

**A STUDY OF FACTORS AFFECTING
BRAND LOYALTY AMONG
UNIVERSITY MALAYSIA KELANTAN STUDENTS**

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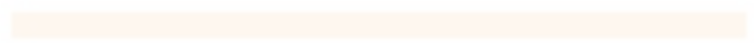
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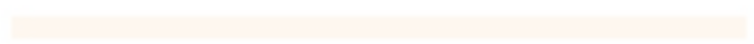
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FACULTY OF ENTREPRENEURSHIP AND BUSINESS

UNIVERSITI MALAYSIA KELANTAN

2024

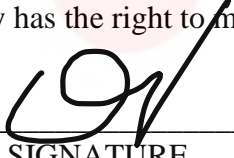
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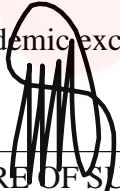
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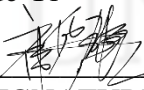
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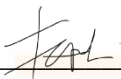
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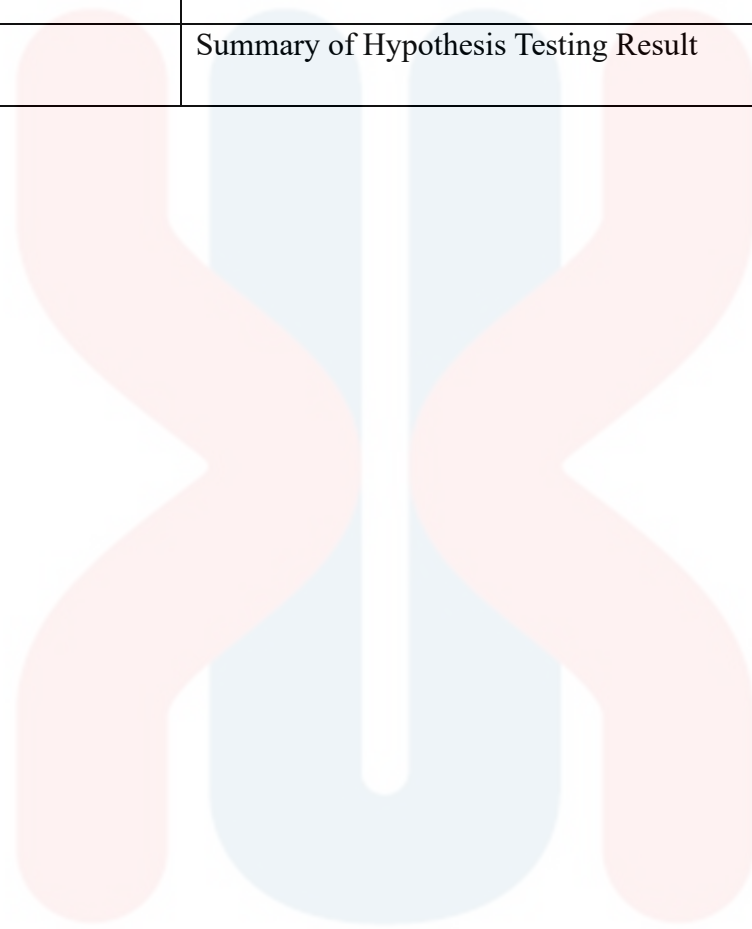
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ABSTRACT

The purpose of this study is to investigate the many elements that influence brand loyalty among students at Universiti Malaysia Kelantan (UMK). Understanding the variables that lead to brand loyalty is critical in today's competitive market, especially the rising importance of brand loyalty. The purpose of this study is to identify these elements and examine their influence on students' brand loyalty. Respondents were sent online questionnaires using Google Forms, which were then analysed using SPSS and SmartPLS software. Cognitive consumer brand engagement, emotional consumer brand engagement, behavioural consumer brand engagement, and satisfaction consumer brand engagement are the characteristics being investigated. Preliminary studies indicate a substantial relationship between these parameters and UMK students' brand loyalty. However, more study is required to verify these findings and investigate additional relevant factors. This study adds to the academic community's understanding of consumer behaviour and gives significant information for firms looking to increase brand loyalty among university students.

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The topic for research that we have chosen is A Study of Factors Affecting Brand Loyalty Among UMK Students. The degree to which customers stick with a brand within a category of goods or services is known as brand loyalty. "The unfair behavioural reactions, displayed over time, out of a group of such brands, and is a function of emotive (decision making, evaluative) processes by consumers some evaluation of the manufacturing components in relation to one or more alternative brands." Name Customers' willingness to pay premium pricing for a certain brand is defined by their level of loyalty in the the same manufactured items faction and encourage those in his vicinity to buy that item The Glidden's, 2002.

According to Ong et al. (2016), commercial organisations primarily employ brand loyalty as their strategy. Recently, researchers and marketers have disagreed about brand loyalty (Huang and Cai 2015). It is important to remember that brand loyalty can be examined from a variety of perspectives (Hameed 2013; Parker (2012)). Brand loyalty is the fervent desire to continuously purchase from or patronise a service or favoured product in the future despite the effects of the environment and promotional campaigns that develop the capacity to induce behavioural shift (Oliver 1997). The reason loyalty has always been important is that it saves the price of adopting word-of-mouth dispersion marketing (Keller 1993). Numerous research on loyalty has been carried out recently from the perspective of commercial conditions.

Consumer brand engagement (CBE) is one of the key topics in research on marketing and consumer behaviours (Gómez-Suárez et al., 2017). CBE should be "measured more properly [...] by means of situations which are more likely to happen in everyday life," according to recent studies of the scales already in use (Ferreira et al., 2020, p. 501). Next, make assumptions about the marketing effects of CBE based on a theoretical framework and study results. Next, in accordance with the scenario outlined by Rosado-Pinto and Loureiro (2020), the paper constructs and evaluates a CBE scale that attempts to distil three components (cognitive, emotional, affective, and behavioural) into a global measure that can be used in a variety of brand scenarios. Participation like this can assist businesses in building strong emotional connections and cultivating brand loyalty from customers (Kaur et al., 2020; Leckie et al., 2016).

As a result, CBE is a particular kind of consumer engagement that takes place between a business and its customers and can happen online, offline, or both (Bilro and Loureiro, 2020a). According to most of the recent research (e.g., Dessart et al., 2016; Leckie et al., 2016; Harrigan et al., 2018), CBE should be operationalized as a multidimensional construct that encompasses cognitive, affective, and behavioural components. While CBE includes both behavioural and attitudinal responses towards a brand, brand involvement covers cognitive, affective, and motivational elements (Parihar et al., 2018). While highly engaged consumers invest ideas, emotions, and behaviours because they feel a connection to the brand, involvement is determined by the degree of interest (Harrigan et al., 2018). CBE is predicted by consumer brand involvement (Hollebeek et al., 2014; Harrigan et al., 2018).

As such, consumers may relate with brands not only for their utilitarian values, but also for their symbolic benefits (Albert and Merunka, 2013; Bairrada et al., 2018), which viewed broadly may correspond to the archetypal constructs of reason and emotion. Therefore, the ability to bridge the gap between perceived and expected value determines pleasure. To improve their brand image, businesses occasionally concentrate on user-centred design (Gupta & Gupta, 2020). An emotional brand image is a collection of impressions that it leaves on consumers' perceptions of the brand. It has a lot of power. dependent on the loyalty of the customer. When clients feel a connection to the goods or services subsequently it forges a connection between the client and the brand (Safi, 2017). It's thought that. The intent to buy is heavily influenced by emotions.

Customer satisfaction can be characterized as the degree to which a person compares the perceived performance of a product to their expectations and determines whether they are satisfied or not (Hossein & Reza, 2018). Consumers will typically select brands based on their preferences and expectations, therefore the best businesses in the market today are those who have been successful in meeting customer needs through their brands (Kaur et al., 2020). Brand trust and brand satisfaction are the best indicators of the marketing team's future. According to (Fang, 2017) brand satisfaction cannot always be measured from the price of a brand but is based on the fulfillment and expectations of consumers for the brand. For example, customers who are loyal to brands will usually benefit from the company (Aluri et al., 2019). Consumer brand engagement is critical to a business because it influences consumers' usage of a brand relative to other brands of the same kind. As a result, users will be more likely to make real or ongoing purchases from the brand and will develop a loyal customer base.

In conclusion, brand loyalty results in increased sales and the capacity to charge higher prices. Put another way, the degree to which a customer makes recurring purchases can be regarded as a measure of brand loyalty. Brand loyalty is a complex process that is influenced by many different elements. The purpose of our research is to investigate the factors affecting brand loyalty specifically cognitive, affective, behavioural and satisfaction in marketing science, CBE is a relatively new variable (Fernandes & Moreira, 2019). As a relatively new idea in marketing, CBE has drawn interest from researchers and industry professionals and has the potential to greatly expand our understanding of consumer-brand connections (Dessart, 2017). A Study of Factors Affecting Brand Loyalty Among UMK Students has been a research topic for several researchers, the majority of whom were interested in studying cognitive dimension, affective dimension and behavioural dimension on brand involvement, as well as the relationships between the elements.

1.2 PROBLEM STATEMENT

Customers that pick one brand over all of its rivals in a particular product category are said to exhibit brand loyalty, which is a consumer marketing segmentation technique. Consumers that are brand loyal form a psychological bond with a specific brand and will go above and beyond to purchase it, irrespective of cost or practicality. Businesses may gain a lot from brand loyalty, not the least of which is free word-of-mouth promotion from brand-loyal customers. However, UMK students who are loyal to the brand experience some disadvantages, such as increased prices, complexity, little variety and brand tribalism (Emma, 2023).

Devoted consumers usually pay a premium for a brand. This happens when brand-loyal customers don't base their decisions on the price of the goods. Instead, they'll stop at nothing to become the owner of a particular brand. For example, UMK students who are loyal to Apple will pay more to get an Apple computer or device, even though there are many alternative computers and mobile devices in this product category that are typically available for less than hundreds of dollars.

In addition, the reduction of variety is another weakness of brand loyalty because loyal customers such as UMK students will not buy from competing brands. This implies that brand-loyal customers would not benefit from the vast array of possibilities offered by other companies; instead, they will only experience what a single brand has to offer in a particular category.

Besides that, brand loyal consumers face difficulties since they won't accept alternative brands in a particular product category. This suggests that if a brand is sold out or otherwise inaccessible from one shop, fans of the brand will have to make extra effort to find the brand from another source.

Last but not least, when devoted brand supporters start to identify more with one another than with other brand advocates, it's known as brand tribalism. Companies will occasionally pick the customers they want to buy their brand above others, such as UMK students. The drawback of this is that brand tribalism produces a monolithic group of consumers that have similar behaviours, appearances, and thoughts.

Therefore, it is important to understand the factors that affecting the brand loyalty. So, indeed getting feedback from users who have previous experience is more important to identify their acceptance of the brand loyalty because its success depends on the user. Users' experiences will determine their future decisions about brand loyalty acceptability, these experiences can influence other users and impact the brand loyalty. Hence, this study will identify cognitive consumer brand engagement, affective consumer brand engagement, behavioral consumer brand engagement and satisfaction consumer brand engagement toward brand loyalty among UMK students.

