers focus on the benefits and experience of the products on product consumption value.	[BI11] I like this brand bakery because of its products outlooks. [BI12] I like this brand bakery because this brand could be trust [BI13] I like this brand bakery because they sell a lot of different products.

Source: Original Research

### 3.4.2 Brand Awareness

Rossiter and Percy (1991) distinguish brand awareness in brand recognition and brand recall. Brand Recognition while using Brand Awareness to communicate with customers on advertising the packaging should have a recognizable brand name, logo, the symbol should be shown to let consumer known the brand and remember the brand easily. Brand Recall will come after brand recognition, Brand Recall point was ‘before purchase’ and brand name should attach on consumers mind by itself.

All of the above items were measured based on a five-point Likert scale from 1 = totally disagree, 5 = totally agree. All of these questionnaire items have been modified from previous studies based on the opinions of the respondents in the qualitative study and the settings of this study. The detailed questionnaire items for the above brand awareness show as below:

Table 3.2: Questionnaire items of Brand Awareness

<b>Dimension</b>	<b>Variable</b>	<b>Defined Variable</b>	<b>Question</b>
Brand Awareness	Brand Recognition	Consumers could recognize this brand with a brand name, logo, symbol	<p>[BA1] I can recognize this brand bakery with others competitor.</p> <p>[BA2] I can picture this brand bakery logo when I heard the brand name.</p> <p>[BA3] I know this brand bakery because I usually saw this brand advertisement.</p>
	Brand Recall	Consumers could recall the by itself without hint.	<p>[BA4] I will choose this brand bakery as my first choice when I want to purchase product</p> <p>[BA5] I always recall this brand bakery when I need to make purchase decision on product.</p> <p>[BA6] I know this brand bakery very well.</p> <p>[BA7] I choose this brand bakery because I always remember this brand name</p>

Source: Original Research

The detailed questionnaire items for the constructs of brand awareness are shown in Section 2, Brand Awareness of the Appendix.

### 3.4.3 Brand Loyalty

The characteristics of brand loyalty differ into two parts which were: behavioral loyalty and attitudinal loyalty (Chaudhuri and Holbrook,2001; Bandyopadhyay & Martell, 2007; Oliver 1999). Behavioral loyalty which also means purchase loyalty, purchase loyalty was consumer willing to pay money to continuously buying a particular brand and enhance to repurchase intention and derivative purchases and attitudinal loyalty includes some psychological commitment and consumers agree some unique or special value towards the particular brand (Chaudhuri and Holbrook,2001)

All of the above items were measured based on a five-point Likert scale from 1 = totally disagree, 5 = totally agree. All of these questionnaire items have been modified from previous studies based on the opinions of the respondents in the qualitative study and the settings of this study. The detailed questionnaire items for the above brand loyalty show as below:

Table 3.3: Questionnaire items of Brand Loyalty

<b>Dimension</b>	<b>Variable</b>	<b>Defined Variable</b>	<b>Question</b>
Brand Loyalty	Behavioral loyalty	Consumers continuously buying a particular brand and	[BL1] I will not buy others brand bakery. [BL2] I will buy this brand bakery products although they have the same

Table 3.3: Questionnaire items of Brand Loyalty (continue)

Dimension	Variable	Defined Variable	Question
		enhance to repurchase intention and derivative purchases	<p>quality with others brand</p> <p>[BL3] I will continuously buy this brand bakery products.</p> <p>[BL4] I will recommend this brand bakery to other consumers.</p> <p>I will still buy this brand bakery although there were new brands established.</p>
	Attitudinal loyalty	Consumers include some psychological commitment and consumers agree that this band was special and unique with other brands.	<p>[BL5] I feel that this brand bakery attracts me to buy.</p> <p>[BL6] I feel this brand bakery unique than others brand.</p> <p>[BL7] I will pay more money to buy this brand bakery although they were expensive than others brand.</p> <p>[BL8] I will wait for this brand bakery if this brand products sold out.</p>

Source: Original Research

The detailed questionnaire items for the constructs of brand loyalty are shown in Section 3, Brand Loyalty of the Appendix.

### 3.4.4 Customer Online Review

This study modified questionnaire items from the research of Purawirawan, Eisend, Pelsmacleer and Dens (2015). Customers online reviews included positive and negative reviews, customer given positives reviews and perceived usefulness reviews means experience towards particular products and may influence attitudes for brands.

All of the above items were measured based on a five-point Likert scale from 1 = totally disagree, 5 = totally agree. All of these questionnaire items have been modified from previous studies based on the opinions of the respondents in the qualitative study and the settings of this study. The detailed questionnaire items for the above customer online review show as below:

Table 3.4: Questionnaire items of Customer Online Review

<b>Dimension</b>	<b>Variable</b>	<b>Defined Variable</b>	<b>Question</b>
Customer Online Review	Perceived usefulness reviews	Customers willing to accept perceived value by online information	[COR1]I trust the online information [COR2]The online information will influence on my purchasing decision [COR3]I will still buy this bakery products no matter access positive or negative information.

Table 3.4: Questionnaire items of Customer Online Review(continue)

Dimension	Variable	Defined Variable	Question
			<p>[COR4] I will accept the online information as suggestion.</p> <p>[COR5] I will check the online information before purchase</p> <p>[COR6] I will share the online information to others.</p> <p>I will give review to this bakery after purchase.</p>

Source: Original Research

The detailed questionnaire items for the constructs of customer online review are shown in Section 4, Customer Online Review of the Appendix.

### 3.4.5 Purchase Intention

This study modified questionnaire items from the research of Bagozzi & Burnkrant (1979); Azjen and Driver, (1991) Purchase intention includes three components attitudes, perceived behavioral intention, and beliefs. They investigate consumers having attitudes, behavioral intentions, and beliefs towards a brand, may influence purchase intention. Attitudes stand on the psychological mind it may affect by the customer's external factor or internal factor (mood). Beliefs were customer perception and put faith towards a brand that may depend on the brand quality or price before purchasing or the consequence of experimental on the brand's products. Behavioral intention was willingness towards brand because behavioral intention stands final physical action in the entire purchase intention role decision.



All of the above items were measured based on a five-point Likert scale from 1 = totally disagree, 5 = totally agree. All of these questionnaire items have been modified from previous studies based on the opinions of the respondents in the qualitative study and the settings of this study. The detailed questionnaire items for the above purchase intention show as below:

Table 3.5: Questionnaire items of Purchase Intention

<b>Dimension</b>	<b>Variable</b>	<b>Defined Variable</b>	<b>Question</b>
Purchase Intention	Beliefs	Customers trust the brand and have confidence in the brand.	[PI1] I will buy this brand bakery if they come out with new products. [PI2] I will buy this brand bakery rather than others brand.
	Attitudes	Consumer psychological mind towards brand and affect purchase intention.	[PI3] I feel that this brand bakery quality is appealing to me. [PI4] I feel that this brand bakery product price is sanity.
	Behavioral Intentions	Consumer willingness and final physical action before	[PI5] I will pay money to buy this brand bakery products. [PI6] I will suggest other consumers to buy this brand bakery.

Table 3.5: Questionnaire items of Purchase Intention (continue)

Dimension	Variable	Defined Variable	Question
		or after purchase decision.	[PI7] In total, I prefer to buy this brand bakery.

Source: Original Research

The detailed questionnaire items for the constructs of purchase intention are shown in Section 5, Purchase Intention of the Appendix.

### 3.5 Demographic

The demographic characteristics had designed to investigate the different features among every respondent, who took part in this survey. The individual demographic features could be measured by the following indicators:

1. Gender
2. Age
3. Occupation
4. Income
5. Education

### 3.6 Sampling Plan and Data Collection

The data in this thesis was collecting by sending 380 questionnaires to citizens of Malaysia. The sampling was developed to assure that certain forms of respondents are encompassed in this study. The citizen who lived in Malaysia were asked for answering the survey. Due to the mine and convenience of collecting data, a part of the survey questionnaire was sent to 380 citizens of Malaysia through Google Forms. In total 380 survey questionnaires were

delivered directly to the citizens of Malaysia afterward 380 were returned and 368 effective questionnaires were used. Data collection consisted of five steps. Firstly, identifying related research variables. Second, complete the drafting of the survey questionnaire. Third, translate the research questionnaire into Chinese and translate it back into English to ensure the meaning of the item remained the same. Fourthly, running a pre-test of the English questionnaire to check the  $\alpha$  (Alpha) value. 100 respondents were invited for the pre-test. Based on the pre-test, an internal consistency reliability coefficient of each item was computed. If the consistency reliability coefficient of each question cannot be achieved, the questionnaire will be modified again. Lastly, the English Chinese questionnaire will be delivered to Malaysian respondents. When the data was totally completed, it could be used to analyze the following step.

### **3.7 Data Analysis Procedure**

The software program named SPSS version 18 was used to calculate the data. To test the hypothesis developed from this study, six methodological techniques were adopted:

- Descriptive Statistic Analysis
- Factor Analysis and Reliability
- Independent Sample t-test
- One Way Analysis of Variance (ANOVA)
- Simple Linear Regression
- Hierarchical Multiple Regression Analysis

#### **3.7.1 Descriptive Statistic Analysis**

To measure the characteristics of the variable named Descriptive Statistic Analysis includes calculate the mean, median, and mode, measures of variability, variables and standard deviation.

## **3.7.2 Factor Analysis and Reliability**

### **3.7.2.1 Factor Analysis**

Factor Analysis is a statistical method used to examine the variability among observed, correlated variables in a lower number of unobserved variables (factors) and the internal consistency of these factors. Factor analysis also concentrates on finding the independent latent variables. Measurement of factor loadings greater than 0.5 (Hair, J. F., Anderson, R., Black, W. C. 1995) will be selected as a member of a specific factor.

### **3.7.2.2 Reliability Analysis**

Reliability Analysis will show Correlation and Cronbach's  $\alpha$  in the table. There is an important value that is an acceptable value of alpha in reliability analysis is 0.7 and the value of alpha which is lower than 0.5 (Nunnally, 1978) will be deleted from the analysis process.

### **3.7.3 Independent Sample t-test**

The use of independent sample t-test is to examine the difference between two groups in relation with the single variable. In this study, the gender (Male or Female) will be implied to five constructs: Brand Image, Brand Awareness, Brand Loyalty, Customer Online Review and Purchase Intention. The purpose of this statistical method is to examine the opinion difference on male and female.

### **3.7.4 One Way Analysis of Variance (ANOVA)**

One-way ANOVA is to examine the differences between more than two groups in relation to one variable. In this study, Gender, Age, Education levels, Income and Working Experience will be implied to five constructs: Brand

Image, Brand Awareness, Brand Loyalty, Customer Online Review and Purchase Intention.

### **3.7.5 Regression Analysis**

#### **3.7.5.1 Simple Linear Regression**

The Simple Linear Regression is to examine the relationship between two variables or factors, dependent variables (value being predicted) and independent variables (value used to predict). Simple linear regression is to check how variables are related and the what extend variables are associated with each other. In this study simple linear regression will examine the relative impact between the five constructs: Brand Image, Brand Awareness, Brand Loyalty, Customer Online Review and Purchase Intention.

#### **3.7.5.2 Hierarchical Multiple Regression Analysis**

The Multiple Regression Analysis is to examine the relationship between a single dependent variable and several independent variables. To predict variable with a set of independent variables and maximize the overall predictive power of the independent variables as represented in the variate. It also can compare two or more sets of independent variables to determine the predictive power of each variate. In this study multiple regression analysis will examine the mediating variable of Brand Loyalty between independent variable of Brand Image and dependent variable of Purchase Intention, mediating variable of Brand Awareness between independent variable of Brand Image and dependent variable of Purchase Intention, moderating variable of Customer Online Review between independent variable of Brand Awareness and dependent variable of Purchase Intention, moderating variable of Customer Online Review between independent variable of Brand Loyalty and dependent variable of Purchase Intention.

# **CHAPTER FOUR**

## **DATA ANALYSIS AND RESULTS**

### **4.1 Introduction**

This chapter includes a section of research results. Regarding this research, descriptive analyze is utilized to describe sample characteristics. Moreover, factor analysis and reliability test are used to explore the underlying variance structure of set of correlation coefficients and internal consistency. The data was analyzed using factor analysis and reliability test, Pearson correlation, simplelinear regressions, multiple regression, and moderator are presented in this chapter. In this survey, 380 questionnaires were handled respondents through google from and 368 usable observation are used. SPSS 18 is used as major tools to help us analyze the collected data. To test the hypotheses, the following data analysis methods adopted.