1.3 RESEARCH QUESTIONS

The following research question will be investigated as a part of this project's purpose:

1. What is the relationship between the cognitive consumer brand engagement towards brand loyalty among UMK students?
2. What is the relationship between the affective consumer brand engagement towards brand loyalty among UMK students?
3. What is the relationship between the behavioural consumer brand engagement towards brand loyalty among UMK students?
4. What is the relationship between the satisfaction towards brand loyalty among UMK students?

1.4 RESEARCH OBJECTIVES

The research objective is a part of the purpose of this proposal. The list below is the research objectives for this research project:

1. To examine the relationship between the cognitive consumer brand engagement towards brand loyalty among UMK students.
2. To examine the relationship between the affective consumer brand engagement towards brand loyalty among UMK students.
3. To examine the relationship between the behavioural consumer brand engagement towards brand loyalty among UMK students.
4. To examine the relationship between satisfaction consumer brand engagement towards brand loyalty among UMK students.

1.5 SCOPE OF THE STUDY

The scope of the study describes essentially, brand loyalty, and what it will focus on which is to find out a study of factors affecting brand loyalty among UMK students. This study only focused on the UMK students. In addition, for the success of the study, quantitative methods where questionnaires using Google form will be distributed to the UMK students. The main motivation behind the scoping of this study was to work with experts to determine the respondents as well as look more deeply. To analyse and interpret the information obtained in this study which is SPSS and Smart PLS.

1.6 SIGNIFICANCE OF THE STUDY

The significance of study about factors affecting brand loyalty among UMK students is student engagement UMK, as an educational institution, may also find value in such a study. It can help the university understand the preferences and behaviours of its student body, which can be used to enhance student engagement and satisfaction. Next, customer satisfaction, by identifying the factors that contribute to brand loyalty, businesses can improve customer satisfaction. Satisfied and loyal customers are more likely to refer friends and family, leading to organic growth.

In addition, it contributes to the academic literature and knowledge base on consumer behavior and marketing. Understanding the factors that influence brand loyalty among a specific demographic, in this case, UMK students, can provide valuable insights for researchers and scholars in the field. Finally, companies that have a better grasp of what influences brand loyalty among UMK students can gain a competitive advantage in the market. They can tailor their offerings to better meet the needs and preferences of this consumer group. A

study on the factors affecting brand loyalty among UMK students can have significant implications for improved customer experiences.

1.7 DEFINITION OF TERMS

In the title of this selected study, the researcher provides some processing of terms that are crucial to note. Although the researchers have outlined some ideas as well as key terms such as variables as found in the study, a more detailed description is very important in this opening chapter. With this, we can ensure that readers get a more thorough understanding of the discussion about the study in the upcoming chapter.

1.7.1 Factors

Factors refers to the different aspects that impact UMK students' brand loyalty. These characteristics might include a wide range of aspects, such as the quality and sustainability of a brand's products and services, the effectiveness of its marketing techniques, and the brand's market placement. Each of these factors is important in defining the students' view and decision of the brand. For example, UMK students' devotion to a brand may be linked to the business's superior offers or a combination of the reasons. This viewpoint is consistent with (Kato's, 2021) study findings, which indicate that the notion of a brand has a considerable effect on the desire to repurchase.

1.7.2 Affecting

Affecting is defined as any act that has an effect on an individual or a matter. In the context of this study, it is defined as a factor that influences student loyalty or a shift in brand loyalty. In truth, this is common owing to the brand's diverse internal and external aspects. This view is consistent with the findings of a research by Le (2021) that investigates how love for a brand is a crucial element in brand loyalty, with self-esteem and social influence acting as moderators. Furthermore, the purpose of this research is to go deeper into these characteristics, investigating how they interact and impact one another in the formation of brand loyalty. It aims to give a more detailed view of brand loyalty dynamics, going beyond surface-level impacts.

1.7.3 Loyalty

Brand loyalty is defined as the biased behavioural reaction shown over time by some decision-making unit toward one or more alternative brands from a group of brands, and it is a product of psychological processes (Jacoby,1971). Brand loyalty is also defined as the degree of consumer devotion to a given brand. This loyalty is demonstrated by constant purchases and other positive behaviours such as word-of-mouth support, regardless of marketing pressures caused by rival companies (Philip Kotler, 1967). Brand loyalty is defined in this study as a consumer's constant preference for one brand above all others in the same product or service category. This preference is usually driven by the belief that the brand meets or exceeds expectations better than competitors.

1.8 ORGANIZATION OF PROPOSAL

The research "study on factors affecting brand loyalty among UMK students" is described in Chapter 1. It summarises the study's connections, topics, and keywords. This chapter investigates the elements that impact brand trust, emphasising the significance of these aspects in research. It establishes the context for the research by defining the scope and objectives of the inquiry.

The second chapter provides a detailed examination of the literature. Four major elements drove the research: consumer brand engagement, satisfaction, functional brand linkages, and emotional brand ties. This chapter also discusses the creation of conceptual models and frameworks to help in data collection. It delves into relevant papers, notes, research frameworks, and chapter summaries.

The third chapter starts with a look at quantitative data gathering methods. It emphasises the need of using questionnaires to collect essential research data. This chapter addresses the study's theme and methods, as well as sample size determination and data gathering processes. It describes the sampling tactics used and how they contribute to the data processing process.

The fourth chapter is all about data testing and interpretation. The data is handled using the Statistical Package for Social Sciences (SPSS). To have a better understanding of the demographic features of the chosen respondents, descriptive analysis is employed. The data submitted is reviewed for its authenticity and trustworthiness. Furthermore, multiple linear regression and Pearson correlation were used in order to uncover brand loyalty elements.

The study's discussion and findings are presented in Chapter 5. It presents a quick summary of the findings analysis, emphasising on the link between major factors and their impact on UMK students' brand loyalty. It examines the study's weaknesses and makes suggestions for further research. The chapter finishes with a research summary that summarises the study's key findings.



CHAPTER 2

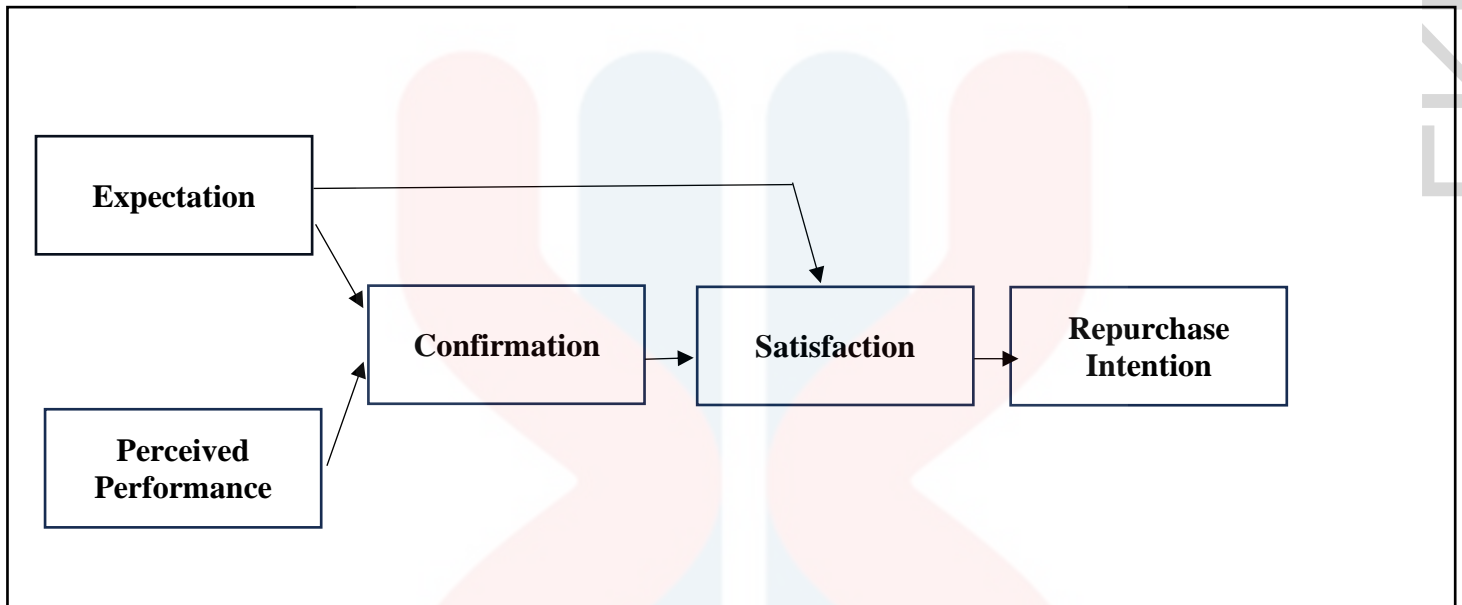
LITERATURE REVIEW

2.1 INTRODUCTION

A literature review is a comprehensive summary of previous research on a topic, and it overviews insightful articles, books, and different sources that are pertinent to a specific area of research. Therefore, e-loyalty can be described as a helpful attitude of customers toward online business, resulting in repeat buying behavior (Ribbink, Streukens, Van Riel, & Liljander, 2004). In this chapter, the research will investigate the underpinning theory that will be applied in this study. This chapter also discusses the literature review on the dependent variable brand loyalty, while the independent variables are factors affecting brand loyalty among UMK Students. Moreover, the conceptual framework that will be applied to this study will also be explained in this chapter together with the hypothesis statement.

2.2 OLIVER'S THEORY

According to Oliver's (1980) Expectation Confirmation Theory, individuals' expectations will influence their perceptions on products, events, and services offered by a brand. We opted to employ Oliver's theory to determine the loyalty of demanding pupils within the scope of this study. The hypothesis that we discovered as a result of this observation is that elements such as consumer brand engagement, contentment, functional brand relationship, and emotional brand relationship will all have an effect on their loyalty to one brand. We are seeking for space to identify the amount to which this factor theory will affect their engagement and loyalty to one brand through this Expected Confirmation Theory (ECT) and even suggest some practical measures to increase the loyalty of people participated in this study to one brand. Here's an illustration of the Expectation Confirmation Theory (ECT) process that customers go through before making a purchase.



Visual 2.1: Expected Confirmation Theory by Oliver's

In the context of the study we conducted entitled "A Study of Factors Affecting Brand Loyalty Among UMK Students", Expectation Confirmation Theory can be applied as follows;

The term "expectation" refers to the initial perception that UMK students have about a brand before making a product purchase. This is consistent with (Kellar, 2020), who claims that users' expectations are formed on their prior experience, the information they receive, and trust, and that this is what defines their impression and assessment of a brand in the market. For example, if students at UMK hear great reviews about a product, they will have the expectation that this brand is superior than other brands on the market.

Perceived Performance refers to how UMK students react after utilizing a brand's product or service. This performance can be measured using a defined pricing, product or service quality, and a variety of other factors relating to the product. If the customers, or more specifically the target of this study, believe that the product supplied by something is good, of high quality, and high, they are free of the perception that the performance supplied through the findings of the research done by (Qio, Yin, and Xing 2022) states that the value given by a brand through the products they supply will affect the public's perception of the product. This

is a continuation of Hernandez and Lewis (2019), who discovered that if one brand has a unique value in comparison to another, it adds value to a product and can increase public trust in one brand.