### **4.2 Sample Characteristic**

Totally 380 questionnaires are given to employees and 368 effective questionnaires are in used in this survey. The respondent's characteristics are displayed with five major categories: Gender, Ages, Occupation, Monthly Income, and Education level were collected and measured.

First of all, Table 4.1 shows the frequency of participants in Gender, sampling questionnaire collected gender consist 43.8% male (F=161) and 56.2% female (F=207). Figure 4.1 shows the percentage of participants' gender.

Table 4.1 Frequency of Participants Gender

No	Item	Description	Frequency	Percentage %
1	Genders	Male	161	43.8
2		Female	207	56.2
<b>Total</b>			<b>368</b>	<b>100</b>
<b>Std. Deviation</b>			<b>0.497</b>	

Resource: Original Study

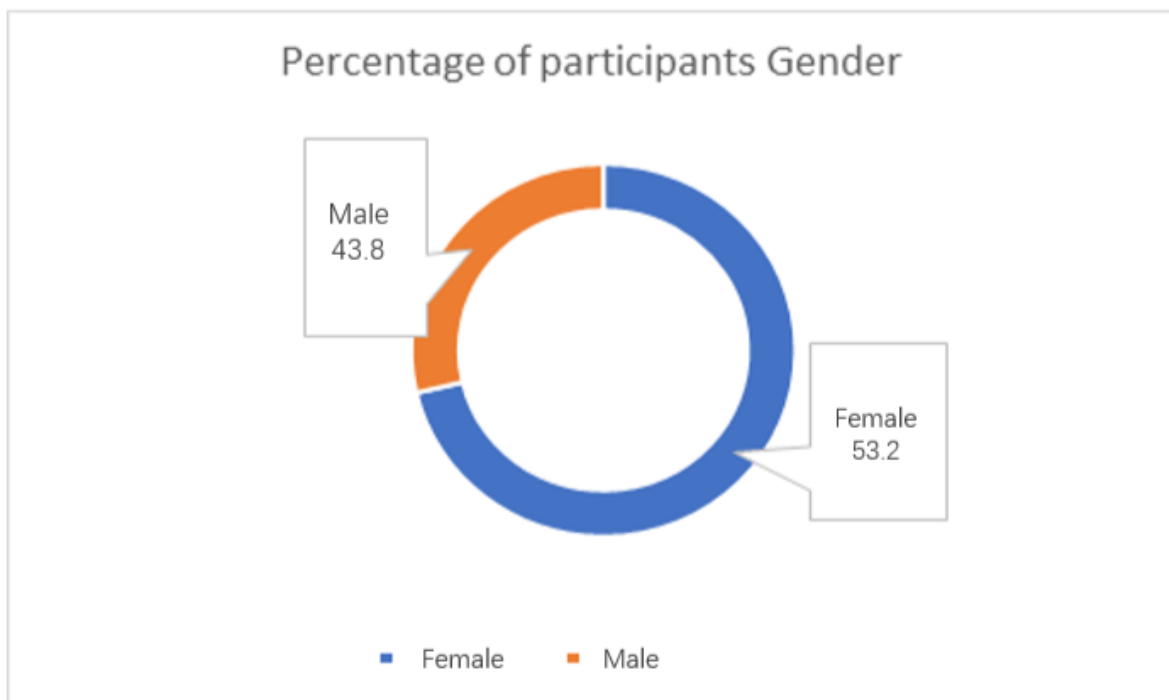


Figure 4.1 Percentage of participants Gender

Resource: Original Study

Table 4.2 shows the frequency of participants in Age, sampling questionnaire collected age consist 9.8% respondents are 20 years old and below (F=36) , 39.4% respondents are 21~30 years old (F=145), 15.5% respondents are 31~40 years old (F=57), 13.9% respondents are 41~50 years old (F=52) and 21.5 % respondents are 51 years old and above (F=79). Table

4.2 shows the frequency of participants age. Figure 4.2 shows the percentage of participants age.

Table 4.2 Frequency of participants Age

No	Item	Description	Frequency	Percentage %
1	Age	20 years old and below	36	9.8
2		21~30 years old	145	39.4
3		31~40 years old	57	15.5
4		41~50 years old	52	13.9
5		51 years old and above	79	21.5
<b>Total</b>			<b>368</b>	<b>100</b>
<b>Std. Deviation</b>			<b>1.337</b>	

Resource: Original Study



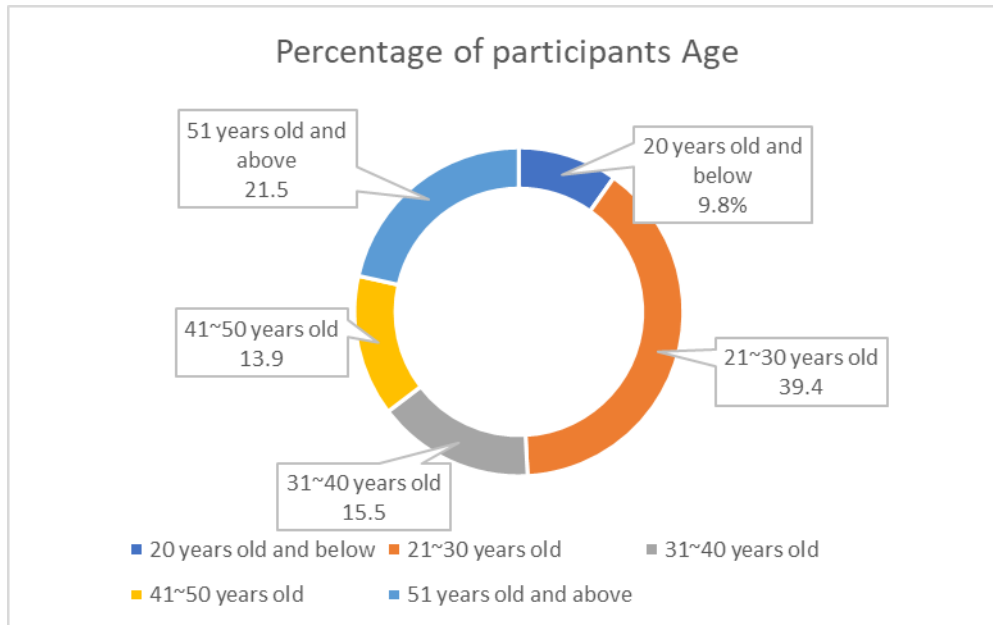


Figure 4.2 Percentage of participants Age

Resource: Original Study

Table 4.3 shows the frequency of participants in Occupation, sampling questionnaire collected occupation consist 25.8% respondents are students (F=95) , 13.9 % respondents are businessman (F=51), 22.8% respondents are service industry (F=84), 5.4 % respondents are government employee (F=20) and 32.1 % respondents are others occupations (F=118). Table 4.3 shows the frequency of participants' occupation. Figure 4.3 shows the percentage of participants occupation.

Table 4.3 Frequency of participants Occupation

No	Item	Description	Frequency	Percentage %
1	Occupation	Students	95	25.8
2		Businessman	51	13.9
3		Service Industry	84	22.8

Table 4.3 Frequency of participants Occupation (continue)

No	Item	Description	Frequency	Percentage %
4		Government Employee	20	5.4
5		Other	118	32.1
<b>Total</b>			<b>368</b>	<b>100</b>
<b>Std. Deviation</b>			<b>1.585</b>	

Resource: Original Study

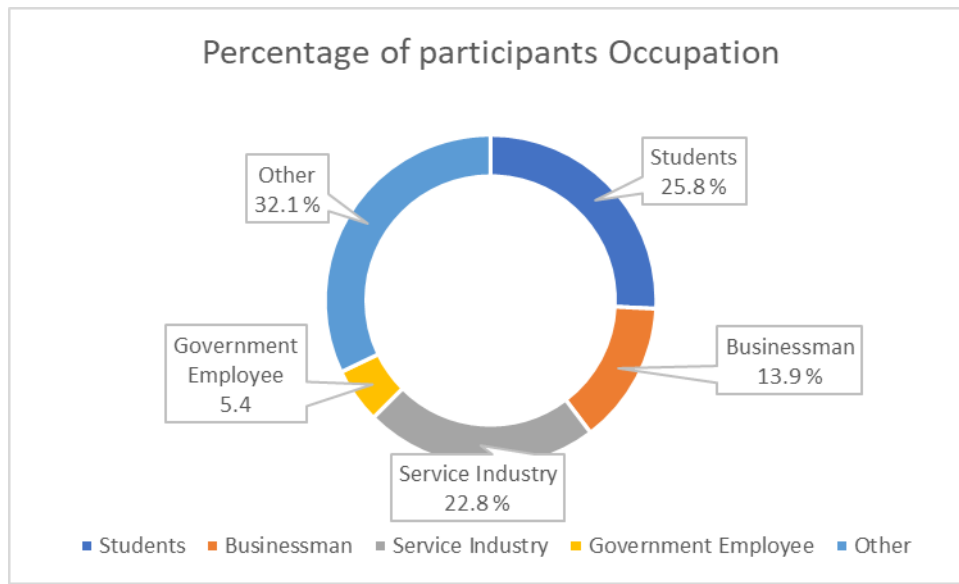


Figure 4.3 Percentage of participants Occupation

Resource: Original Study

Table 4.4 shows the frequency of participants in Monthly Income, sampling questionnaire collected monthly income consist 35.1 % respondents are < RM1,800 (F=130) , 14.1 % respondents are RM1,801~RM2,500 (F=52), 21.5% respondents are RM2,501~RM3,500 (F=79), 9.8 % respondents are RM3,501~RM4,500 (F=36), 7.9 % respondents are RM4,501~RM5000 (F=29) and 11.4 % respondents are >RM 5,001 (F=42). Table 4.4 shows the frequency

of participants monthly income. Figure 4.4 shows the percentage of participants monthly income.

Table 4.4 Frequency of participants Monthly Income

No	Item	Description	Frequency	Percentage %
1	Monthly Income	< RM1,800	130	35.1
2		RM1,801~RM2,500	52	14.1
3		RM2,501~RM3,500	79	21.5
4		RM3,501~RM4,500	36	9.8
5		RM4,501~RM5000	29	7.9
6		>RM 5,001	42	11.4
<b>Total</b>			<b>368</b>	<b>100</b>
<b>Std. Deviation</b>			<b>1.715</b>	

Resource: Original Study

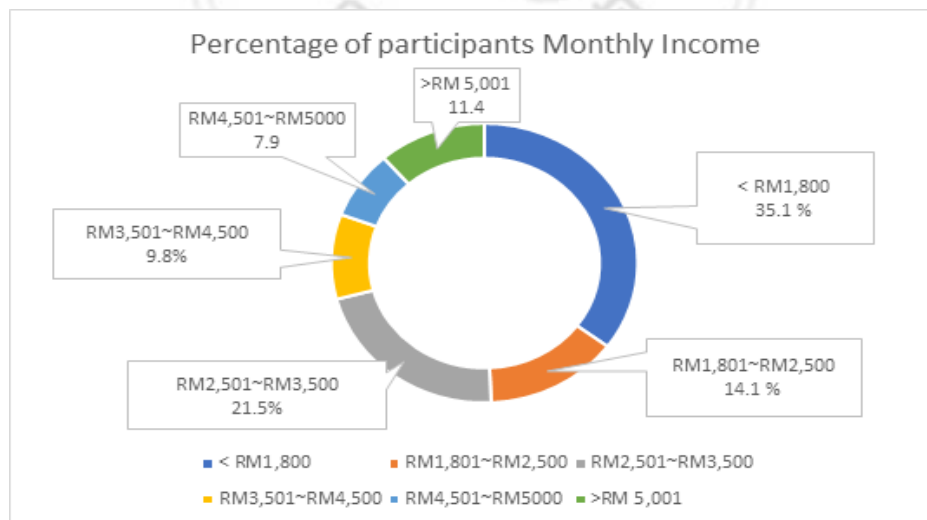


Figure 4.4 Percentage of participants Monthly Income

Resource: Original Study

Table 4.5 shows the frequency of participants in education, sampling questionnaire collected education consist 10.9 % respondents are  $\leq$  Junior High School (F=40) , 32.9 % respondents are Senior High School (F=121), 48.1% respondents are Bachelor's Degree (F=177) and 8.2 % respondents are Master Program (F=30). Table 4.5 shows the frequency of participants education. Figure 4.3 shows the percentage of participants education.

**Table 4.5 Frequency of participants Education**

No	Item	Description	Frequency	Percentage %
1	Education	$\leq$ Junior High School	40	10.9
2		Senior High School	121	32.9
3		Bachelor's Degree	177	48.1
4		$\geq$ Master Program	30	8.2
<b>Total</b>			<b>368</b>	<b>100</b>
<b>Std. Deviation</b>			<b>0.794</b>	

Resource: Original Study

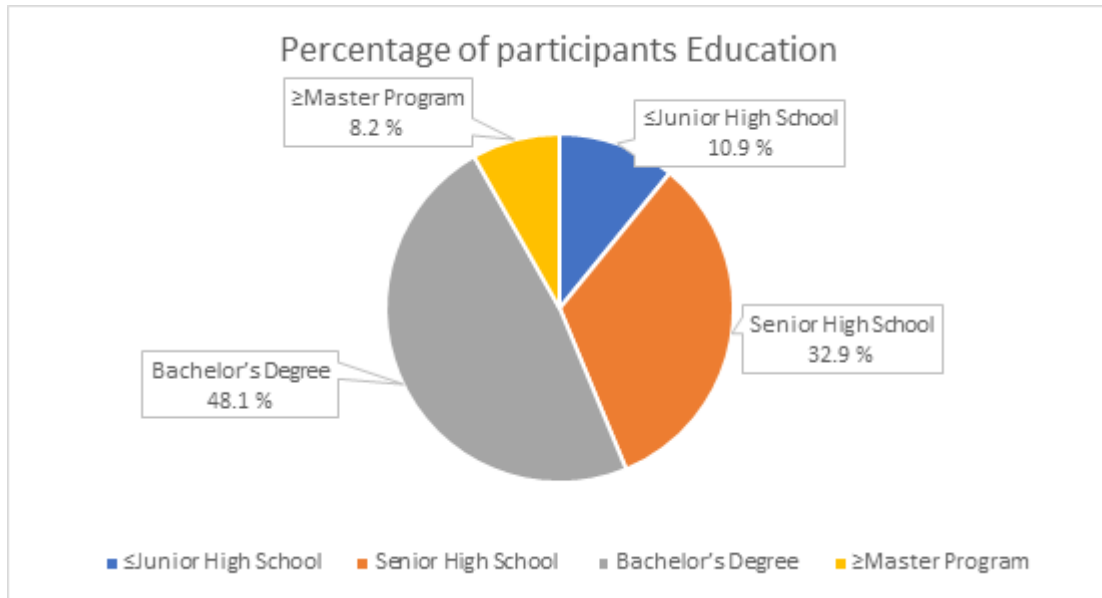


Figure 4.5 Percentage of participants Education

Resource: Original Study

### 4.3 Measurement Results for Relevant Research Variables

The result exhibited in table 4.6 the descriptive statistics identifies the mean value, and standard deviation of the research questionnaire. This descriptive analysis results 5 constructs: 12 items for brand image, 7 items for brand awareness, 9 items for brand loyalty, 6 items for customer online review and 7 items for purchase intention.

The mean value and standard deviation describe the tendency for the participants for each relevant construct. 5 constructs mean scores over than 3.0 on a five-point scale included brand image, brand awareness, brand loyalty, customer online review and purchase intention.

Table 4.6 Descriptive Analysis for Questionnaire Items

<b>Research construct: Brand Image</b>			
<b>Experimental Image</b>			
<b>Items</b>	<b>Descriptions</b>	<b>Mean</b>	<b>Std. Deviation</b>
BI1	I like this brand bakery because this bakery provides natural healthy products	3.96	.801
BI2	I like this brand bakery because this brand provides quick payment service.	3.83	.854
BI3	I like this brand bakery because this bakery provides fresh products	4.25	.691
BI4	I like this brand bakery because this bakery provides free bread tasting	3.85	.898
BI5	I like this brand bakery because this bakery was is leading brand.	3.77	.827
BI6	I like this brand bakery because this bakery exterior design unique.	3.89	.797
BI7	I like this brand bakery because this brand gives me a higher sense of self-identity.	3.76	.873
BI8	I like this brand bakery because its offer good image to me	4.08	.766
<b>Symbolic Image</b>			
BI9	I like this brand bakery because this bakery is leading popular trend	3.82	.869
BI10	I like this brand bakery because of its products outlooks.	3.96	.773

Table 4.6 Descriptive Analysis for Questionnaire Items (continue)

<b>Items</b>	<b>Descriptions</b>	<b>Mean</b>	<b>Std. Deviation</b>
BI11	I like this brand bakery because this brand could be trust	4.20	.692
BI12	I like this brand bakery because they sell a lot of different products	4.11	.736
<b>Research construct: Brand Awareness</b>			
<b>Items</b>	<b>Descriptions</b>	<b>Mean</b>	<b>Std. Deviation</b>
BA1	I can recognize this brand bakery with others competitor.	3.87	.735
BA2	I can picture this brand bakery logo when I heard the brand name.	3.87	.807
BA3	I know this brand bakery because I usually saw this brand advertisement.	3.68	.888
BA4	I will choose this brand bakery as my first choice when I want to purchase product.	3.83	.865
BA5	I always recall this brand bakery when I need to make purchase decision on product.	3.97	.770
BA6	I know this brand bakery very well.	3.72	.949
BA7	I choose this brand bakery because I always remember this brand name	3.92	.847
<b>Research construct: Brand Loyalty</b>			
<b>Items</b>	<b>Descriptions</b>	<b>Mean</b>	<b>Std. Deviation</b>
BL1	I will not buy others brand bakery.	3.10	1.138

Table 4.6 Descriptive Analysis for Questionnaire Items (continue)

<b>Items</b>	<b>Descriptions</b>	<b>Mean</b>	<b>Std. Deviation</b>
BL2	I will buy this brand bakery products although they have the same quality with others brand.	3.76	.892
BL3	I will continuously buy this brand bakery products.	3.83	.763
BL4	I will recommend this brand bakery to other consumers.	3.99	.744
BL5	I will still buy this brand bakery although there were new brands established.	3.73	.910
BL6	I feel that this brand bakery attracts me to buy.	3.83	.818
BL7	I feel this brand bakery unique than others brand.	3.83	.808
BL8	I will pay more money to buy this brand bakery although they were expensive than others brand.	3.46	.1.082
BL9	I will wait for this brand bakery if this brand products sold out.	3.49	.1.065
<b>Research construct: Customer Online Review</b>			
<b>Items</b>	<b>Descriptions</b>	<b>Mean</b>	<b>Std. Deviation</b>
COR1	I trust the online information.	3.65	.880
COR2	The online information will influence on my purchasing decision.	3.65	.963
COR3	I will accept the online information as suggestion.	3.82	.804



Table 4.6 Descriptive Analysis for Questionnaire Items (continue)

<b>Items</b>	<b>Descriptions</b>	<b>Mean</b>	<b>Std. Deviation</b>
COR4	I will check the online information before purchase	3.77	.893
COR5	I will share the online information to others.	3.78	.876
COR6	I will give review to this bakery after purchase.	3.69	.911
<b>Research construct: Purchase Intention</b>			
<b>Items</b>	<b>Descriptions</b>	<b>Mean</b>	<b>Std. Deviation</b>
PI1	I will buy this brand bakery if they come out with new products.	3.66	.932
PI2	I will buy this brand bakery rather than others brand.	3.72	.914
PI3	I feel that this brand bakery quality is appealing to me.	3.83	.775
PI4	I feel that this brand bakery product price is sanity.	3.88	.799
PI5	I will pay money to buy this brand bakery products.	3.93	.782
PI6	I will suggest other consumers to buy this brand bakery.	3.89	.754
PI7	In total, I prefer to buy this brand bakery.	3.92	.795

#### 4.4 Factor Analysis and Reliability Test

In order to identify the dimensionalities and reliability of the research constructs, the measurement item's purification procedure is conducted as

necessary. The purification process includes factor analysis, which contains Factor Loading, eigenvalue for the factors extracted from the measurement items. After factor analysis, to identify the internal consistency and reliability of the construct's measurement, the item-to-total correlation and Cronbach's alpha are calculated.

**Criterion for the Factor Analysis:**

- Factor Loading higher than .5; (Hair, J. F., Anderson, R., Black, W. C. 1995)
- Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO)

higher than .5; (Kaiser 1970; Cerny and Kaiser 1977; Dziuban & Shirkey, 1974)

- Eigen value higher than 1 (Hair, J. F., Anderson, R., Black, W. C. 1995)

**Criterion for the Reliability test:**

- Item-to-total correlation equal or higher than .5; (Nunnally, 1978)
- Cronbach's Alpha equal or higher than .7. (Nunnally, 1978)

Table 4.7 Results of Factor Analysis and Reliability Test on Brand Image

Research Construct	Research Item	Factor Loading	Eigen-value	Cumulative Explained	Item – total correlation	Cronbach's Alpha ( $\alpha$ )
<b>Brand Image</b> (KMO = <b>0.902</b> )	<b>BI A</b>		<b>3.83</b>	<b>31.917%</b>		<b>0.863</b>
	BI9	0.795			0.869	
	BI5	0.787			0.827	
	BI6	0.749			0.797	
	BI7	0.746			0.873	
	BI2	0.643			0.854	
	BI4	0.642			0.898	

Table 4.7 Results of Factor Analysis and Reliability Test on Brand Image  
(continue)

Research Construct	Research Item	Factor Loading	Eigen-value	Cumulative Explained	Item – total correlation	Cronbach’s Alpha ( $\alpha$ )
	<b>BI B</b>		<b>3.074</b>	<b>25.616%</b>		<b>0.824</b>
	BI11	0.814			0.692	
	BI12	0.745			0.736	
	BI3	0.742			0.691	
	BI8	0.574			0.766	
	BI1	0.571			0.801	
	BI10	0.532			0.773	

BI A: Experimental Image, BI B: Symbolic Image

Source: Original Study

Table 4.7 presents the result of factor loading for measurement of Brand Image. There are total 12 items were selected for the further analysis and after running the Factor Loading, the construct divides into 2 factors, Experimental Image and Symbolic Image. It is shown that all of the item has Factor Loading greater than .5. BI11 (I like this brand bakery because this brand could be trust) has the highest Factor Loading, 0.814 and the BI10 (I like this brand bakery because of its products outlooks.) has the lowest Factor Loading, 0.532. Table 4.7 shows that all the item-total correlation for the constructs Experimental Image are greater than .5, Cronbach’s Alpha = .0.863, Eigen value =3.83 and Cumulative Explained Variance = 31.917% for the first factor include: BI2, BI4, BI5, BI6, BI7, BI9 and Symbolic Image , Cronbach’s Alpha = .0.824, Eigen value =3.074 and Cumulative Explained Variance = 25.616 %

for the second factor include B1, B3, BI8, BI10, BI11, BI12. Base on results, the conclusion is the reliability and internal consistency on this factor is accepted.

Table 4.8 Results of Factor Analysis and Reliability Test on Brand Awareness

Research Construct	Research Item	Factor Loading	Eigen-value	Cumulative Explained	Item – total correlation	Cronbach’s Alpha ( $\alpha$ )
<b>Brand Awareness (KMO =0.901)</b>			<b>4.132</b>	<b>59.023 %</b>		<b>0.882</b>
	BA4	0.825			0.741	
	BA5	0.800			0.706	
	BA7	0.785			0.688	
	BA6	0.780			0.691	
	BA2	0.774			0.678	
	BA1	0.725			0.619	
	BA3	0.679			0.578	

Source: Original Study

Table 4.8 presents the result of factor loading for measurement of Brand Awareness. There are total 7 items were selected for the further analysis and after running the Factor Loading, it is shown that all of the item has Factor Loading greater than .5. BA4 (I will choose this brand bakery as my first choice when I want to purchase product) has the highest Factor Loading, 0.825 and the BA3 (I know this brand bakery because I usually saw this brand advertisement.) has the lowest Factor Loading, 0.679. Table 4.8 shows that all the item-total correlation for the constructs Experimental Image are greater than .5, Cronbach’s Alpha = .0.882, Eigen value =4.132 and Cumulative Explained

Variance = 59.023% Base on results, the conclusion is the reliability and internal consistency on this factor is accepted.