Confirmation comes when there is consistency between the expectation and the quality provided by a brand to its clients. Sundar Noseworthy (2016) discovered in a study that consumers frequently use their senses to touch in addition to looking to assess the quality provided by the business. If the value they deliver surpasses your original expectations, your brand loyalty will improve. However, if the quality of the products or services provided does not meet their expectations, the brand image in the eyes of consumers will suffer and they will have a negative perception of the brand, making it difficult to gain the trust of the public, particularly UMKC students.

In this instance, satisfaction refers to UMK students' feelings about the brand they wear, which are influenced by expectation, performance, and confirmation. According to Oliver's Expected Confirmation Theory, this satisfaction has a substantial association with brand loyalty. For example, if UMK students' expectations of a brand are met, it provides them with a guarantee of satisfaction and, as a result, increases their loyalty to the brand. According to a study conducted by Jamal and Sultan (2021), customer happiness is an indicator of whether or not a customer will be loyal to a brand.

2.3 PREVIOUS STUDIES

2.3.1 Product involvement towards Factors Affecting Brand Loyalty

It is thought that brand loyalty is significantly impacted by product involvement. Product participation is one of the variables that may have an impact on brand loyalty. LeClerc and Little (1997) discovered that there was a positive interaction between brand loyalty and product involvement in one empirical analysis. As said by Quester & Lim (2003), participation in a product class is directly correlated with dedication (or allegiance) to a inside the product category. In addition, they proposed that using a product is a prerequisite for requisite for enduring brand loyalty. Nevertheless, Charles (1998) contends that the features of the Brands and products by themselves, or the situations in which they are used, can effectively encourage consumer participation. Therefore, product involvement is taken into consideration as one of the factors that affects brand loyalty.

2.3.2 Satisfaction has positive effect over brand loyalty.

Using a certain product, the customer's positive attitude evolved because of his awareness of depletion. Customer loyalty is a product of satisfied customers. According to Kasmer (2005), the evaluation of a brand is based on customer happiness. Every single important aspect of brand loyalty that influence their assessment of recurrent purchases. (Labarbera and Mazursky, 1983) state that there is an increase in pleasure when computing the steadfast devotion to a brand demonstrated by consistent product purchases. Numerous research (Lam et al., 2004; Tian, 1998; Yang, 2004; Li and Vogel Song, 2003) that focus on customer satisfaction generally show that quick assessments of the consumers' experiences lead to satisfaction, which is discovered to be the essential component that aids in forecasting the client contentment (Rizwan et al., 2013).

Based on the studies, we concluded that social characteristics and satisfaction have an impact on loyalty and that satisfaction predicts estimates of repurchase intention for products (Egret & Ulaga, 2002). According to Rodriguez del Bosque and San Martin (2008), client satisfaction is both sensible and sentimental. Although the concept of contentment includes at least There are at least two widely used definitions of satisfaction: overall and transaction specific. Since transaction-specific satisfaction is a quick assessment made after a purchase, is an emotional response to the most recent business encounter (Oliver, 1993). Contentment occurs in the post-consumption stage after a single interaction with the service provider, according to the transactional specific approach (e.g., satisfaction with a unique staff member) (Jones & Suh 2000). As stated by, for example, Ismail, Hasnah, Ibrahim, & Isa (2006); Da Silva & Syed Alwi (2006); Bloemer & Sullivan (1993); Anderson & Sullivan (1993); Chiou et al. (2002). Numerous studies (Yang & Peterson, 2004; Ruyter, 1998) supported the idea that customers' pleasure possesses partial, positive loyalty. when consumers who purchase branded goods are content and satisfied then they recommend that others buy them. They are not as inclined to switch to other brand, and they're probably going to buy it again (Bennett & Rundle-Thiele, 2004).

2.4 HYPOTHESES STATEMENT

The purpose of this study is to investigate factors customer brand engagement affecting brand loyalty among UMK students. In order to investigate the relationship between these variables, a study plan was created. The four components of the relationship are cognitive, affective, behavioral and satisfaction. Here is a summary of the study's hypothesis based on the previously described literature review and the research questions:

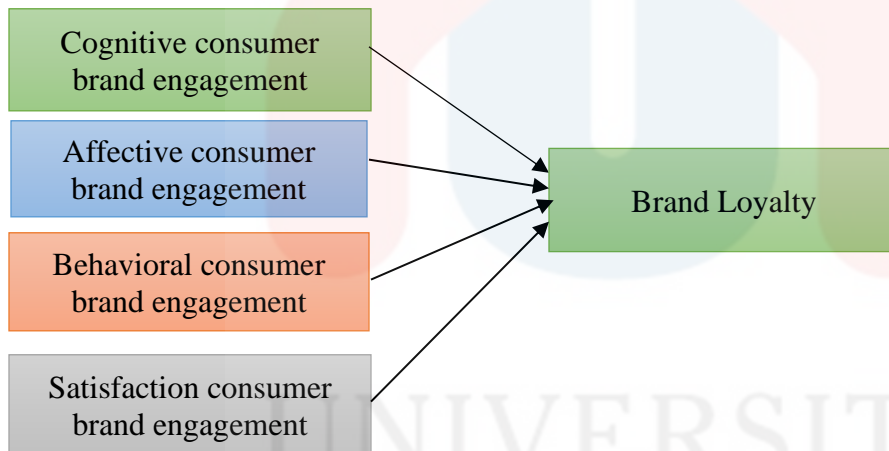
H1: There is a significant relationship between the cognitive consumer brand engagement towards brand loyalty among UMK students.

H2: There is a significant relationship between the affective consumer brand engagement towards brand loyalty among UMK students.

H3: There is a significant relationship between behavioral customer brand engagement towards brand loyalty among UMK students.

H4: There is a significant relationship between satisfaction customer brand engagement towards brand loyalty among UMK students.

2.5 CONCEPTUAL FRAMEWORK



Visual 2.2: Conceptual Framework Of The Study

2.6 SUMMARY

This study conducts a thorough analysis of the relevant literature on brand loyalty, concentrating on its link with consumer brand engagement, functional brand relationship, and emotional brand relationship. These variables represent a consumer's level of involvement with a brand, the practical advantages gained, and the

emotional ties made, in that order. The review examines past research' definitions, dimensions, and scales used for measurement, critically analysing the methodology used, as well as their strengths and shortcomings. It evaluates the empirical evidence supporting the strong association between these variables and brand loyalty, combining the findings of many studies and emphasizing the similarities and differences in their conclusions. This synthesis gives a more in-depth understanding of the factors and their interrelationships, as well as identifying gaps in the existing research that this study attempts to fill.

The importance of the link between these factors is critical in establishing the relevance and value of the study's findings. A significant association indicates that the independent variables have a considerable impact on brand loyalty, confirming their importance in molding customer behavior. Businesses can use these insights to develop effective methods for increasing brand loyalty among their customers. The next section discusses the research design, sample approach, data collection method, and data analysis procedure to be employed in this study. This study intends to add significant insights to the field of brand loyalty, improving the existing body of knowledge and providing practical consequences for businesses and marketers, while maintaining academic rigor and integrity.

CHAPTER 3

RESEARCH METHODS

3.1 INTRODUCTION

This chapter covers everything from data collection and analysis to methodological choices for study designs. In addition, the study's location, questionnaire design, sample size, and data processing strategy were all specified in this chapter. Ten pieces make up this portion; the first is an introduction, and the last section is the research design. The final section looks at data collection techniques. The study population is made clear in the fourth part, and the sampling size is covered in the fifth. The research instrument creation and sample strategies utilised in this investigation are covered in the sixth and seventh sections. The measurement of the variables is the only topic covered in the eighth section. The process for data analysis is covered in section nine. This chapter is summarised in the final part. This quantitative study uses a questionnaire to get the data that is required.

3.2 RESEARCH DESIGN

A research design, often called a research strategy, is a plan to answer several questions (McCombes, 2019). It is a framework with procedures and methods for gathering, looking over, and deciphering data. Stated differently, the research design is a section of the research proposal that describes the researcher's strategy for addressing the study's primary problems. The quality of the research design affects the type of data to be collected and the results. The research design also dictates all other aspects of the investigation, including variables, hypotheses, experiments, procedures, and statistical analysis (Creswell et al., 2018). The research design has a big impact on how valid the results are. It so provides a strong basis for the whole investigation. It is required since it makes a lot of research processes function properly. By doing this, the research is made as successful as possible by maximising the amount of information with the least amount of time, money, and effort. In order to examine and understand the comparative study of factors (cognitive, affective, behavioural and satisfaction) affecting brand loyalty among UMK students, quantitative research is used in this study because it is more objective. Data collection would benefit from the use of online questionnaires. Details are provided in the description of samples, instruments, data processing and analysis and scope. This is an important

element because reliable results can only be obtained by the researcher who collects the data. The two main sources of information used in this study are primary and secondary data. Primary data is obtained through questionnaires. For each variable, multiple questions were posed.

3.3 DATA COLLECTION METHODS

Data collection methods refer to the plans and procedures used to collect data for research. These methods can involve quantitative or qualitative methods of data collecting, and they can be as simple as self-reported surveys or as complex as experiments. Focus groups, surveys, interviews, observations, experiments, and secondary data analysis are a few often used methods for obtaining data. After the data is gathered using this technique, it can be analysed to determine whether the research hypothesis is true or false and to make inferences about the research topic. Quantitative techniques are used in this study to gather data. For this kind of study, surveys are perfect since they enable researchers to swiftly contact audiences of any size, wherever they may be. By using a variety of question styles in surveys, researchers can keep participants interested and increase the probability that they will finish the questionnaire (Philip Cleave, 2023).

Primary data for this research study were gathered using a questionnaire survey. Based on variables related to cognition, affective, behavioral, and satisfaction, researchers will create a set of questions. Closed-ended questions with a strongly agree to strongly disagree range were used to produce the questionnaire. Its purpose is to make the process of gathering data easier. A five-point Likert scale will be used to score responses to the questionnaire (see table 3.1).

CHARACTERIS	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
NUMBER	1	2	3	4	5

Table 3.1: The Table of Five-point Likert Scale

Subsequently, the survey will be propagated via online channels like WhatsApp and delivered via Google Form. Respondents will be informed of the study's aim upon receiving this questionnaire, and their personal information will be kept private. There are three sections, each with a questionnaire to gather information and statistics. The demographic profile of the responders is the subject of the first section's data collection. The dependent variable is the subject of the second section's query. The third section, however,

consists of a question about four independent variables. To prevent any issues, this questionnaire is available in both English and Malay. Following the questionnaire's distribution, responses were gathered and examined using SmartPLS software and the Statistical Package for the Social Sciences (SPSS) version 26.