Table 4.9 Results of Factor Analysis and Reliability Test on Brand Loyalty

Research Construct	Research Item	Factor Loading	Eigen-value	Cumulative Explained	Item – total correlation	Cronbach’s Alpha ( $\alpha$ )
<b>Brand Loyalty</b> (KMO = <b>0.930</b> )			<b>5.6</b>	<b>62.227 %</b>		<b>0.920</b>
	BL5	0.833			0.775	
	BL9	0.800			0.748	
	BL3	0.800			0.731	
	BL8	0.800			0.749	
	BL7	0.791			0.722	
	BL6	0.790			0.721	
	BL1	0.786			0.734	
	BL2	0.759			0.688	
	BL4	0.737			0.652	

Source: Original Study

Table 4.9 presents the result of factor loading for measurement of Brand Loyalty. There are total 9 items were selected for the further analysis and after running the Factor Loading, it is shown that all of the item has Factor Loading greater than .5. BL5 (I will still buy this brand bakery although there were new brands established.) has the highest Factor Loading, 0.833 and the BL4 (I will recommend this brand bakery to other consumers.) has the lowest Factor Loading, 0.737. Table 4.9 shows that all the item-total correlation for the constructs Experimental Image are greater than .5, Cronbach’s Alpha = .092, Eigen value =5.6 and Cumulative Explained Variance = 62.227% Base on

results, the conclusion is the reliability and internal consistency on this factor is accepted.

Table 4.10 Results of Factor Analysis and Reliability Test on Customer Online Review

<b>Research Construct</b>	<b>Research Item</b>	<b>Factor Loading</b>	<b>Eigen-value</b>	<b>Cumulative Explained</b>	<b>Item – total correlation</b>	<b>Cronbach’s Alpha (<math>\alpha</math>)</b>
<b>Customer Online Review (KMO = 0.84)</b>			<b>3.399</b>	<b>56.649 %</b>		<b>0.846</b>
	COR5	0.786			0.670	
	COR2	0.759			0.633	
	COR3	0.752			0.629	
	COR4	0.741			0.614	
	COR6	0.741			0.611	
	COR1	0.736			0.609	

Source: Original Study

Table 4.10 presents the result of factor loading for measurement of Customer Online Review. There are total 6 items were selected for the further analysis and after running the Factor Loading, it is shown that all of the item has Factor Loading greater than .5. COR5 (I will share the online information to others.) has the highest Factor Loading, 0.786 and the COR1 (I trust the online information.) has the lowest Factor Loading, 0.736. Table 4.10 shows that all the item-total correlation for the constructs Experimental Image are greater than .5, Cronbach’s Alpha = 0.846, Eigen value = 3.399 and Cumulative Explained Variance = 56.649% Base on results, the conclusion is the reliability and internal consistency on this factor is accepted.

Table 4.11 Results of Factor Analysis and Reliability Test on Purchase Intention

Research Construct	Research Item	Factor Loading	Eigen-value	Cumulative Explained	Item –total correlation	Cronbach’s Alpha ( $\alpha$ )
<b>Purchase Intention (KMO =0.911)</b>			<b>4.622</b>	<b>66.025</b>		<b>0.912</b>
	PI7	0.852			0.788	
	PI3	0.839			0.769	
	PI5	0.835			0.758	
	PI2	0.820			0.753	
	PI6	0.804			0.721	
	PI4	0.769			0.680	
	PI1	0.765			0.685	

Source: Original Study

Table 4.11 presents the result of factor loading for measurement of Customer Online Review. There are total 7 items were selected for the further analysis and after running the Factor Loading, it is shown that all of the item has Factor Loading greater than .5. PI7 (In total, I prefer to buy this brand bakery.) has the highest Factor Loading, 0.852 and the PI1(I will buy this brand bakery if they come out with new products.) has the lowest Factor Loading, 0.765. Table 4.10 shows that all the item-total correlation for the constructs Experimental Image are greater than .5, Cronbach’s Alpha = 0.912, Eigen value =4.622 and Cumulative Explained Variance = 66.025% Base on results, the conclusion is the reliability and internal consistency on this factor is accepted.

## 4.5 Independent Sample t-test

Independent Sample t-test is to identify differences male and female into the 5 constructs. The t-test used to compare means of group male and group female respondents on their opinion on Brand Image, Brand Awareness, Brand Loyalty, Customer Online Review and Purchase Intention in this study. In the t-test, the significant results were p-value not higher than .05, and t-value could not be lower than 1.98. In this table below shown that male have the higher mean than female respondents score in all factors.

Table 4.12 The T-test results comparing 5 factors

<b>Variables</b>	<b>Gender</b>	<b>N</b>	<b>Mean</b>	<b>t-value</b>	<b>p-value</b>	<b>Different between group</b>
<b>Brand Image</b>	Male	161	4.044	2.754	0.006	Male > Female
	Female	207	3.8849			
<b>Brand Awareness</b>	Male	161	3.9911	4.168	<.001	Male > Female
	Female	207	3.7157			
<b>Brand Loyalty</b>	Male	161	3.8903	5.334	<.001	Male > Female
	Female	207	3.4992			
<b>Customer Online Review</b>	Male	161	3.8613	3.465	<.001	Male > Female
	Female	207	3.6216			
<b>Purchase Intention</b>	Male	161	4.0231	4.987	<.001	Male > Female
	Female	207	3.6846			

Note: \*p<.05, \*\*p<.01, \*\*\*p<.001 N. S= Not Significant

Source: Original Study



## 4.6 One-way Analysis of Variance (ANOVA)

One-way Analysis is to compare the dissimilarity of the dimensions based on age, occupation, monthly salary, and education. By the way, the usage of One-way Analysis was to analyze the significant difference factors of Brand Image, Brand Awareness, Brand Loyalty, Customer Online Review and Purchase Intention. In the Post Hoc test also check the Test of homogeneity of variance, levene test significane, use to check by Dunnett T3 , levene test not significane, use to check by Scheffe.

### 4.6.1 One-way ANOVA for different groups of Age

According to the Table 4.13, “Brand Loyalty” and “Purchase Intention” shows not available in groups of Age. Moreover, “Brand Awareness” is statistically not significant difference on group of Ages. On the other hand, there are significant difference between , “31~40 years old” and “51 years old and above” groups were found for the variable of “Brand Image” and “Customer Online Review”. The test of Homogeneity of Variances has no significance in these five variables : Brand Image (Levene = 2.041,  $p=0.088$ ), Brand Awareness (Levene = 2.090,  $p=0.082$ ), Brand Loyalty (Levene = 1.231,  $p=0.297$ ), Customer Online Review (Levene = 0.459,  $p=0.766$ ) and Purchase Intention (Levence = 1.485,  $p=0.206$ ) means that these sample group were not different.

#### **Explanation concluded as below:**

- Brand Image and Customer Online Review: Age between “31~40 years old” will more concern about the brand image and customer's online review information rather than “51 years old and above” because we know that high middle-age customers more intend to know some wells brand image products and the frequency of using the internet to search information were rarely and

but oppositely on the age “31~40 years old” willing to spending time to search information before making a buying decision because of a customer of these ages not willing to spend extra money to buy the products they don’t suit to it.

Table 4.13 One-way ANOVA for different groups of Age

<b>Variables</b>	<b>Group</b>	<b>N</b>	<b>Mean</b>	<b>F-value</b>	<b>P-value</b>	<b>Difference between groups</b>
<b>Brand Image</b>	(1) 20 years old and below	36	4.0069	2.704	.030	(3)>(5)
	(2) 21~30 years old	145	3.91132			
	(3) 31~40 years old	57	4.1301			
	(4) 41~50 years old	51	4.0065			
	(5) 51 years old and above	79	3.8460			
<b>Brand Awareness</b>	(1) 20 years old and below	36	3.7976	1.995	.095	N. S
	(2) 21~30 years old	145	3.7586			
	(3) 31~40 years old	57	4.005			

Table 4.13 One-way ANOVA for different groups of Age (continue)

<b>Variables</b>	<b>Group</b>	<b>N</b>	<b>Mean</b>	<b>F-value</b>	<b>P-value</b>	<b>Difference between groups</b>
	(4) 41~50 years old	51	3.9468			
	(5) 51 years old and above	79	3.8029			
<b>Brand Loyalty</b>	(1) 20 years old and below	36	3.7778	3.235	.013*	N. A
	(2) 21~30 years old	145	3.5648			
	(3) 31~40 years old	57	3.8402			
	(4) 41~50 years old	51	3.8693			
	(5) 51 years old and above	79	3.5640			
<b>Customer Online Review</b>	(1) 20 years old and below	36	3.9120	4.030	.003**	(3) > (5)
	(2) 21~30 years old	145	3.6828			

Table 4.13 One-way ANOVA for different groups of Age (continue)

<b>Variables</b>	<b>Group</b>	<b>N</b>	<b>Mean</b>	<b>F-value</b>	<b>P-value</b>	<b>Difference between groups</b>
	(3) 31~40 years old	57	3.9123			
	(4) 41~50 years old	51	3.8170			
	(5) 51 years old and above	79	3.5295			
<b>Purchase Intention</b>	(1) 20 years old and below	36	3.9722	2.708	.030**	N. A
	(2) 21~30 years old	145	3.7517			
	(3) 31~40 years old	57	3.9850			
	(4) 41~50 years old	51	3.9608			
	(5) 51 years old and above	79	3.7251			

Note: \*p<.05, \*\*p<.01, \*\*\*p<.001 N. S= Not Significant N. A=Not Available

Source: Original Study

#### 4.6.2 One-way ANOVA for different groups of Occupation

According to the Table 4.14, there was statistically significant difference between occupation groups in five variables. In the other words, “Brand Image”, “Brand Awareness”, “Brand Loyalty”, “Customer Online Review” and “Purchase Intention” shows that in groups of occupation have varying opinions depending on which occupation group they belonged to. The test of Homogeneity of Variances has three significance and two not significance in these five variables: Brand Image (Levene = 1.512,  $p=0.198$ ), Brand Awareness (Levene = 3.651,  $p=0.006$ ), Brand Loyalty (Levene = 3.246,  $p=0.012$ ), Customer Online Review (Levene = 5.228,  $p=0.000$ ) and Purchase Intention (Levene = 1.633,  $p=0.165$ ).

##### **Explanation concluded as below:**

- **Brand Image:** Respondents governments employee had a higher tendency towards brand image compare with other categories. Government employee respondents have more focus on their own symbol identification towards brands.
- **Brand Awareness:** Respondents governments employee had a higher tendency towards brand awareness compare with other categories. This proves that government employee respondents have highly sensitive on buying brands that with high brand awareness.
- **Brand Loyalty:** Respondents governments employee had a higher tendency towards brand loyalty compare with other categories. Regarding to upwards conclusion, respondents’ governments employee willing to pay money to bought preferred brands and intend to create loyalty because customers always found the unique of the brands with others competitor and create loyalty intend to enhance repurchase intention.

- **Customer Online Review:** Respondents governments employee had a higher tendency towards customer online review compare with other categories. The respondent's governments employee accepts perceived value by online information than others.

- **Purchase Intention:** Respondents governments employee had a higher tendency towards customer online review compare with other categories. According to the others categories governments employee belongs to stable income job which means that the respondents have the ability to make purchase intention than others group.

Table 4.14 One-way ANOVA for different groups of Occupation

Variables	Group	N	Mean	F-value	P-value	Difference between groups
<b>Brand Image</b>	(1) Students	95	3.9605	6.443	<0.001***	(4) > (3) > (1) > (2) > (5)
	(2) Businessman	51	3.9592			
	(3) Service Industry	84	3.9950			
	(4) Government Employee	20	4.4708			
	(5) Other	118	3.8312			
<b>Brand Awareness</b>	(1) Students	95	3.8256	8.241	<0.001***	(4) > (3) > (2) > (1) > (5)
	(2) Businessman	51	3.8768			
	(3) Service Industry	84	3.9082			

Table 4.14 One-way ANOVA for different groups of Occupation (continue)

<b>Variables</b>	<b>Group</b>	<b>N</b>	<b>Mean</b>	<b>F-value</b>	<b>P-value</b>	<b>Difference between groups</b>
	(4) Government Employee	20	4.4929			
	(5) Other	118	3.6646			
<b>Brand Loyalty</b>	(1) Students	95	3.6608	8.160	<0.001***	(4) > (3) > (2) > (1) > (5)
	(2) Businessman	51	3.6906			
	(3) Service Industry	84	3.7421			
	(4) Government Employee	20	4.4278			
	(5) Other	118	3.4896			
<b>Customer Online Review</b>	(1) Students	95	3.7263	9.805	<0.001***	(4) > (3) > (1) > (2) > (5)
	(2) Businessman	51	3.6634			
	(3) Service Industry	84	3.8452			
	(4) Government Employee	20	4.4583			
	(5) Other	118	3.5452			

Table 4.14 One-way ANOVA for different groups of Occupation (continue)

Variables	Group	N	Mean	F-value	P-value	Difference between groups
<b>Purchase Intention</b>	(1) Students	95	3.8632	5.349	<0.001***	(4) > (1) > (2) > (3) > (5)
	(2) Businessman	51	3.8487			
	(3) Service Industry	84	3.8231			
	(4) Government Employee	20	4.4286			
	(5) Other	118	3.7070			

Note: \*p<.05, \*\*p<.01, \*\*\*p<.001 N. S= Not Significant N. A=Not Available

Source: Original Study

### 4.6.3 One-way ANOVA for different groups of Monthly Income

According to the Table 4.15, “Brand Image”, “Brand Awareness” and “Purchase Intention” shows not available in groups of Monthly Income. Moreover, “Brand Loyalty” and “Customer Online Review” is statistically have significant difference on group of Monthly Income. On the other hand, there are significant difference between “RM 4,501~RM 5,000” and “< RM 1,800” groups were found for the variable of “Brand Loyalty”, and there are significant difference between “RM 3,501~RM 4,500”, “< RM 1,800” and “> RM 5,001” groups were found for the variable of “Customer Online Review” which mean they had varying opinions depending



on which age group they belonged to. The test of Homogeneity of Variances has no significance in these five variables: Brand Image (Levene = 1.789,  $p=0.114$ ), Brand Awareness (Levene = 2.116,  $p=0.063$ ), Brand Loyalty (Levene = 1.144,  $p=0.337$ ), Customer Online Review (Levene = 1.998,  $p=0.078$ ) and Purchase Intention (Levene = 0.983,  $p=0.428$ ).

**Explanation concluded as below:**

- **Brand Loyalty:** Monthly Income groups have signed on “ < RM1,800” and “RM 4,501~RM 5,000”. This result concluded that low monthly income respondents willing to choose cheaper products rather than loyal towards particular brands and this has a significant difference towards groups “RM 4,501~RM 5,000”.
- **Customer Online Review:** Groups “RM 4,501~RM 5,000” has a high significant difference between a group “< RM 1,800” and “> RM 5,001” as concluded that respondent’s group “RM 4,501~RM 5,000” willing to pay more time on searching customer online review towards brands before making a purchase decision.

Table 4.15 One-way ANOVA for different groups of Monthly Income

Variables	Group	N	Mean	F-value	P-value	Difference between groups
<b>Brand Image</b>	(1) < RM 1,800	13	3.850	2.35	0.041	NA
	(2) RM 1,801~RM 2,500	52	3.956			
		0	6	0	*	

Table 4.15 One-way ANOVA for different groups of Monthly Income  
(continue)

Variables	Group	N	Mean	F-value	P-value	Difference between groups
	(3) RM 2,501~RM3,500	79	4.0348			
	(4) RM 3,501~RM4,500	36	4.0579			
	(5) RM 4,501~RM5,000	29	4.1437			
	(6) > RM 5,001	42	3.9028			
<b>Brand Awareness</b>	(1) < RM 1,800	130	3.7319	3.442	0.005**	NA
	(2) RM 1,801~RM2,500	52	3.6813			
	(3) RM 2,501~RM3,500	79	3.8662			
	(4) RM 3,501~RM4,500,	36	4.0278			
	(5) RM 4,501~RM5,000	29	4.1281			
	(6) > RM 5,001	42	3.9286			

Table 4.15 One-way ANOVA for different groups of Monthly Income  
(continue)

<b>Variables</b>	<b>Group</b>	<b>N</b>	<b>Mean</b>	<b>F-value</b>	<b>P-value</b>	<b>Difference between groups</b>
<b>Brand Loyalty</b>	(1) < RM 1,800	13	3.538	3.969	0.002 **	(5) > (1)
	(2) RM 1,801~RM 2,500	52	3.594			
	(3) RM 2,501~RM3,500	79	3.724			
	(4) RM 3,501~RM 4,500,	36	3.895			
	(5) RM 4,501~RM 5,000	29	4.088			
	(6) > RM 5,001	42	3.589			
<b>Customer Online Review</b>	(1) < RM 1,800	13	3.611	4.253	0.001 **	(4) > (1) > (6)
	(2) RM 1,801~RM 2,500	52	3.769			
	(3) RM 2,501~RM3,500	79	3.765			
	(4) RM 3,501~RM 4,500,	36	4.060			
	(5) RM 4,501~RM 5,000	29	3.942			

Table 4.15 One-way ANOVA for different groups of Monthly Income  
(continue)

Variables	Group	N	Mean	F-value	P-value	Difference between groups
	(6) > RM 5,001	42	3.5198			
<b>Purchase Intention</b>	(1) < RM 1,800	130	3.7451	2.553	0.027*	NA
	(2) RM 1,801~RM 2,500	520	3.7830			
	(3) RM 2,501~RM3,500	794	3.8734			
	(4) RM 3,501~RM 4,500,	364	4.0714			
	(5) RM 4,501~RM 5,000	299	4.0739			
	(6) > RM 5,001	427	3.7177			

Note: \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$  N. S= Not Significant N. A=Not Available

Source: Original Study

#### 4.6.4 One-way ANOVA for different groups of Education

According to the Table 4.16, there was statistically significant difference between education groups in five variables. In the other words, “Brand Image”, “Brand Awareness”, “Brand Loyalty”, “Customer Online Review”

and “Purchase Intention” shows that in groups of education have varying opinions depending on which age group they belonged to. The test of Homogeneity of Variances has two significance and three not significance in these five variables: Brand Image (Levene = 0.885,  $p=0.449$ ), Brand Awareness (Levene = 2.237,  $p=0.084$ ), Brand Loyalty (Levene = 4.948,  $p=0.002$ ), Customer Online Review (Levene = 1.741,  $p=0.158$ ) and Purchase Intention (Levene = 3.215,  $p=0.023$ ).

**Explanation concluded as below:**

- **Brand Image:** According to the results, the group “Master Program” respondents have high self-identification on brands. Upcoming with “Bachelor’s Degree” and “Senior High School”
- **Brand Awareness:** As the results show that all of the respondents have high significance towards awareness of the brand but “Master Program” has more preference on buying brand products with high awareness.
- **Brand Loyalty:** As the results show that all of the respondents have a high significance towards the loyalty of brand but “Master Program” has more loyal to particular brands rather than others. This concluded that respondents “Master Program” have more loyal to particular brands with that brand knowledge and have a high chance of making repurchase intention than others.
- **Customer Online Review:** As the results show that all of the respondents have high significance towards customer online review of the brand but “Master Program” has more concern than others about the customer perceived value that could be search from the internet.

- **Purchase Intention:** As the results show that all of the respondents have high significance towards purchase intention of the brand because “Master Program” have high behavioral intention and beliefs than other groups because this group will be known that buying which products may meet their needs.

Table 4.16 One-way ANOVA for different groups of Education

<b>Variables</b>	<b>Group</b>	<b>N</b>	<b>Mean</b>	<b>F-value</b>	<b>P-value</b>	<b>Difference between groups</b>
<b>Brand Image</b>	(1) ≤Junior High School	40	3.9208	3.143	0.025*	(4) > (3) > (2)
	(2) Senior High School	121	3.9201			
	(3) Bachelor's Degree	177	3.9364			
	(4) ≥Master Program	30	4.2444			
<b>Brand Awareness</b>	(1) ≤Junior High School	40	3.8464	6.251	<0.001***	(4) > (2) > (1) > (3)
	(2) Senior High School	121	3.8489			
	(3) Bachelor's Degree	177	3.7490			
	(4) ≥Master Program	30	4.2857			

Table 4.16 One-way ANOVA for different groups of Education (continue)

<b>Variables</b>	<b>Group</b>	<b>N</b>	<b>Mean</b>	<b>F-value</b>	<b>P-value</b>	<b>Difference between groups</b>
<b>Brand Loyalty</b>	(1) ≤Junior High School	40	3.766 7	10.358	<0.001 ***	(4) > (1) > (2) > (3)
	(2) Senior High School	121	3.671 3			
	(3) Bachelor's Degree	177	3.541 7			
	(4) ≥Master Program	30	4.296 3			
<b>Customer Online Review</b>	(1) ≤Junior High School	40	3.695 8	5.393	0.001* *	(4) > (2) > (1) > (3)
	(2) Senior High School	121	3.724 5			
	(3) Bachelor's Degree	177	3.658 2			
	(4) ≥Master Program	30	4.177 8			
<b>Purchase Intention</b>	(1) ≤Junior High School	40	3.853 6	5.185	0.002* *	(4) > (1) > (2) > (3)
	(2) Senior High School	121	3.828 8			

Table 4.16 One-way ANOVA for different groups of Education (continue)

Variables	Group	N	Mean	F-value	P-value	Difference between groups
	(3) Bachelor's Degree	177	3.7571			
	(4) ≥Master Program	30	4.2667			

Note: \*p<.05, \*\*p<.01, \*\*\*p<.001 N. S= Not Significant N. A=Not

Available

Source: Original Study

#### 4.7 Correlation Analysis

This study used Pearson's r statistic Table 4.15 for investigate the correlation between five independent variables.

Table 4.17 Correlation for Key Study Variables

No	Variables	1	2	3	4	5
1	Brand Image	1				
2	Brand Awareness	0.741**	1			
3	Brand Loyalty	0.735**	0.786**	1		
4	Customer Online Review	0.592**	0.593**	0.710**	1	
5	Purchase Intention	0.675**	0.751**	0.830**	0.657**	1

Note: Note: \*p<.05, \*\*p<.01, \*\*\*p<.001. Correlation is significant at the 0.01 level (2-tailed).

Source: Original Study



The study used Pearson's analysis to explore the correlation between each dimension. There are strong relationships among five major variables. There is a statistically significant correlation between Job Satisfaction and other four variables at the 0.01 level (2-tailed). The results showed all dimensions are positively related. Brand Image is positively related to Brand Awareness ( $r=0.741^{**}$ ,  $p<0.01$ ). Brand Image is positively related to Brand Loyalty ( $r=0.735^{**}$ ,  $p<0.01$ ). Brand Awareness is positively related to Purchase Intention ( $r=0.751^{**}$ ,  $p<0.01$ ). Brand Loyalty is positively related to Purchase Intention ( $r=0.830^{**}$ ,  $p<0.01$ ). Brand Image is positively related to Purchase Intention ( $r=0.675^{**}$ ,  $p<0.01$ ). Customer Online Review is positively related to Purchase Intention ( $r=0.592^{**}$ ,  $p<0.01$ ). Lastly, this study found that the strongest relationship among 5 variables is Brand Loyalty and Purchase Intention which means that Brand Loyalty has high influence towards Purchase Intention.

## 4.8 Regression Analysis

### 4.8.1 Hypothesis H1: Brand Image has significant relationship with Purchase Intention

Table 4.18 Result of Influence of Brand Image on Purchase Intention

<b>Independent Variable</b>	<b>Dependent Variable –Purchase Intention</b>
Brand Image	Beta ( $\beta$ )
BI	0.675***
R <sup>2</sup>	0.455
Adj- R <sup>2</sup>	0.454
F-value	306.167
P-value	<0.001

Table 4.18 Result of Influence of Brand Image on Purchase Intention (continue)

<b>Independent Variable</b>	<b>Dependent Variable –Purchase Intention</b>
Brand Image	Beta ( $\beta$ )
VIF	1.000

Source: Original Study

Table 4.18 shows that the regression coefficient ( $\beta$ ), using one predictor, is 0.675 \*\*\* within significantly and coefficient of Determination is  $R^2 = 0.455$  and the adjusted  $R^2$  is 0.454, meaning that 45% of the variance in Purchase Intention can be predicted from Brand Image. F value is 306.167 ( $p < 0.001$ ). The next important part is the Tolerance and VIF values. Tolerance value is equal to 0.545 ( $1 - R^2$ ) as well as VIF range is 1. As the results concluded consumer willing to buy the well image product.

*Hypothesis 1: Brand Image has significant relationship with Purchase Intention is supported*

#### **4.8.2 Hypothesis H2: Brand Image has significant relationship with Brand Loyalty**

Table 4.19 Result of Influence of Brand Image on Brand Loyalty

<b>Independent Variable</b>	<b>Dependent Variable –Brand Loyalty</b>
Brand Image	Beta ( $\beta$ )
BI	0.735***
$R^2$	0.540
Adj- $R^2$	0.539
F-value	429.499

Table 4.19 Result of Influence of Brand Image on Brand Loyalty (continue)

<b>Independent Variable</b>	<b>Dependent Variable –Brand Loyalty</b>
Brand Image	Beta ( $\beta$ )
P-value	<0.001
VIF	1.000

Source: Original Study

Table 4.18 shows that the regression coefficient ( $\beta$ ), using one predictor, is 735\*\*\* within significantly and coefficient of Determination is  $R^2 = 0.540$  and the adjusted  $R^2$  is 0.539, meaning that 54% of the variance in Brand Loyalty can be predicted from Brand Image. F value is 429.499 ( $p < 0.001$ ). The next important part is the Tolerance and VIF values. Tolerance value is equal to 0.460 ( $1 - R^2$ ) as well as VIF range is 1. The results proved that a well brand image will increase the brand loyalty from customers because customers willing to accepts a well image product and intend to create loyalty on the brands that always meet customers desire.