3.4 STUDY POPULATION

A study population is a specified group of people or items that are the subject of a research study. In order to assess eligibility for the study and apply the research results to other relevant populations, it is critical to precisely describe the study population in any research project involving human subjects (Jonathan D Eldredge,2014). This research focuses on UMK's demanding purveyor population. It entails the usage of surveys, which will be distributed subsequently. The study's objectives, as stated previously, will undoubtedly guide the development of the framework for this survey. Surveys are constructed with a variety of repetitious questions to ensure that the responses provided by respondents are solid enough to be examined, and the objective of this question is undoubtedly to collect quantitative and qualitative data. After the survey has been distributed and the responses have been collected, the data will be analyzed using statistical methods such as SPSS and Smart PLS. The study's findings will be presented and linked to the study's basic aims. This study will conclude with a summary of the study's findings and recommendations for more accurate research in the future, as well as what brand brands in the market can apply based on the information gathered. As it involves responses from UMK, the established norms and ethics must be followed.

3.5 SAMPLE SIZE

Sample size is very important to ensure that the sample is large enough to provide statistical results. The number of Malaysia enrolled in public universities determined the size of the sample for this study. The 2021 Higher Education Statistic data has stated that the number of students in Malaysian public universities is 589,879. The following is the sample size used in this study. The following table will serve as the primary reference for figuring out how many observations are needed. It operates on the presumptive expected responder count within the research population. The sample size to be measured in this study was between 260 and 265 respondents, according to the table.

Table 3.1

Table for Determining Sample Size of a Known Population

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384

Note: N is Population Size; S is Sample Size *Source: Krejcie & Morgan, 1970*

Table 3.2: References using tables; Krejcie and Morgan (1970).

The process utilized in this study to choose the ideal sample size for the entire study population is shown in Table 3.2. According to the table above, the sample size for this investigation is decided by using the formula $N = S$. The population size (N) of this study is 589,879. However, the number is not listed in the reference table. Therefore, it is necessary to round to the nearest number listed in Table 3.2 . Therefore, the total population of this study is 384 ($N = S/1,000,000 = 384$).

3.6 SAMPLING TECHNIQUE

A sampling technique is a statistical approach used to select a representative sample from a population. There are several different sampling techniques available which can be classified into two main categories, and these are probability and non-probability sampling techniques. The researcher will choose the probability sampling technique because it helps to easily determine the exact relationship between the population and the sample. However, simple random sampling is one that exists in the probability sampling technique where only student respondents are selected to answer the questionnaire. Therefore, When using this probability sampling technique, everyone in the target population has a chance to be included in the sample.

3.7 RESEARCH INSTRUMENT DEVELOPMENT

This questionnaire consists of three sections, which are sections A, B, and C. For this study, a complete questionnaire will be designed to collect data. The questionnaire is adapted and evolved to consider the differences in the background of the respondents. This questionnaire applies dual languages which are English and Malay to avoid difficulties.

This instrument has three sections including parts of analysis A, B, and C. Researchers make this based on research objectives. Section A, the researchers will place the demographic profile of the respondent and several functions as well as the instructions of the respondents whether students from University Malaysia Kelantan (UMK). For sections B and C, a researcher will investigate based on studies namely cognitive consumer, affective consumer, behavioral consumer, and satisfaction that can affect brand loyalty among UMK students.

In section A, researchers will focus on the demographic details of respondents including gender, race, material status, age, and education level. Next, in part B, there are alternative questions that allow respondents to choose one of the answer options close to their own. Finally, for part C, the determining option question is also used which is a fixed alternative question that requires the respondent to choose from several alternatives

SECTION	INFORMATION
A	Respondents Demographic Information and some information on the respondent's academic as well as the type of respondent institution either among the students of Universiti Malaysia Kelantan (UMK).
B	Independent variables: Cognitive Consumer
C	Independent variables: Affective Consumer
D	Independent variables: Behavioural Consumer
E	Independent variables: Satisfaction
F	Dependent variables: Brand loyalty.

Tables 3.3: Alternative question that requires the respondent to choose.

3.7.2 Questions Used In Section A,B,C,D and E in the Questionnaire

Section	Factors	Item	Question
A	Demographic Data	Gender	<ul style="list-style-type: none"> • Male/Female
		Age	<ul style="list-style-type: none"> • 18 -21 years old • 22 - 25 years old • 26 - 29 years old

B	Cognitive		<ul style="list-style-type: none"> • I think a lot about (brand) • (Brand) stimulate my interest • Time flies when I interact with brand • It is difficult to detach myself when using (brand)
C	Affective		<ul style="list-style-type: none"> • (Brand) inspires me • I am proud of using (brand) • I use (brand) with total dedication • Using (brand) makes me happy • I feel enthusiastic about (brand)
D	Behavioral		<ul style="list-style-type: none"> • I spent a lot of time using brand • (Brand) is often one I use in (category) • Within (category) I always use (brand) • I feel like using (brand) • I'd like to stick with (brand) despite some problem with it
E	Satisfaction		<ul style="list-style-type: none"> • I did the right thing I bought (brand) • I am satisfied with (brand) • (Brand) meet my expectation • My choice was a wise one

F	Brand Loyalty		<ul style="list-style-type: none"> • I would recommend (brand) to friends • I will buy (brand) again • I will not buy another brand if (brand) is present in the store • I am faithful to the (brand) • I am committed to (brand)
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Table 3.4; Section A, B,C,D, E and F of the Questionnaire

3.8 MEASUREMENT VARIABLE

The consumer brand engagement variable will assess students' level of interaction and involvement with the brand. Satisfaction will determine whether or not the brand meets or exceeds student expectations. Functional brand relations will evaluate the brand's practical advantages for students, such as quality and cost-effectiveness. In the emotional relationship with the brand, students' emotional relationships with brands, such as trust and attachment, will be investigated.

These traits will be measured using nominal and ordinal scales in this research. A nominal scale, a basic sort of measurement, will be used to categorise qualitative variables. It will be used to categorise characteristics such as the student's course, gender, age, Institute of study, and degree of education in this situation. These essential factors will be examined in order to establish their influence on brand loyalty in various categories.

An ordinal scale, on the other hand, will be used to categorise the data without evaluating the differences between the groups. Students, for example, will be asked to express their brand devotion using terms like "strongly disagree," "disagree," "neutral," "agree," and "strongly agree." "This will make ranking pupils based on loyalty simpler, however the actual difference in loyalty between these groups is uncertain. This scale is very beneficial for analysing students' attitudes and opinions towards different companies, which aids in determining the influence on brand loyalty.

Through this study, we seek to get a full understanding of the factors that influence brand loyalty among UMK students. The results are beneficial for businesses trying to strengthen their ties with student clients and boost their loyalty programmes.

3.9 PROCEDURE FOR DATA ANALYSIS

Data analysis is essential to avoiding mistakes when drawing conclusions. 346 questionnaires will be used to collect the data for this study, and Statistic Package for the Social Sciences (SPSS) will be used to analyse the results. Data was gathered, examined, and condensed into a comprehensible format for tabulations and interpretations.

3.9.1 RELIABILITY ANALYSIS

Reliability analysis was used in this study to assess the questionnaire's validity and acceptability. This directly led to the survey questionnaire being distributed to a number of University Malaysia Kelantan students. Cronbach's Alpha was used to assess the study's dependability. One of the reliabilities analyses that SPSS does is the Cronbach Alpha analysis. In the reliability analysis, two distinct types of alpha versions normal and standard are employed.

The variables in this study are measured using the normal form; however, when items are scaled to provide a single score for that scale, the alpha normal version is frequently utilised. The normal version was used to measure the variables in this study. Six is a reasonable threshold for reliability; if your questionnaire yields a reliability result larger than six, it is considered "reliable." A Likert scale, ranging from "Strongly agree" to "Strongly disagree," was also used to rate the responses to the question. A total of five points may be earned. Examine the elements to see if the questionnaire qualifies as "reliable." This directly led to Cronbach's Alpha being able to offer accurate readings of the factors that were significant for this study. It has been suggested that the statistics could be useful for future research.

No.	Coefficient of Cronbach's Alpha	Reliability Level
1	More than 0.90	Excellent

2	0.90-0.89	Good
3	0.70-0.79	Acceptable
4	0.6-0.69	Questionable
5	0.5-0.59	Poor
6	Less than 0.59	Unacceptable

Table 3.5: Table of Cronbach’s Alpha

3.9.2 DESCRIPTIVE ANALYSIS

Multiple statistical approaches are used to analyse the study questions. Descriptive statistics are also used to control some factors and assess the statistical effects of the others at the same time. In order to examine the demographic information gathered from the survey, descriptive statistics are employed throughout the study. The descriptive statistical analysis confirms the information in these data, which include gender, age, race, course, and semester. The initial stage of the statistical process will entail data manipulation in the next stages. For every response on every scale, raw, average, and relative scores will be generated. We'll compare these scores with each other. This data will be the starting point for the next assessment.

3.9.3 NORMALITY TEST

In statistics, normality tests are used to determine if a data set more closely resembles a normal distribution and to estimate the probability that a random variable underlying the data set has a normal distribution. Technically speaking, the tests are a kind of model selection and can be understood in a number of ways, contingent on one's conception of probability:

The quality of fit of a normal model to the data is measured in descriptive statistics; if the fit is low, then a normal distribution is not a suitable model for the data, and no inference about any underlying variable is drawn. In frequentist statistics statistical hypothesis testing, data is compared to the null hypothesis that it is consistently distributed.

3.9.4 SMARTPLS

The researcher in this study has decided to analyse the data gathered using SmartPLS. Path modelling and structural equation modelling (SEM) were performed using a statistical software package known as SmartPLS (Partial Least Squares Structural Equation Modelling). Vinzi (2010) claims that PLS is a soft modelling technique for SEM that makes no assumptions on the distribution of the data. SEM is an effective statistical technique for analysing the relationships between many variables in intricate models. It is frequently used in a variety of fields, including the social sciences, business, and engineering, to test and validate theoretical models. SmartPLS is designed primarily for structural equation modelling using partial least squares, which is one kind of SEM.

PLS-SEM is frequently utilised for handling complex models with multiple variables or small sizes because to its ability to handle both formative and reflecting constructs. Complex path models, such as those examining the connections between latent constructs and observable variables, can be constructed, and assessed by SmartPLS. Additionally, by using SmartPLS in structural model analysis, it becomes simpler to test theories regarding structural routes in the model and analyse the link between latent constructs. SmartPLS can be used to visualise data and generate a variety of graphical outputs for prediction-making. Given all its benefits, it is a perfect fit for our study.

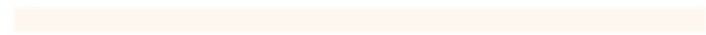
3.10 SUMMARY/ CONCLUSION

After an introduction, this chapter describes the research design that will be applied in this study. For this study, quantitative techniques such surveys and questionnaires will be used to gather data. Additionally, the sampling frame, population, sampling method, sample size, data collection, and instruments are discussed. The sample size of the study is limited to students of the faculty entrepreneurship and business in UMK. Therefore, the views expressed may not fully reflect the students of other faculties at UMK. Second, the study respondents were limited to UMK students. This limitation is largely due to the geographic variance of the sample locations. There are numerous factors that influence brand loyalty in virtual brands as well, but for the purposes of this study, the researcher only looked at four relationships between the components of the independent variable, namely cognitive, behavioural, brand loyalty, and satisfaction. The dependent variable in this study is brand loyalty. After the components were ascertained, an online survey created by Google Forms was used to collect

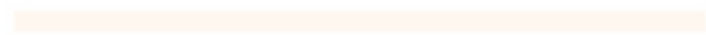
data. The questionnaire consists of five parts: research-related questions are addressed in Parts B, C, D, and E, while demographic data is contained in Part A. As a result, it may affect the accuracy of the results.