*Hypothesis 2: Brand Image has significant relationship with Brand Loyalty is supported.*

### **4.8.3 Hypothesis H3: Brand Image has significant relationship with Brand Awareness**

Table 4.20 Result of Influence of Brand Image on Brand Awareness

<b>Independent Variable</b>	<b>Dependent Variable –Brand Awareness</b>
Brand Image	Beta ( $\beta$ )
BI	0.741***

Table 4.20 Result of Influence of Brand Image on Brand Awareness (continue)

Independent Variable	Dependent Variable –Brand Awareness
Brand Image	Beta ( $\beta$ )
R <sup>2</sup>	0.549
Adj- R <sup>2</sup>	0.548
F-value	446.292
P-value	<0.001
VIF	1.000

Source: Original Study

Table 4.18 shows that the regression coefficient ( $\beta$ ), using one predictor, is 0.741\*\*\* within significantly and coefficient of Determination is  $R^2 = 0.549$  and the adjusted  $R^2$  is 0.548, meaning that 54% of the variance in Brand Awareness can be predicted from Brand Image. F value is 446.292 ( $p < 0.001$ ). The next important part is the Tolerance and VIF values. Tolerance value is equal to 0.451 ( $1 - R^2$ ) as well as VIF range is 1. The results proved that a well brand image will increase the brand awareness in the competitive markets in customers mind.

*Hypothesis 3: Brand Image has significant relationship with Brand Awareness is supported.*

#### **4.8.4 Hypothesis H4: Brand Awareness has significant relationship with Purchase Intention**

Table 4.21 Result of Influence of Brand Awareness on Purchase Intention

<b>Independent Variable</b>	<b>Dependent Variable –Purchase Intention</b>
Brand Awareness	Beta ( $\beta$ )
BA	0.751***
$R^2$	0.563
Adj- $R^2$	0.562
F-value	472.403
P-value	<0.001
VIF	1.000

Source: Original Study

Table 4.18 shows that the regression coefficient ( $\beta$ ), using one predictor, is 0.751\*\*\* within significantly and coefficient of Determination is  $R^2 = 0.563$  and the adjusted  $R^2$  is 0.562, meaning that 56% of the variance in Purchase Intention can be predicted from Brand Awareness. F value is 472.403 ( $p < 0.001$ ). The next important part is the Tolerance and VIF values. Tolerance value is equal to 0.437 ( $1 - R^2$ ) as well as VIF range is 1. The results concluded that high brand awareness products impact customers to purchase.

*Hypothesis H4: Brand Awareness has significant relationship with Purchase Intention is supported*

#### 4.8.5 Hypothesis H5: Brand Loyalty has significant relationship with Purchase Intention

Table 4.22 Result of Influence of Brand Loyalty on Purchase Intention

Independent Variable	Dependent Variable –Purchase Intention
Brand Loyalty	Beta ( $\beta$ )
BL	0.830***
R <sup>2</sup>	0.689
Adj- R <sup>2</sup>	0.688
F-value	811.542
P-value	<0.001
VIF	1.000

Source: Original Study

Table 4.22 shows that the regression coefficient ( $\beta$ ), using one predictor, is 0.830\*\*\* within significantly and coefficient of Determination is  $R^2 = 0.689$  and the adjusted  $R^2$  is 0.688, meaning that 68% of the variance in Purchase Intention can be predicted from Brand Loyalty. F value is 811.542 ( $p < 0.001$ ). The next important part is the Tolerance and VIF values. Tolerance value is equal to 0.311 ( $1 - R^2$ ) as well as VIF range is 1. The result supported that customers with high loyalty towards brands, the customer's purchase intention towards that brand's products or service is higher.

*Hypothesis H5: Brand Loyalty has significant relationship with Purchase Intention is supported.*

#### 4.8.6 Hypothesis H6: Customer Online Review has significant relationship with Purchase Intention

Table 4.23 Result of Influence of Customer Online Review on Purchase Intention

Independent Variable	Dependent Variable –Purchase Intention
Customer Online Review	
COR	0.657***
R <sup>2</sup>	0.432
Adj- R <sup>2</sup>	0.431
F-value	278.555
P-value	<0.001
VIF	1.000

Source: Original Study

Table 4.23 shows that the regression coefficient ( $\beta$ ), using one predictor, is 0.657\*\*\* within significantly and coefficient of Determination is  $R^2 = 0.432$  and the adjusted  $R^2$  is 0.431, meaning that 43% of the variance in Purchase Intention can be predicted from Customer Online Review. F value is 278.555 ( $p < 0.001$ ). The next important part is the Tolerance and VIF values. Tolerance value is equal to 0.568 ( $1 - R^2$ ) as well as VIF range is 1. The results show that a well customers online review may impact on customers purchase intention. Customers go through with customer online review to enhance more confidence on purchase products.

*Hypothesis H6: Customer Online Review has significant relationship with Purchase Intention is supported.*

#### **4.8.7 Hypothesis H7: Brand Loyalty will mediate between Brand Image and Purchase Intention**

Model 1 shows that the Brand Image is significantly and positively influence on Brand Loyalty ( $R^2=0.540$ , Adj.  $R^2=0.539$ ,  $\beta=0.735$ ,  $F=429.499$ ,  $p<0.001$ ). It shows that Brand Image has a significant influence strong to Brand Loyalty. Hypothesis 2 is supported. Model 2 indicates that the Brand Loyalty has a significantly positive influence on the Purchase Intention ( $R^2=0.689$ , Adj.  $R^2=0.688$ ,  $\beta=0.830$ ,  $F=811.542$ ,  $p<0.001$ ) and hypothesis 5 is supported. In the Model 3, Brand Image is positively influence on Purchase Intention ( $R^2=0.455$ , Adj.  $R^2=0.454$ ,  $\beta=0.675$ ,  $F=306.167$ ,  $p<0.001$ ). The Result tells that Brand Image has a significant influence power on Purchase Intention. Hypothesis 1 is supported. To examine the mediating effects in Model 4, when the mediating variable (Brand Loyalty) is controlled, it shows that the Brand Image ( $\beta=0.141$ ) and Brand Loyalty ( $\beta=0.727$ ) are significantly affected to Purchase Intention ( $p < 0.001$ ), and the regression coefficient of the Brand Image reduces from 0.675 to 0.141 (see Table 4.24). The Brand Loyalty has partial mediation effect and the value of partial mediation effect is 0.534. Therefore, Brand Loyalty is partial mediation effect between Brand Image and Purchase Intention. In here concluded that customers were more willing to buy particular brands products that they always loyal to because they trust that brands always met their desire and needs.



Table 4.24 The Mediation Test of Brand Loyalty on Brand Image and Purchase Intention

Independent Variables	Dependent Variable			
	Model 1	Model 2	Model 3	Model 4
	Brand Loyalty	Purchase Intention	Purchase Intention	Purchase Intention
Brand Image	0.735***		0.675***	0.141**
Brand Loyalty		0.830***		0.727***
R <sup>2</sup>	0.540	0.689	0.455	0.698
Adj- R <sup>2</sup>	0.539	0.688	0.454	0.697
F-value	429.499	811.542	306.167	422.483
D-W	1.815	2.038	1.994	2.058
VIF Range	1.000	1.000	1.000	2.173

Note: \*p<.05, \*\*p<.01, \*\*\*p<.001 N. S= Not Significant N. A=Not Available

Source: Original Study



Figure 4.6 The Mediation Test of Brand Loyalty on Brand Image and Purchase Intention

Source: Original Study

*Hypothesis H7: Brand Loyalty will mediate between Brand Image and Purchase Intention is supported.*

#### **4.8.8 Hypothesis H8: Brand Awareness will mediate between Brand Image and Purchase Intention**

Model 1 shows that the Brand Image is significantly and positively influence on Brand Awareness ( $R^2=0.549$ , Adj.  $R^2=0.53948$ ,  $\beta=0.741$ ,  $F=466.292$ ,  $p<0.001$ ). It shows that Brand Image has a significant influence strong to Brand Awareness. Hypothesis 3 is supported. Model 2 indicates that the Brand Awareness has a significantly positive influence on the Purchase Intention ( $R^2=0.563$ , Adj.  $R^2=0.562$ ,  $\beta=0.751$ ,  $F=472.403$ ,  $p<0.001$ ) and hypothesis 4 is supported. In the Model 3, Brand Image is positively influence on Purchase Intention ( $R^2=0.455$ , Adj.  $R^2=0.454$ ,  $\beta=0.675$ ,  $F=306.167$ ,  $p<0.001$ ). The Result tells that Brand Image has a significant influence power on Purchase Intention. Hypothesis 1 is supported. To examine the mediating effects in Model 4, when the mediating variable (Brand Awareness) is controlled, it shows that the Brand Image ( $\beta=0.263$ ) and Brand Awareness ( $\beta=0.566$ ) are significantly affected to Purchase Intention ( $p<0.001$ ), and the regression coefficient of the Brand Image reduces from 0.675 to 0.263 (see Figure 4.7). The Brand Awareness has partial mediation effect and the value of partial mediation effect is 0.412. Therefore, Brand Awareness is partial mediation effect between Brand Image and Purchase Intention. In these results concluded that customers willing to buy the brands that consumer deeply knowing or understanding on particular brands and to enhance trust towards that brands slightly transform to purchase intention.

*Hypothesis H8: Brand Awareness will mediate between Brand Image and Purchase Intention is supported.*

Table 4.25 The Mediation Test of Brand Awareness on Brand Image and Purchase Intention

Independent Variables	Dependent Variable			
	Model 1	Model 2	Model 3	Model 4
	Brand Awareness	Purchase Intention	Purchase Intention	Purchase Intention
Brand Image	0.741***		0.675***	0.263***
Brand Awareness		0.751***		0.556***
R <sup>2</sup>	0.549	0.563	0.455	0.595
Adj- R <sup>2</sup>	0.548	0.562	0.454	0.592
F-value	446.292	472.403	306.167	267.700
D-W	1.991	2.149	1.994	2.163
VIF Range	1.000	1.000	1.000	2.219

Note: \*p<.05, \*\*p<.01, \*\*\*p<.001 N. S= Not Significant N. A=Not Available

Source: Original Study

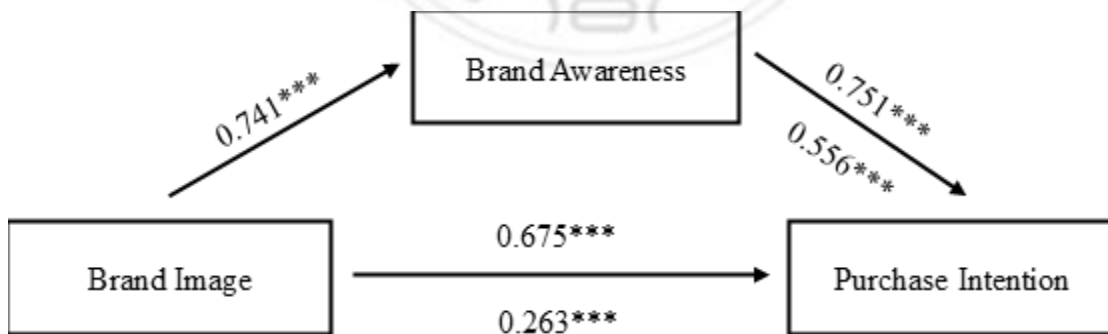


Figure 4.7 The Mediation Test of Brand Awareness on Brand Image and Purchase Intention

Source: Original Study

#### **4.8.9 Hypothesis H9: Customer Online Review will moderate between Brand Loyalty and Purchase Intention**

The Model 1 is included in a table 4.26 shows that the regression between Brand Loyalty and Purchase Intention. See the results from table 4.26 Model 2 indicates that the Customer Online Review has a significantly positive influence on the Purchase Intention. The result and introduced are in the table 4.12. The Model 3 shows that the influence of both Brand Loyalty and Customer Online Review on Purchase Intention. It is concluded that both Brand Loyalty and Customer Online Review have significant but negative relationship to Purchase Intention which means that consumer have brand loyalty towards particular brands, consumer won't significantly concern on customer online review no matter negative or positive information or and feedback from others customer towards preferred brands. The Model 4 in the table explains the moderating effect of Customer Online Review. Regression  $\beta$  coefficient is 0.022 and significant ( $p < 0.001$ ).  $R^2 = 0.699$  and the adjusted  $R^2$  is 0.696, F-value (281.065,  $p < 0.001$ ). The next part is the Tolerance and VIF values. Tolerance value is 0.301 ( $1 - R^2$ ) together with VIF range is 1.049. Accordingly, the result indicates that Customer Online Review have significant but negative interaction on the relationship between Brand Loyalty and Purchase Intention.