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CHAPTER 4

DATA ANALYSIS AND FINDING

4.1 Introduction

This chapter represents the analysis and major research findings of the study and the data in this chapter were analysis used the Statistical Package for the Social Science (SPSS). Data analysis was used and performed to test the questions contained in the questionnaire provided by the researcher and distributed to the respondents of the place studied. In other words, the result of the analysis based on the information gathered from the questionnaire was discussed. The questionnaire made by the researcher was distributed to Universiti Malaysia Kelantan student. The main target population of this study is 100- 200 respondents, but the researchers have managed to collect 173 respondents. The Google form created by the researchers was successfully answered by the respondents. Not forgetting that the chapter 2 hypothesis was formulated as either rejection or acceptance in this chapter. There are several tests, such as descriptive analysis, normality test, reliability test, hypotheses testing, and so on will be conducted to accomplish this chapter.

4.2 Preliminary Analysis

Cronbach's alpha was used to determine the validity and reliability of the study's overall results. The table below shows Cronbach's Alpha analysis for 30 respondents.

Table 4.1: Cronbach's alpha analysis

Dimension	Number of items	Cronbach's alpha result
Brand loyalty	5	.859
Cognitive	5	.920
Affective	5	.885
Behavioral	5	.881
Satisfaction	4	.939

Table 4.1 shows the value of Cronbach's alpha for dependent variables and independent variables. For brand loyalty, which is the dependent variable, Cronbach's alpha was 0.859. For the result independent variables,

cognitive (0.920), affective (0.885), behavioral (0.881), and satisfaction (0.939) had a good and excellent Cronbach's alpha. Generally, the result showed that the variables of Cronbach's alpha occurred to be acceptable. This means the questionnaire is highly reliable and the results is accepted.

4.3 Demographic Profile of Respondents

There was a total of 173 respondents who answered this questionnaire. Questionnaires from Part A include gender, age, race, institution of education and education level. Demographic data of the respondents will be presented in the form of a table.

4.3.1 Gender

Table 4.2: Gender of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female/Perempuan	102	59.2	59.2	59.2
	Male/Lelaki	71	40.8	40.8	100.0
	Total	173	100.0	100.0	

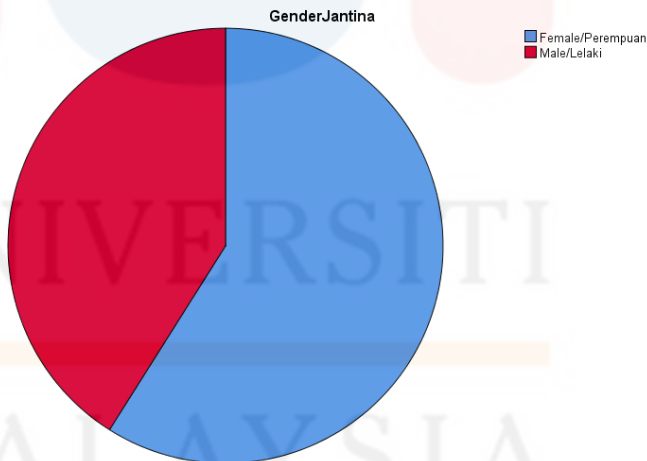


Figure 4.1: Gender of respondents

Table 4.2 shows the gender of respondents. The total number of female respondents is 102 while the total number of male respondents is 71. Therefore, in this whole, 59.2% are female respondents while 40.8% are male respondents.

4.3.2 Age

Table 4.3: Age of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	22-25 years old	173	100.0	100.0	100.0

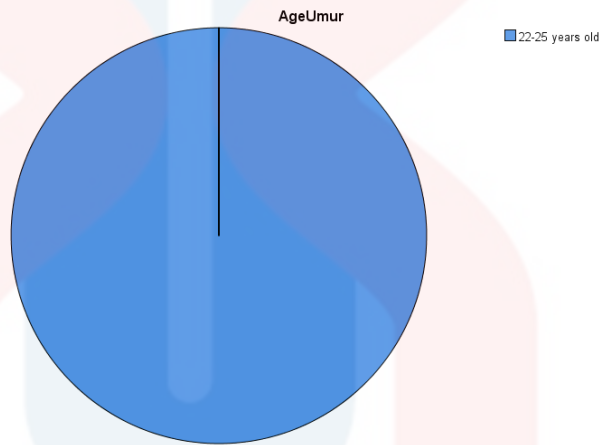


Figure 4.2: Age of respondents

Table 4.3 shows that the age of respondents. The age of the UMK respondents who answered this questionnaire were all 22 to 25 years old. Therefore, the percentage for age of respondents is 100%.

4.3.3 Race

Table 4.4: Race of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese / Cina	56	32.2	32.2	32.2
	Indian / India	22	12.6	12.6	44.8
	Malay / Melayu	89	51.7	51.7	96.6
	Others ;	6	3.4	3.4	100.0
	Total	173	100.0	100.0	

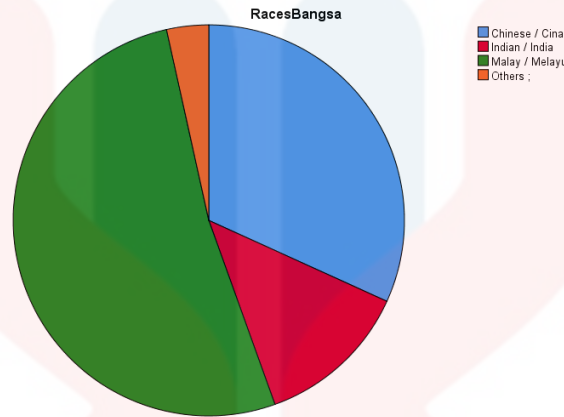


Figure 4.3: Race of respondents

Table 4.4 shows that the race of respondents. There are 173 respondents which include Chinese (56 respondents), Indian (22 respondents), Malay (89 respondents) and others (6 respondents). Therefore, the highest percentage of respondents was Malay (51.7%), the next percentage was Chinese (32.2%), and the third was Indian (12.6%), while the lowest percentage was others (3.4%).

4.3.4 Institution of Education

Table 4.5: Institution of education of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Institut Pengajian Tinggi Awam (IPTA)	173	100.0	100.0	100.0

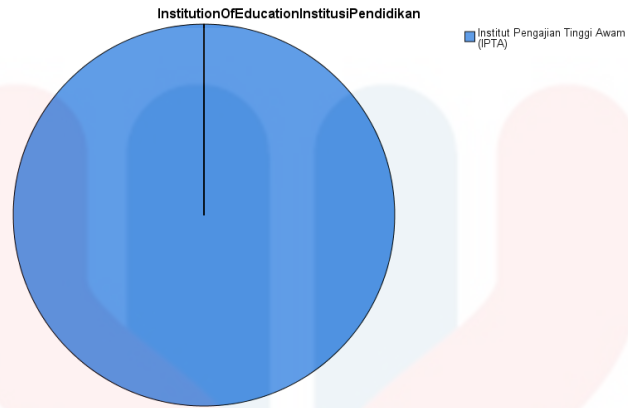


Figure 4.4: Institution of education of respondents

Table 4.5 shows that the institution of education of respondents. The respondents who answered this questionnaire were all from Public Higher Education Institutions (IPTA). Therefore, the percentage for the institution of education of respondents is 100%.

4.3.5 Education Level

Table 4.6: Education level of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor's Degree	172	99.4	99.4	99.4
	Master	1	.6	.6	100.0
	Total	173	100.0	100.0	

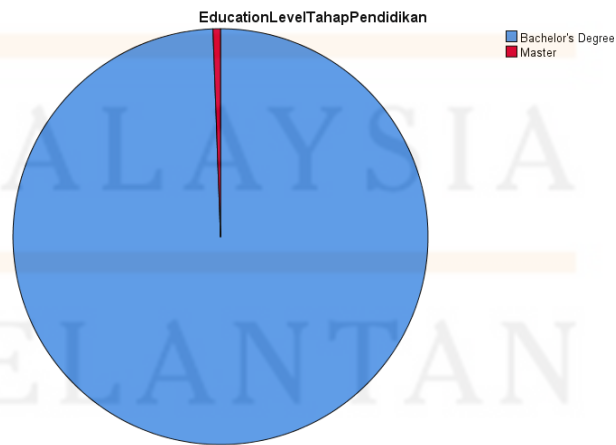


Figure 4.5: Education level of respondents

Table 4.6 shows that the education level of respondents. The total number of bachelor's degree respondents is 172 while there is only one respondent studying for a Master. Therefore, the bachelor's degree percentage is 99.4% while the Master percentage is 0.6%.

4.4 Descriptive Analysis

Descriptive analysis was being used in this study to find out the pattern of responses, conclude and explain the information that are being taken out from the analysis. In this section, the frequency for respondent's demographic, and some questions related to cognitive, affective, behavioural, satisfaction, brand loyalty and the mean and standard deviation for both variables will be discussed detailed.

In this section, a total of 25 items were carried out descriptive analysis to work out the mean as well as standard deviation of the data obtained. Overall, the aim is to examine students' responses on variable, cognitive, affective, behavioural, and satisfaction with brand loyalty. The table below shows the summary of the descriptive analysis that has been carried out.

In addition, the standard deviation is to determine the distribution of measurements from the average. A low standard deviation indicates that most measurements are close to average. In addition, a high standard deviation score indicates that the data collection went further than the study average. Further, the following sections indicate the mean and standard deviation of the independent and dependent variables of the study. The average mean of the independent variable is almost 4.23. This shows that respondents are very concerned about Cognitive, Affective, Behavioural, and satisfaction.

Table 4.7: Summary of Descriptive Statistic

	Mean	Std. Deviation
Cognitive (CBE) (IV)	4.2601	.56411
Affective (CBE) (IV)	4.2694	.67362
Behavioural (CBE) (IV)	4.2416	.55079
Satisfaction (IV)	4.1763	.72386
Brand Loyalty (DV)	4.2451	.54564

Table 4.8: Mean and Standard Deviation of Cognitive (IV1)

	Mean	Std. Deviation
CG1 I think a lot about (brand)	4.18	.699
CG2 (Brand) stimulate my interest	4.19	.702
CG3 When I use (brand) I forget everything	4.26	.744
CG4 Time flies when I interact with (brand)	4.34	.702
CG5 Its difficult to detach myself when using (brand)	4.32	.723

The table above shows 5 statements about an individual's cognitive relationship with a brand. Time flies when I interact with (brand) has the highest mean score of 4.34, indicating strong agreement and good interaction with the brand. The closest to it is 'it's difficult to detach myself when using (brand)' with a mean of 4.32, indicating high satisfaction and dependency. 'When I use (brand) I forget everything' has a mean of 4.26. 'Brand stimulate my interests' has a mean of 4.19 indicating that the brand used by these students successfully captures interest. Finally, 'I think a about (brand) has the lowest mean of 4.18, indicating a brand level of awareness or engagement. Despite being the lowest, the mean score obtained is still high and shows a positive response to the brand.

Table 4.9: Mean and Standard Deviation of Affective (IV2)

	Mean	Std. Deviation
AF1 (Brand) inspires me	4.23	.750
AF2 I am proud using (brand)	4.25	.781
AF3 I use (brand) with total dedication	4.26	.729
AF4 Using (brand) makes me happy	4.29	.723
AF5 I feel enthusiastic about (brand)	4.31	.710

The table above shows 5 statements about the person's affective relationship with the brand they choose. For the statement "I feel enthusiastic about (brand)" has the highest mean score of 4.31 indicating strong

agreement and high enthusiasm towards the brand. 'Using (brand) makes me happy' has a mean of 4.29, indicating that the brand they use does provide happiness to the respondents. 'I use (brand) with total dedication' has a mean value of 4.26, indicating that these respondents have a high commitment to the brand they choose. 'I am proud using (brand) ' has a mean of 4.25, indicating that the brand has created a sense of pride among its users. Finally ""(Brand) inspires me " has the lowest mean of 4.23 indicating that the brand is also able to inspire its users. Although, it has the lowest mean, the response to the statement is quite good.

Table 4.10: Mean and Standard Deviation of Behavioural (IV3)

	Mean	Std. Deviation
BV1, I spent a lot of time using (brand)	4.16	.713
BV2 (Brand) is often use in (category)	4.15	.793
BV3 Within (category) I always use (brand)	4.24	.752
BV4, I feel like using (brand)	4.35	.704
BV5 I'd like to stick with (brand) despite some problems with it	4.31	.720

The table above shows a statement about an individual's behaviour towards a brand. For statement "I feel like using (brand)" has the highest mean of 4.35 indicates the user has a high enough preference for the brand. Just slightly lower, "I'd like to stick with (brand) despite some problems with it has a mean score of 4.31 indicates a high loyalty to a brand. "Within (category) I always use (brand)' has a mean of 4.24 indicating a high level of commitment to the brand.' I spent a lot of time using (brand) " has a mean of 4.16 indicating that the brand is often used by respondents. Finally, "(Brand) is often used in (category)" has the lowest mean of 4.15 indicating that the brand is indeed frequently used in one category. Despite showing the lowest mean, the response to the statement is still positive.

Table 4.11: Mean and Standard Deviation of Satisfaction (IV4)

	Mean	Std. Deviation
SF1 I did the right thing when I bought (brand)	4.16	.781
SF2 I am satisfied with (brand)	4.20	.783
SF3 (Brand) meets my expectations	4.13	.792

SF4 My choice was a wise one	4.22	.761
------------------------------	------	------

The table above shows 4 statements about customer satisfaction with a brand. For the statement ‘My choice was a wise one ’ has the highest mean score of 4.22 indicates that the high satisfaction with the brand respondents choose. ‘I am satisfied with (brand) ’ has a mean score of 4.20 indicating that overall satisfaction with the brand they use. ‘I did the right thing when I bought (brand)’ has a mean of 4.16 indicating that respondents feel their decision to choose a brand is right. Finally, ‘(Brand) meets my expectations’ has the lowest mean of 4.13 indicating that the brand they choose meets their expectations. Although it has the lowest mean, the response given to the statement is positive.

Table 4.12: Mean and Standard Deviation of Brand Loyalty (DV)

	Mean	Std. Deviation
BL1 I would recommend (brand) to friends	4.17	.702
BL2 I will buy (brand) again	4.19	.758
BL3 I will not buy another brand if (brand) is present in the store	4.26	.729
BL4 I am faithful to (brand)	4.31	.710
BL5 I am committed to (brand)	4.29	.715

The table above shows 5 statements about customer loyalty to a brand. For the statement ‘I will not buy another brand if (brand) is present in the store’ has the highest score mean of 4.26 indicates a strong loyalty to the brand. After that, ‘I am faithful to (brand)’ has a mean score of 4.31 indicating complete trust in the brand. ‘I am committed to (brand)’ has a mean of 4.29 indicating that customers are committed to the brand. “I will buy (brand) again” has a mean value of 4.19 indicating that the customer will buy the brand again. Finally, “I would recommend (brand) to friends has the lowest mean score of 4.17 indicating that respondents would recommend the brand they use to friends. Although, the lowest mean, the response given to the statement is positive.

4.5 Validity and Reliability Test

Validity relates to a measure's correctness, whereas reliability is associated with a measure's consistency about the standardization of studies or trials. There are two categories of reliability: internal and external. The trial's

internal validity and efficiency were assessed using the general correlation element and alpha index. To determine whether the data in this study fit the standard internal consistency measure or not, the researcher employed Cronbach's Alpha. According to Sekaran & Bougie (2016), an internal consistency reliability test determines whether a respondent's responses are consistent throughout all sections. As Sunders et al. (2016) so beautifully put it, Cronbach's Alpha is a statistic or tool used to gauge how consistently respondents answered a series of questions that were all created with the final goal of the research in mind. Table 4.13 shows the value of Cronbach's alpha coefficient for each variable was measured by using SPSS validity and reliability analysis:

Table 4.13: Actual Reliability Test of 173 respondents

Variable	Cronbach's Alpha Result	Items	Result
Cognitive	.920	5	Good
Affective	.885	5	Good
Behavioral	.881	5	Good
Satisfaction	.939	4	Good
Brand Loyalty	.859	5	Good

There are four independent variables which include cognitive, affective, behavioral and satisfaction. Based on the SPSS result, each of the independent variables has been achieved by Cronbach's alpha coefficient value of 0.920, 0.885, 0.881 and 0.939 respectively. Brand loyalty as a dependent variable, which has the Cronbach's alpha coefficient value of 0.859 shows excellent internal consistency in this study. The result showed that the actual questionnaire for 173 respondents is reliable and accepted in this study.

4.6 Normality Test

Using normality testing techniques, the researcher examined the normalization of the hypothesis in this investigation. The normality tests are supplementary to the graphical assessment of normality. A set of data has passed the normality test if its distribution is consistent with a normal distribution. As a result, the study concentrated on Shapiro-Wilk and Kolmogorov-Smirnov tests, evaluating at the significance level of $p = 0.01$. A p value of less than 0.01 suggests that the hypothesis is being rejected, while a p value greater than 0.01 shows that the hypothesis is not determined. The research's test of normalcy is displayed in Table 4.14:

Table 4.14: Test of Normality

Tests of Normality						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	df	Sig.
Cognitive (IV1)	.171	173	.000	.899	173	.000
Affective (IV2)	.219	173	.000	.827	173	.000
Behavioral (IV3)	.166	173	.000	.902	173	.000
Satisfaction (IV4)	.208	173	.000	.836	173	.000
Brand Loyalty (DV)	.198	173	.000	.874	173	.000
a. Lilliefors Significance Correction						

Because of the researcher's normalcy test, Table 5.4. Kolmogorov-Smirnov and Shapiro-Wilk, significantly display the p-value. The Shapiro-Wilk and Kolmogorov-Smirnov significant columns displayed the p-values for the two hypotheses. This suggests that the hypotheses are accepted because the p-value hypothesis is $p = 0.000$ greater than 0.01. Even if it is plausible to conclude that a collection of data is not normally distributed by rejecting the null hypothesis, the best that can be said if the null hypothesis is not rejected is that the data may originate from a regularly distributed population. The normalization test indicates that the hypothesis in this study is significant when the test's normality approach is applied. As a result, researchers develop strategies to conduct hypothesis testing, employing the Spearman test method.

4.7 Hypothesis Testing

Spearman correlation analysis

In this study, correlation strategy was used to explain the relationship between independent variables and dependent variables. Satisfaction, cognitive, Affection, and behavioural were assessed as items in the independent variables. Brand loyalty is a dependent variable.

Table 4.15: Result of spearman correlation analysis

			Brand Loyalty DV
Spearman rho	Satisfaction IV 1	Correlation Coefficient	.734**
		Sig. (2-tailed)	.000
		N	173
	Cognitive IV 2	Correlation Coefficient	.912**
		Sig. (2-tailed)	.000
		N	173
	Affection IV3	Correlation Coefficient	.769**
		Sig. (2-tailed)	.000
		N	173
	Behavioural IV4	Correlation Coefficient	.952**
		Sig. (2-tailed)	.000
		N	173

Table 4.16: Summary status of Hypothesis

Hypothesis	Results	Spearman Correlations	Status	Conclusions
H1 There is a positive significant between satisfaction and brand loyalty	P < 0.01	0.734	Accepted	Moderate positive correlations
H2 There is a positive significant between cognitive and brand loyalty	P < 0.01	0.912	Accepted	Very high positive correlation
H3 There is a positive significant between	P < 0.01	0.769	Accepted	

affection and brand loyalty				Moderate positive correlation
H4 There is a positive significant between behavioural and brand loyalty	P < 0.01	0.952	Accepted	Very high positive correlation

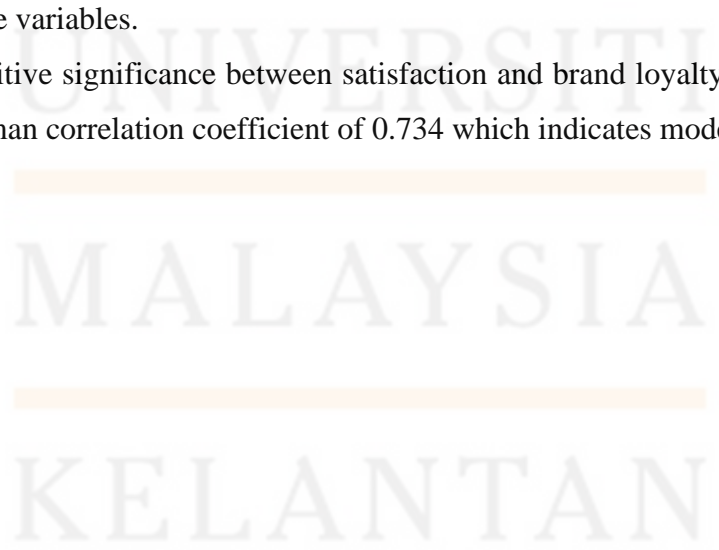
The table above contains 4 hypotheses, namely H1 to h4 consisting of different factors and their correlation with brand loyalty. Each hypothesis is accompanied by a p-value and a spearman correlation coefficient.

Starting with the highest correlation, H4 shows positive significant relationships between behavioural aspects and brand loyalty. With a p value of less than 0.01 and a spearman correlation coefficient of 0.0952, there is strong statistical evidence to support this hypothesis. The very high positive correlations indicate that behavioural aspects of brand loyalty tend to increase significantly.