Table 4.26 The Moderation Test of Customer Online Review on  
Brand Loyalty and Purchase Intention

Independent Variables	Dependent Variable			
	Model 1	Model 2	Model 3	Model 4
	Purchase Intention	Purchase Intention	Purchase Intention	Purchase Intention
Brand Loyalty	0.830***		0.733***	0.737***
Customer Online Review		0.657***	0.137***	0.130***
Brand Loyalty * Customer Online Review				-0.022***
R <sup>2</sup>	0.689	0.432	0.698	0.699
Adj- R <sup>2</sup>	0.688	0.431	0.697	0.696
F-value	811.542	278.555	422.704	281.0655
D-W	2.000	1.902	2.000	2.000
VIF Range	1.000	1.000	2.018	1.049

Note: \*p<.05, \*\*p<.01, \*\*\*p<.001 N. S= Not Significant N. A=Not

Available

Source: Original Study



Figure 4.8 The Moderation Test of Customer Online Review on Brand Loyalty and Purchase Intention

Source: Original Study

#### 4.8.10 Interpreting Two-Way Interaction Effects

To further understanding shows Figure 4.9, that both Brand Loyalty and Customer Online Review have positive effect on Purchase Intention and such as the purchase intention will increase with an increase in customer online review. However, compared with low customer online review, those with high customer online review in the purchase intention. The implication being that high customer online review has stronger impact than low customer online review.

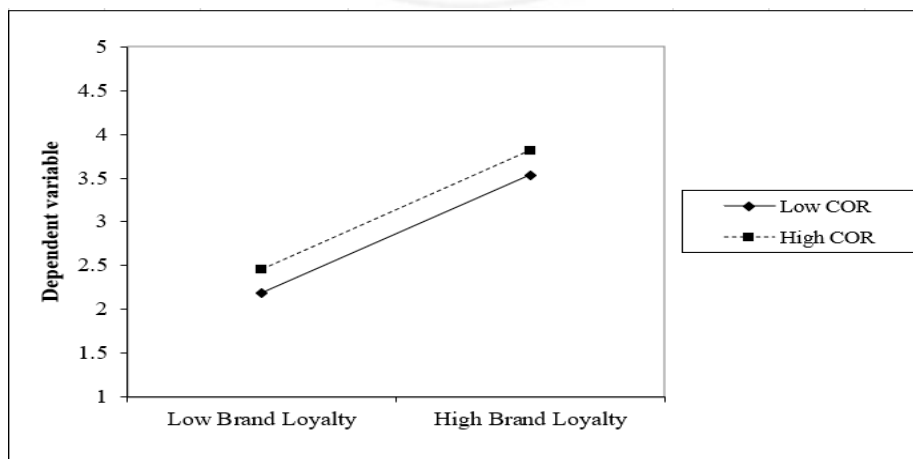


Figure 4.9 Moderating effect of Customer Online Review

Source: Original Study

*Hypothesis H9: Customer Online Review will moderate between Brand Loyalty and Purchase Intention is supported.*

#### **4.8.11 Hypothesis H10: Customer Online Review will moderate between Brand Awareness and Purchase Intention**

The Model 1 is included in a table 4.27 shows that the regression between Brand Awareness and Purchase Intention. See the results from table 4.27. Model 2 indicates that the Customer Online Review has a significantly positive influence on the Purchase Intention. The result and introduced are in the table 4.27. The Model 3 shows that the influence of both Brand Awareness and Customer Online Review on Purchase Intention. It is concluded that both Brand Awareness and Customer Online Review have significant and positive relationship to Purchase Intention. The results concluded that consumer made purchase towards on knowing brands, customer online reviews may still be concerned by the consumer as well. The Model 4 in the table explains the moderating effect of Customer Online Review. Regression  $\beta$  coefficient is 0.079 and significant ( $p < 0.001$ ).  $R^2 = 0.639$  and the adjusted  $R^2$  is 0.636, F value (214.794,  $p < 0.001$ ). The next part is the Tolerance and VIF values. Tolerance value is 0.541 ( $1 - R^2$ ) together with VIF range is 1.045. Accordingly, the result indicates that Customer Online Review have significant interaction on the relationship between Brand Image and Purchase Intention.

Table 4.27 The Moderation Test of Customer Online Review on Brand Awareness and Purchase Intention

Independent Variables	Dependent Variable			
	Model 1	Model 2	Model 3	Model 4
	Purchase Intention	Purchase Intention	Purchase Intention	Purchase Intention
Brand Awareness	0.751***		0.556***	0.570***
Customer Online Review		0.657***	0.328***	0.332***
Brand Awareness X Customer Online Review				0.079***
R <sup>2</sup>	0.563	0.432	0.633	0.639
Adj- R <sup>2</sup>	0.562	0.431	0.631	0.636
F-value	472.403	278.555	314.854	214.794
D-W	2.152	1.902	2.152	2.152
VIF Range	1.000	1.000	1.542	1.045

Note: \*p<.05, \*\*p<.01, \*\*\*p<.001 N. S= Not Significant N. A=Not

Available

Source: Original Study



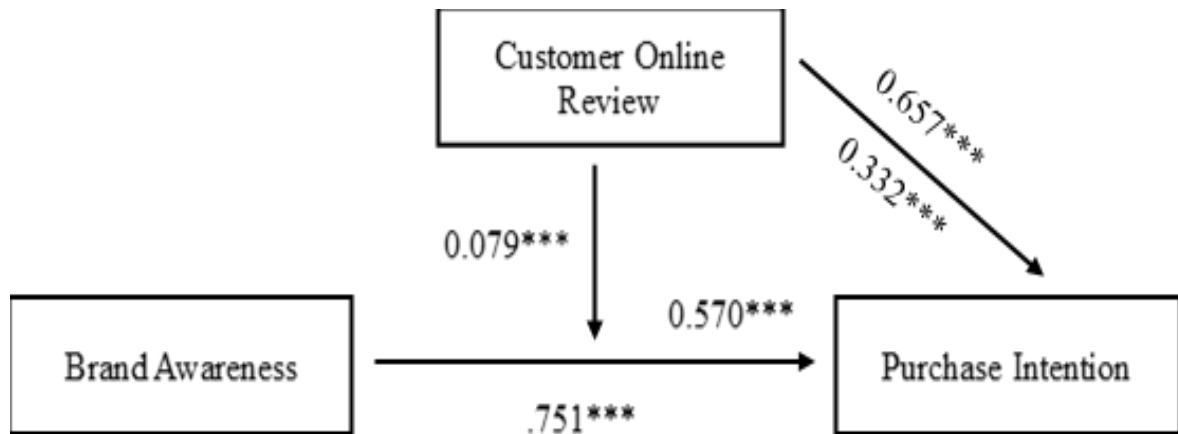


Figure 4.10 The Moderation Test of Customer Online Review on Brand Awareness and Purchase Intention

Source: Original Study

#### 4.8.12 Interpreting Two-Way Interaction Effects

To further understanding shows Figure 4.11 , that both Brand Awareness and Customer Online Review have positive effect on Purchase Intention and such as the purchase intention will increase with an increase in customer online review. However, compared with low customer online review, those with high customer online review in the purchase intention. The implication being that high customer online review has stronger impact than low customer online review.

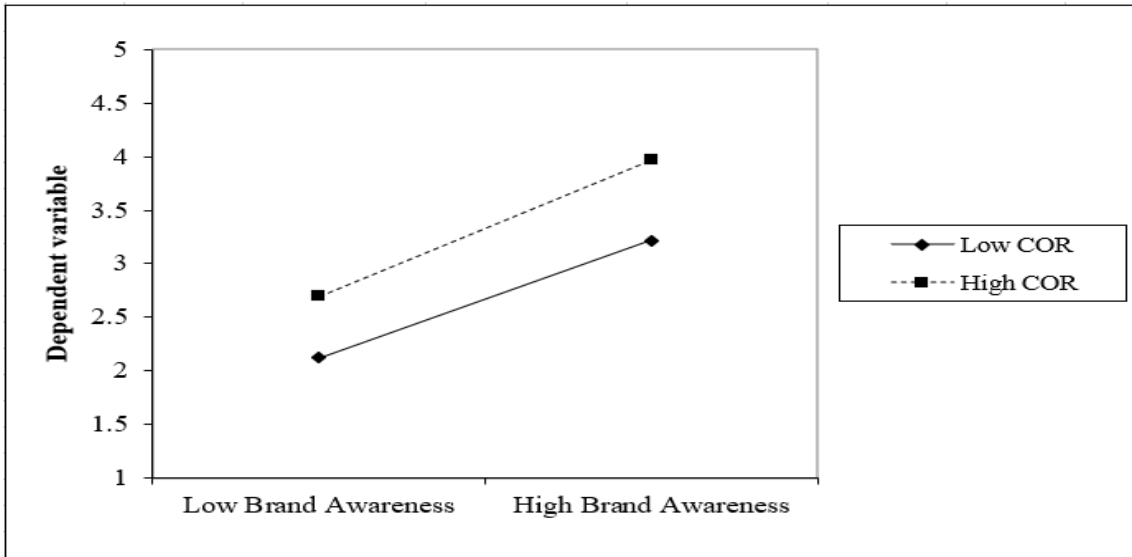


Figure 4.11 Moderating effect of Customer Online Review

Source: Original Study

*Hypothesis H10: Customer Online Review will moderate between Brand Awareness and Purchase Intention is supported.*

# CHAPTER FIVE

## CONCLUSIONS AND SUGGESTION

### 5.1 Research Conclusion

The main purpose of this study was to identify what factors will affect the consumer's purchase intention in the bakery. First of all, this study identifies the relationships between brand image, brand awareness, brand loyalty, customer online review, and purchase intention. Secondly, this study also identifies the mediating effects of brand awareness and brand loyalty towards particular constructs for the influences on brand loyalty and purchase intention. Third, this study also identifies customer online reviews moderates the influences of brand awareness, brand loyalty, and purchase intention. Based on the results exhibited in Chapter Four, the conclusion has been listed in Table 5-1, and all the hypotheses are supported.

Table 5.1 Result of Hypotheses Testing

No.	Research Hypotheses	Result
H <sub>1</sub>	Brand Image has significant relationship with Purchase Intention	Supported
H <sub>2</sub>	Brand Image has significant relationship with Brand Loyalty	Supported
H <sub>3</sub>	Brand Image has significant relationship with Brand Awareness	Supported
H <sub>4</sub>	Brand Awareness has significant relationship with Purchase Intention	Supported

Table 5.2 Result of Hypotheses Testing (Continue)

No.	Research Hypotheses	Result
H <sub>5</sub>	Brand Loyalty has significant relationship with Purchase Intention	Supported
H <sub>6</sub>	Customer Online Review has significant relationship with Purchase Intention	Supported
H <sub>7</sub>	Brand Loyalty will mediate between Brand Image and Purchase Intention	Supported
H <sub>8</sub>	Brand Awareness will mediate between Brand Image and Purchase Intention	Supported
H <sub>9</sub>	Customer Online Review will moderate between Brand Loyalty and Purchase Intention	Supported
H <sub>10</sub>	Customer Online Review will moderate between Brand Awareness and Purchase Intention	Supported

Source: Original Study

## 5.2 Research Discussion and Implication

There are few discussions have been listed below based on the research hypotheses in this study.

### **Mediation of Brand Loyalty in the relationship between Brand Image and Purchase Intention**

The results supported that Brand Loyalty has a positive influence on Purchase Intention (Keller, 1993; Oliver, 1999; Zeithaml et al., 1996), and Brand Loyalty has a mediated effect between Brand Image and Purchase Intention (Wijaya, 2011, Yoo, Donthu and Lee,2000). In this research, management tries to build customer loyalty towards brands because this may motivate the customer to buy particular bakery products again. The prior before

creating loyalty is to build a well brand image that lets customers know or understand our brand and build trust and loyalty on bakery brands.