H2 indicates a significant positive relationship between cognitive and brand loyalty. Given a p value of less than 0.01 and a spearman correlation of 0.912, the hypothesis is well accepted. The high positive correlations show that improvements in cognitive aspects have a very high correlation with increased brand loyalty.

For H3, it shows a significant relationship between affection and brand loyalty. A P value of less than 0.01 and a spearman correlation coefficient of 0.796 support this hypothesis, indicating moderate positive relationships between these variables.

Finally, H1 shows the positive significance between satisfaction and brand loyalty, supported by a p value of less than 0.01 and a spearman correlation coefficient of 0.734 which indicates moderate positive correlations.



4.8 Summary of the Bootstrapping output SmartPLS

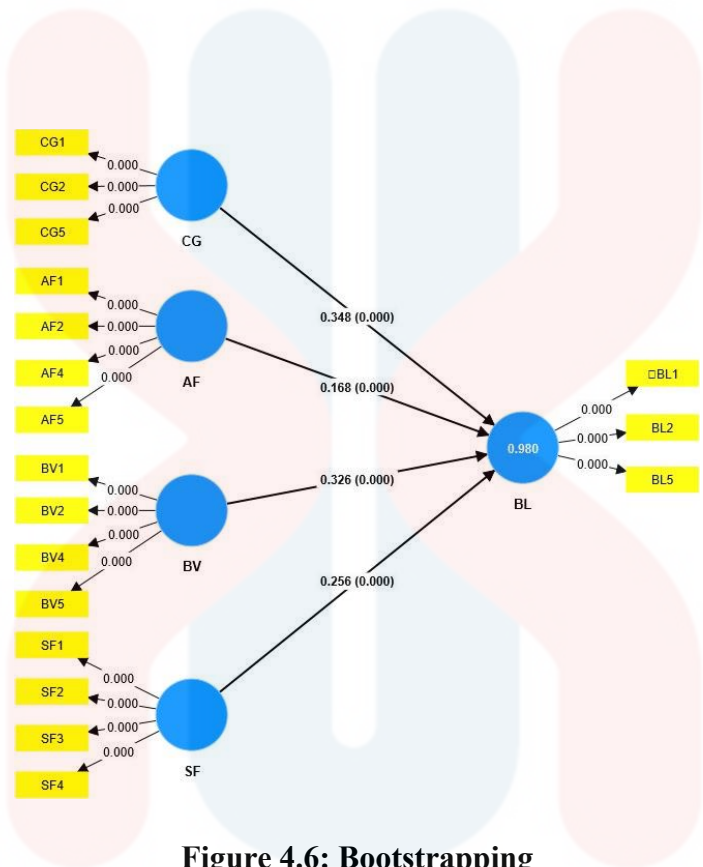


Figure 4.6: Bootstrapping

Figure 4.6 shows the SmartPLS analysis where it is a method that are employed to identify the relationships between independent and dependent variables. In this diagram, dependent variable was labelled as ‘BL’ that stands for brand loyalty. The independent variable that are influencing this variable are divided into 4 groups which is ‘CG’, ‘AF’, ‘BV’ and also ‘SF’. The numerical values that are associated with arrows such as 0.348 in the case of CG to BL show beta values that influence these variables on BL. The higher these values show means it has a strong influence toward the independent variables. Meanwhile, the numbers in the bracket represent p-values where it was to determine the significance of the results. Normally, a p-value that is less than 0.05 is considered as significance. As the diagram shows above, the p-value of all the variables is 0.000 where it could be said that the variables are significant.

4.9 Summary

In this chapter, their researchers show preliminary analysis, demographic profile analysis, reliability analysis, descriptive statistic, correlation statistics and tested hypotheses. According to the results of the reliability analysis, all the variables high and confident reliability scores. This chapter discusses the result of the analysis data by using the Statistical Package of Social Science (SPSS). Based on the data analysis and statistical testing, the complete measuring instrument used by the survey questionnaire in this research was correct throughout the overall analysis section of this chapter. Focusing on the study's analysis to determine the frequency and percentage of respondent's background, the outcomes of the descriptive analysis data. And conclusion served as an illustration for this section. Besides that, the researcher also used the SPSS software to measure the accuracy data of Cronbach's alpha. Based on those analysis, an in- depth discussion will be presented further discussion in Chapter 5.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Introduction

Key findings are being summarized in this chapter. The factors that are affecting brand loyalty in University Malaysia Kelantan is the major topic of this study. In this chapter, we also discuss the implications and recommendations for further investments and conclusions.

5.2 Key Findings

This study has successfully determined the factors affecting brand loyalty among University Malaysia Kelantan Students. There were four impacts identified in this study, some of its very strong influences by respondents in terms of their cognitive and next of its behavioral. Meanwhile, there are highly correlation influences by respondents in terms of its affective and satisfaction.

The overall result analysis carried out from SPSS software reflects that most of the respondents strongly agreed and agreed with the cognitive, affective, behavioral and satisfaction. For cognitive, the mean of this variable is a score of 4.26, while the affective variable means score is also 4.26. The mean of the behavioral variable is 4.24, while the satisfaction variable means the score is 4.17. Hence, the satisfaction variable at a lowest level compared with other variables. This result refers to some participants who have answered from google form about the factors affecting brand loyalty.

Table 5.1 exhibits the summary of the results regarding objectives that are to find the relationship with cognitive, affective, behavioral and satisfaction:

Table 5.1: Summary of Hypotheses Testing Result

Research Objectives	Hypothesis	Results	Spearman Correlation	Decision
RO1 To examine the relationship between the cognitive consumer brand engagement towards brand loyalty among UMK students.	H1 There is a significant relationship between cognitive customer brand engagement towards brand loyalty among UMK students.	p = 0.000 (p < 0.01)	r = 0.912	Accepted
RO2: To examine the relationship between the affective consumer brand engagement towards brand loyalty among UMK students.	H2 There is a significant relationship between affective customer brand engagement towards brand loyalty among UMK students.	p = 0.000 (p < 0.01)	r = 0.769	Accepted
RO3 To examine the relationship between the behavioral consumer brand engagement towards brand loyalty among UMK students.	H3 There is a significant relationship between behavioral customer brand engagement towards brand loyalty among UMK students.	p = 0.000 (p < 0.01)	r = 0.952	Accepted

<p>RO4 To examine the relationship between satisfaction consumer brand engagement towards brand loyalty among UMK students.</p>	<p>H4 There is a significant relationship between satisfaction customer brand engagement towards brand loyalty among UMK students.</p>	<p>p = 0.000 (p < 0.01)</p>	<p>r = 0.734</p>	<p>Accepted</p>
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5.3 Discussion

5.3.1 There is a significant relationship between cognitive consumer brand engagement and brand loyalty among UMK students.

Positive relationship between cognitive consumer brand engagement to brand loyalty among University of Malaysia Kelantan students. From table 5.1, there is a strong positive relationship between consumer brand engagement and brand loyalty among students of University Malaysia Kelantan. Correlation results showed the value of R = 0.912, p < 0.01. Therefore, the alternative hypothesis (H1) is accepted.

This study concluded that there is a significant relationship between cognitive consumer brand engagement and brand loyalty. Cognitive engagement that with a brand such as understanding what the responsibility of the brand is will have a significant impact on brand loyalty. This impact can be observed when students engage cognitively with a brand, leading to a stronger sense of loyalty towards it.

5.3.2 There is a significant relationship between affective customer brand engagement towards brand loyalty among UMK students.

From the table, there was a moderate significant relationship between affective customer brand engagement towards brand loyalty among UMK students. From the results of the correlation coefficient, the value is r = 0.912, p < 0.01. Therefore, an alternative hypothesis (H2) is acceptable. Based on the second research question, the study can conclude that there is a significant relationship between affective consumer brand engagement and brand loyalty.

5.3.3 There is a significant relationship between behavioral customer brand engagement towards brand loyalty among UMK students.

Furthermore, this study found that behavioral consumer brand engagement towards brand loyalty among UMK students are positively correlated. A significance value of 0.00, which is less than 0.01 was shown in the table normality test of behavioural customer brand engagement towards brand loyalty, indicates a significant relationship between the independent variable (behavioral customer brand engagement) and the dependent variable (brand loyalty). Considering that the correlation coefficient value for social influence is 0.982, it also demonstrates a moderate relationship between the independent variable (behavioural consumer brand engagement) towards brand loyalty among UMK students. According to the table descriptive statistics, the relationship between behavioral consumer brand engagement towards brand loyalty among UMK students is valid. The theory was supported and approved.

5.3.4 There is a significant relationship between affective customer brand engagement towards brand loyalty among UMK students.

From the table, there was a moderate significant relationship between affective customer brand engagement towards brand loyalty among UMK students. From the results of the correlation coefficient, the value is $r = 0.912$, $p < 0.01$. Therefore, an alternative hypothesis (H2) is acceptable. Based on the second research question, the study can conclude that there is a significant relationship between affective consumer brand engagement and brand loyalty.

5.3.4 There is a significant relationship between satisfaction customer brand engagement towards brand loyalty among UMK students.

Table 5.1 shows a highly positive relationship between satisfaction customer brand engagement towards brand loyalty among UMK students. From the results of the correlation coefficient, the value is $r = 0.734$, $p < 0.05$. Therefore, an alternative hypothesis (H4) is accepted.

Based on the fourth research question, the study can conclude that there is a positive relationship between satisfaction customer brand engagement towards brand loyalty among UMK students. Customer satisfaction, sometimes referred to as the ultimate evaluation of customers based on their interactions with product brands, is a cumulative satisfaction (Han et al., 2018). According to Fornell (2016), there are three ways to gauge consumer happiness: total satisfaction, confirmation of expectations, and comparison to ideal. In addition to

happiness and contentment, other expressions such as surprise and interest are also included in customer satisfaction. It is proposed that a comparison between consumers' actual perceptions and expectations of the service will reveal customer satisfaction as a psychological reaction. Customers will thus purchase a good or service since it can satisfy their wants (Lai et al., 2021).

5.4 Implications of The Study

From the study and discussion in the previous chapter cognitive has an impact on factors affecting brand loyalty. Cognitive loyalty is a preference over competing brand attitude. It is formatted, based upon the product information available to the customer (Pedersen & Nysveen, 2001). It is important to note that cognitive elements seen from the understanding of perception and knowledge. Cognitive factors often involve how individuals perceive and process information. This study can shed light on students' perceptions and knowledge about various brands. It can help identify which cognitive elements, such as brand awareness, image, or reputation, significantly impact their loyalty.

A consumer's initial loyalty starts with a cognitive sense, followed by an affective manner, and later in a conative sense (Oliver, 1997; Back & Parks, 2003). Affective factors pertain to emotions, feelings, and attitudes, and understanding these elements can have significant implications for marketing and brand management which is customer engagement and interactivity. Affective factors can enhance customer engagement and interactivity. The study's findings can guide the development of interactive and emotionally resonant campaigns, events, and social media interactions that foster a sense of community and emotional connection among students.

Behavioural brand loyalty is the consumer's tendency to repurchase a brand revealed. through behaviour which can be measured, and which impacts directly on brand sales. (Hammond, East and Ehrenberg 1996). It's can help the student to brand positioning and differentiation. Insights into cognitive factors help in strategically positioning the brand in the minds of students. By identifying and emphasizing distinctive features and benefits, marketers can differentiate the brand from competitors and create a unique value proposition.