### **Mediation of Brand Awareness in the relationship between Brand Image and Purchase Intention**

This result shows supported by (Kotler,2000; Jacody and Olson, 1997). In this research, to increase purchase intention, management could put more time on the advertisement to create brand recognition or brand recall on customers let customers know and could recognize bakery brands or bakery products, create an image in their mind because it may increase the awareness of this bakery and to irritate customer purchase bakery products.

### **Moderation of Customer Online Review in the relationship between Brand Loyalty and Purchase Intention**

This result supported by Chua and Banerjee (2015) and Constantinides & Holleschovsky (2016). The literature review mentioned that customer online reviews will moderate customers' purchase intention. For example, customers will buy preferred brands or loyal towards particular brands but they also trusted customer online review information because it's included the perceived value of the customer who had already bought and used these particular brand products. The interesting point of view here was, customer online reviews just have given information to customers for reference and may have some inter emotional mental biased towards particular brands in human beings. Other than that, in this research Malaysia consumer won't be influenced by customer online review towards bakery because the consumer had loyal towards certain bakery brands and the consumer had known that brands well and that brands products (bread, cakes or drinks) always meet consumer desire these affect consumer intends to have repurchase behavioral.

## **Moderation of Customer Online Review in the relationship between Brand Awareness and Purchase Intention**

This result supported by Reichheld & Sasser (1990) and Burton & Khammash (2010). Consumers knew this bakery well and could recognize these brands but what if consumers don't have loyalty towards particular brands, the bakery consumer in Malaysia may influence by biased customer online reviews and affect the purchase intention on the brands. To avoid this negative impact on brands, management could try improve customer brand awareness on brands into brand loyalty, but this may need to engage more time and money to create services and products that meets bakery consumer in Malaysia

### **5.3 Research Limitation and Future Research Suggestion**

Results of this research are typically supportive of all of the hypotheses. However, this study has several limitations. First of all, due to some difficulties and the period of time that survey was conducted, the way to choose a sample for this study is mainly based on convenience. Thus, the results somewhat cannot be representative of the whole bakery markets in Malaysia. Second, further study should be done with a larger size and different sample groups in order to increase the representation of all generational groups. Third, due to the time limit of this research, it only examines the significant effect of both moderators, so future research should be compared to whether which one is important, and to understand the issues more deeply, qualitative research could be used in the future. The respondents might have different opinions based on the bakery products' purchase intention. Lastly, in these globalization competitive internet markets, bakery owner should put more time on building a good image and well customer online review because this may help to increase purchase intention and increase bakery income.

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# APPENDIX

## English Questionnaire

Dear Respondents:

You have been reported as one of the interested respondents for this study. We have taken the liberty of your joining to express your viewpoint about these issues. This academic questionnaire is to investigate the Brand Image, Brand Awareness, Brand Loyalty, Customer Online Review and Purchase Intention – Research on the baking industry in Malaysia. Your assistance will be greatly appreciated. No personal information will be made public. Please be assured that your answers will be kept in strict confidentiality.

Please take the time to fill out this questionnaire as accurately as possible. Your help is crucial for this research and also for our understanding of these issues. We deeply appreciate your kind cooperation. Thank you.

Faithfully Yours,

Department of Business Administration, Nanhua University

Research Advisor: Hsin-Kuang Chi, Ph.D.

Research Student: Pang Chee Hai

### Section 1: Personal Information

Thank you very much for answering our questions. Your answer will be treated strictly confidential. For our information, would you please indicate the following questions:

1. Gender: (1)  Male                      (2)  Female
2. Age :        (1) Below 20 years old        (2) 21~30 years old        (3) 31~40years old



trend.					
(BI10) I like this brand bakery because of its product outlooks.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
(BI11) I like this brand bakery because this brand could be trust.					
(BI12) I like this brand bakery because they sell a lot of different products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

### Section 3: Brand Awareness

Please take a short look at the questions below and CHECK the box based on your own opinion. Answers can range from strongly disagree (1), disagree (2), neutral (3), agree (4), and strongly agree (5).

Questions	1	2	3	4	
(BA1) I can recognize this brand bakery with other competitors.					
(BA2) I can picture this brand bakery logo when I heard the brand name.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
(BA3) I know this brand bakery because I always saw this brand advertisement.					
(BA4) I will choose this brand bakery as my first choice when I want to purchase the product.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
(BA5) I always recall this brand bakery when I need to make a purchase decision on a product.					
(BA6) I know this brand bakery very well.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
(BA7) I choose this brand bakery because I always remember this brand name.					

#### Section 4: Brand Loyalty

Please take a short look at the questions below and CHECK the box based on your own opinion. Answers can range from strongly disagree (1), disagree (2), neutral (3), agree (4), and strongly agree (5).

Questions	1	2	3	4	
(BL1) I will not buy other brand bakeries.					
(BL2) I will buy these brand bakery products although they have the same quality as other brands.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
(BL3) I will continuously buy these brand bakery products.					
(BL4) I will recommend this brand bakery to other consumers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
(BL5) I will still buy this brand bakery although there were new brands established.					
(BL6) I feel that this brand bakery attracts me to consume.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
(BL7) I feel this brand bakery unique compare to other brands.					
(BL8) I will pay more money to buy this brand bakery although they were more expensive than other brands.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
(BL9) I will wait for this brand bakery to replenish if this brand products sold out.					

#### Section 5: Customer Online Review

Please take a short look at the questions below and CHECK the box based on your own opinion. Answers can range from strongly disagree (1), disagree (2), neutral (3), agree (4), and strongly agree (5).

Questions	1	2	3	4	
(COR1) I trust online information.					
(COR2) The online information will influence my purchase decision.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
(COR3) I will accept the online information as a suggestion.					

(COR4) I will check the online information before purchase.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
(COR5) I will share the online information with others.					
(COR6) I will give a review of this bakery after purchase.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

### **Section 6: Purchase Intention**

Please take a short look at the questions below and CHECK the box based on your own opinion. Answers can range from strongly disagree (1), disagree (2), neutral (3), agree (4), and strongly agree (5).

Questions	1	2	3	4	
(PI1) I will still buy this brand bakery if there is a new brand launch.					
(PI2) I will buy this brand bakery rather than other brands.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
(PI3) I feel this brand bakery quality is appealing to me.					
(PI4) I feel that this brand bakery product price is reasonable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
(PI5) I will pay money to buy these brand bakery products.					
(PI6) I will suggest other consumers to buy this brand bakery.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
(PI7) In total, I prefer buying this brand bakery.					

## Chinese Questionnaire

親愛的受訪者，您好：

非常感謝您撥冗填答本問卷。這是一份學術研究問卷，本問卷主要的目的在瞭解品牌形象、品牌知名度、品牌忠誠度、網絡評價產品品質及購買意願為之間的關係-以馬來西亞為例。問卷中的每項問題並無一定的對錯之分，因此請您依就實際的感受與狀況來填答。本問卷採不記名方式，所得的資料僅供學術研究分析，不做其他用途，請您放心作答。

您的參與為本研究成功的關鍵，感謝您在百忙之中抽空填答，由衷感謝您的熱心協助，謝謝您。

敬祝您

萬事如意，身體健康

南華大學管理科學研究所

研究生：彭志海 敬上

指導教授：紀信光 博士

### 第一部份：基本資料

請在適當選項前的內打「✓」

1. 性別：(1)  男      (2)  女
2. 年齡：(1) 20歲以下    (2) 21-30歲      (3) 31-40歲      (4) 41-50歲  
(5) 51歲以上
3. 擔任職務：(1)  學生      (2)  商人      (3)  服務業      (4)  軍公教  
(5)  其他
4. 平均月收入：(1)  20,000元以下      (2)  20,001~30,000元      (3)   
30,001~40,000元



(4)  40,001~50,000 元 (5)  50,001~60,000 元 (6)  60,001 元以上

5. 教育程度：(1)  國中(含)以下 (2)  高中(職) (3)  大學(專科)

(4)  研究所(含)以上

說明：請依序按照題目之陳述，就您目前的現況，在適當選項前的  內打「v」。

「5」表示「非常同意」；「4」表示「同意」；「3」表示「沒意見」；

「2」表示「不同意」；「1」表示「非常不同意」。

### 第一部分：品牌形象

此部分問項是衡量您對購買的麵包品牌的品牌形象，請您根據實際情況，在適當的「」中打「✓」。

題項	非常不同意	不同意	普通	同意	非常同意
(BI1) 我喜歡該烘焙坊因為該品牌提供天然健康的產品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(BI2) 我喜歡該烘焙坊因為該品牌提供迅速的付賬服務。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(BI3) 我喜歡該烘焙坊因為該品牌提供新鮮的產品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(BI4) 我喜歡該烘焙坊因為該品牌提供試吃服務。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(BI5) 我喜歡該烘焙坊因為該烘焙坊麵包是領導烘焙坊。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(BI6) 我喜歡該烘焙坊因為該品牌的外觀設計特別。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(BI7) 我喜歡該烘焙坊因為它給予我較高的自我認同感。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(BI8) 我喜歡該烘焙坊因為它給我很好的印象。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(BI9) 我喜歡該烘焙坊因為該烘焙坊麵包符合流行趨勢。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(BI10) 我喜歡該烘焙坊因為它的產品外觀。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(BI11) 我喜歡該烘焙坊因為它是可以信賴的。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(BI12) 我喜歡該烘焙坊因為它銷售不同的產品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 第二部分：品牌知名度

此部分問項是衡量您對目前使用的智慧型手機品牌的品牌形象，請您根據實際情況，在適當的「」中打「」。

題項	非 常 不 同 意	不 同 意	普 通	同 意	非 常 同 意

BA1.	我能夠辨識這個烘焙坊與其他競爭者	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BA2.	當我聽到這個烘焙坊我可以聯想到這個烘焙坊標誌	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BA3.	我知道這個烘焙坊是因為經常看到這個廣告	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BA4.	這個烘焙坊是我購買產品的首選	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BA5.	當我要做購買決定的時候我會想起這個烘焙坊的產品	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BA6.	我非常了解這個烘焙坊	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BA7.	我會因為這個品牌名稱而選擇這個烘焙坊	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### 第三部分：品牌忠誠度

此部分問項是衡量您對目前使用的智慧型手機品牌的品牌形象，請您根據實際情況，在適當的「」中打「✓」。

題項	非 常 不 同 意	不 同 意	普 通	同 意	非 常 同 意
BL1.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

BL2. 我仍然會購買此烘焙坊即使與其他烘焙坊有相同的品質	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BL3. 我會持續購買這個烘焙坊的產品	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BL4. 我會推薦此烘焙坊給其他消費者	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BL5. 我仍然會選擇這個烘焙坊即使有新烘焙坊上市	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BL6. 我認為這個烘焙坊吸引我購買	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BL7. 我認為這個烘焙坊有別於其他烘焙坊	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BL8. 我會願意付更高的價格購買此烘焙坊即使該烘焙坊比其他烘焙坊的價格高	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BL9. 當這個烘焙坊賣完我會願意等該烘焙坊補貨	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

#### 第四部分：網絡評價

此部分問項是衡量您對目前使用的智慧型手機品牌的品牌形象，請您根據實際情況，在適當的「」中打「✓」。

題項	非 常 不 同 意	不 同 意	普 通	同 意	非 常 同 意
COR1. 我會相信此網絡評價	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
COR2. 我會被網絡評價所影響	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
COR3. 我仍然會選擇購買該烘焙坊產品不管網絡評價是否正面還是負面	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
COR4. 我願意接受此網絡評價為建議	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
COR5. 我會在購買之前先預覽網絡評價	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
COR6. 我會願意分享此網絡評價給予其他消費者	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
COR7. 我願意在購買此烘焙坊之後給予網絡評價	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### 第五部分：購買意願

此部分問項是衡量您對目前使用的智慧型手機品牌的品牌形象，請您根據實際情況，在適當的「」中打「✓」。

題項	非 常 不 同 意	不 同 意	普 通	同 意	非 常 同 意
即使有新的產品面市，我仍然會選擇此烘焙坊。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
我會願意購買此烘焙坊比起其他烘焙坊	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
我認為此烘焙坊品質適合我	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
我認為此產烘焙坊產品的價格合理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
我會願意付錢購買這個烘焙坊	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
我會建議此烘焙坊給予其他消費者	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
最終，我會選擇此烘焙坊	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

本問卷到此結束！衷心地感謝您的支持與合作！謝謝！