Satisfaction is pleasurable fulfillment response resulting from an evaluation with respect to how well the consumption of a product or service meets a need, desire, or goal" (Deng, Turner, Gehling & Prince, 2010). Satisfaction can impact the student customer experience enhancement.

Satisfaction is often closely tied to the overall customer experience. The study can inform efforts to enhance various touchpoints in the customer journey, ensuring positive interactions with the brand and fostering satisfaction among students.

Four hypotheses were found to support positive relationship between brand loyalty. This study shows that this aspect of brand loyalty is very useful for all student to choose brand more quality and good.

5.5 Limitations of The Study

The research study has been completed effectively. Nonetheless, during our research project, we still need to go past a few obstacles. Due to the interference, it will cause in obtaining data at the end of our research study, the constraint will have an indirect effect on our ability to finish the project. In this study, the researchers aim to determine a comparative study on factors affecting brand loyalty among University Malaysia Kelantan Students. The target group of respondents for this research were the students that are still studying at University Malaysia Kelantan. However, the responses from some students are lower than expected.

Furthermore, the researchers have written all the questions in these questionnaires in terms of either the level of confidence or the level of satisfaction of respondents with the various aspects of entrepreneurship. However, there is no set rule for the levels above, and it is determined by the respondents' feelings. As a result, issues arise when each respondent provides their responses based on their own standards. One of the study's shortcomings that must be addressed is the respondents' genuineness. External influences, such as students' desire to finish the survey form as fast as possible, may also have an impact on their response. It will also be challenging for respondents to comprehend the purpose behind the queries. This may indirectly result in less accurate and pertinent data that we collect.

Among the limitations that exist during the study is the breadth of the research scope and time. The scope of this research is only focused on, University Malaysia Kelantan Students. Although the target number of respondents was successfully reached, it required some time to make sure that the necessary number of respondents was correct and sufficient.

The difficulty encountered while collecting the questionnaire data for this study is that it takes a long time to achieve the desired target of 174 respondents. Not everyone was conscientious enough to take the time to complete the questionnaire, which presented a challenge to us while gathering data for it. This could be

because most of them skimming the question. Subsequently, gathering data from participants through an online survey will need a significant amount of time, and the investigator will have to locate participants for them to complete the questionnaire. Some individuals did not want to answer the question because of time constraints. Then, through the online questionnaire, respondents were restricted to providing their actual responses because they could only select the predetermined options.

Lastly, as these restrictions might also influence our research effort, we also need to be aware of them. Notwithstanding all the drawbacks, this study has added to the corpus of entrepreneurship knowledge.

5.6 Recommendations

Each study comes with unique challenges and challenges. In this study, we explore the factors that influence brand loyalty among university Malaysia Kelantan students. This study found that elements such as satisfaction, cognitive, affection and behavioural aspects have a significant impact on brand loyalty.

In future studies, it will be interesting to explore more deeply about this factor. As an example, I can give you the extent to which the level of satisfaction extends beyond the different products and categories. The cognitive aspect can influence brand loyalty in the context of impulse purchases rather than planned purchases. Affection and behavioural interact with each other to form brand loyalty. This can be used for future studies.

The next thing is to also examine the role of social media and the reviews given online that also affect the formation of this factor. With the advent of the all-digital era, the dynamics of customer loyalty to a brand can change so quickly. Understanding the changes that are taking place will provide valuable information to researchers. An example of this is how online reviews affect the cognitive aspects of a brand. Do positive and negative reviews affect the level consumer trust out there?

Finally, it is beneficial to conduct a more holistic study to understand how brand loyalty will change over time as students' progress in their university life. This can provide a fairly accurate view of how perceptions of these brands and loyalty are affected by the investor factor over time.

Although this study is considered to provide a solid foundation, the dynamics of loyalty offer a diverse exploration and understanding. Future studies in this context will lead to better strategic improvements to increase the loyalty of university students towards a single brand. This will be of great benefit to both students and employers

5.7 Overall Conclusion of The Study

The primary goal of this study is to investigate relationship between brand engagement towards brand loyalty among University Malaysia Kelantan students. Examining the relationship between cognitive consumer brand engagement toward brand loyalty among UMK students, examining affective consumer brand engagement towards brand loyalty among UMK students, examining behavioural consumer brand engagement towards brand loyalty among UMK students, and examining satisfaction consumer brand engagement towards brand loyalty among UMK students are the four main goals of this study. As mentioned in chapter 3, the outcome factors (independent variables) are cognitive, affective, behavioural, and satisfaction factors that influence brand loyalty among Universiti Malaysia Kelantan (UMK) students. A total of 174 valid questionnaires were distributed to 174 respondents at Universiti Malaysia Kelantan.

Additionally, descriptive analysis was used in Chapter 4 to analyse the questionnaire survey results. The statistical package for social sciences (SPSS) and SmartPLS software programmes were used to analyse the data from this questionnaire. The final study demonstrates a substantial relationship between cognitive, affective, behavioural, and satisfaction factors influencing brand engagement towards brand loyalty among Universiti Malaysia Kelantan students. Thus, the study's findings indicate that among Universiti Malaysia Kelantan students, there is a positive correlation between cognitive, affective, behavioural, and satisfaction factors affecting brand engagement towards brand loyalty.

Lastly, a section summarising the conclusions based on data interpretation may be found in chapter 5. Four hypotheses about brand loyalty were so accepted: H1, H2, H3, and H4. Subsequently, by doing this study, researchers also talked about certain limitations and suggestions that might be applied in other investigations.

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Appendix A - Draft of Questionnaire

THE STUDY OF FACTORS AFFECTING BEHAVIOUR DIGITAL MARKETING AMONG UNIVERSITY MALAYSIA KELANTAN STUDENT'S

Assalamualaikum and Warm Greetings,

Dear Respondent,

We are a group of final year students pursuing a Bachelor's Degree in Entrepreneurship (Commerce) with Honors from the Faculty of Entrepreneurship and Business (FKP), University Malaysia Kelantan. We are currently conducting a research study titled "The Study Of Factors Affecting Brand Loyalty Among Students of University Malaysia Kelantan".

This questionnaire is divided into three sections. Section A seeks to understand your demographic profile, Section B focuses on the dependent variable, and Section C delves into the independent variable. Each section comprises of 4 questions.

Your participation in this survey is invaluable to us. We deeply appreciate your time and cooperation in providing us with your insights. Please be assured that all responses will be kept strictly confidential and will be utilized solely for the purpose of this academic research.

Thank you for your consideration in our study.

SECTION A: DEMOGRAPHIC PROFILE / BAHAGIAN A: PROFIL DEMOGRAFI

1. Gender / Jantina

Male / Lelaki

Female / Perempuan

2. Age / Umur

18 – 21 years old / 18 – 21 tahun

22 – 25 years old / 22 – 25 tahun

26 – 29 years old / 26 -29 tahun

30 years old and above / 30 tahun dan ke atas

3. Race / Kaum

Malay / Melayu

Chinese / China

Indian / India

Other / Lain – lain

4. Institution Of Education

Institusi Pengajian Tinggi Awam (IPTA)

Institusi Pengajian Tinggi Swasta (IPTS)



5. Educational Level/Tahap Pendidikan

- Diploma
- Degree
- Master
- PHD



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SECTION B: DEPENDENT VARIABLE / BAHAGIAN B: PEMBOLEHUBAH

BERSANDAR

BRAND LOYALTY / KESETIAAAN TERHADAP JENAMA

Likert-Scale / Skala-Likert Questions/Soalan	Strongly Disagree Sangat Tidak Setuju	Disagree Tidak Setuju	Neutral Neutral	Agree Setuju	Strongly Agree Sangat Setuju
1. I would recommend (brand) to friends <i>Saya akan mengesyorkan (jenama) kepada rakan-rakan.</i>					
2. I will buy (brand) again / <i>Saya akan beli (jenama) lagi.</i>					
3. I will not buy another brand if (brand) is present in the store / <i>Saya tidak akan membeli jenama lain jika (jenama) ada di kedai</i>					
4. I am faithful to (brand) / <i>Saya setia kepada (jenama)</i>					
5. I am committed to (brand) / <i>Saya komited untuk (jenama)</i>					

SECTION C: INDEPENDENT VARIABLE / BAHAGIAN C: PEMBOLEHUBAH BEBAS

a. COGNITIVE CONSUMER BRAND ENGAGEMENT

Likert-Scale / Skala-Likert Questions/Soalan	Strongly Disagree Sangat Tidak Setuju	Disagree Tidak Setuju	Neutral Neutral	Agree Setuju	Strongly Agree Sangat Setuju
1. I think a lot about (brand) / <i>Saya banyak berfikiran tentang (jenama).</i>					
2. (Brand) stimulate my interest / <i>Merangsang minat saya.</i>					
3. When I use (brand) I forget everything / <i>Apabila saya menggunakan (jenama) saya lupa segala-galanya.</i>					
4. Time flies when I interact with (brand) / <i>Masa berlalu apabila saya berinteraksi dengan (jenama).</i>					

5. It's difficult to detach myself when using (brand) / <i>Sukar untuk melepaskan diri apabila menggunakan (jenama).</i>					
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b. AFFECTIVE CONSUMER BRAND ENGAGEMENT

Likert-Scale / Skala-Likert Questions/Soalan	Strongly Disagree Sangat Tidak Setuju	Disagree Tidak Setuju	Neutral Neutral	Agree Setuju	Strongly Agree Sangat Setuju
1. (Brand) inspires me / <i>(Jenama) memberi inspirasi kepada saya.</i>					
2. I am proud using (brand) / <i>Saya bangga menggunakan (jenama).</i>					
3. I use (brand) with total dedication / <i>Saya menggunakan (jenama) dengan penuh dedikasi.</i>					

4. Using (brand) make me happy / <i>Menggunakan (jenama) membuatkan saya gembira.</i>					
5. I feel enthusiastic about (brand) / <i>Saya berasa semangat tentang (jenama).</i>					

c. BEHAVIORAL CONSUMER BRAND ENGAGEMENT

Likert-Scale / Skala-Likert Questions/Soalan	Strongly Disagree Sangat Tidak Setuju	Disagree Tidak Setuju	Neutral Neutral	Agree Setuju	Strongly Agree Sangat Setuju
1. I spend a lot of time using (brand) / <i>Saya menghabiskan banyak masa menggunakan (jenama).</i>					
2. (Brand) often use in (category) / <i>(Jenama) sering digunakan dalam sesuatu (kategori).</i>					

<p>3. Within (category) I always use (brand) /</p> <p><i>Dalam (kategori) saya sentiasa menggunakan (jenama).</i></p>					
<p>4. I feel like using (brand) /</p> <p><i>Saya ingin menggunakan (Jenama).</i></p>					
<p>5. I'd like to stick with (brand) despite some problems with it /</p> <p><i>Saya ingin mengekalkan (jenama) walaupun ada masalah dengannya.</i></p>					

d. SATISFACTION CONSUMER BRAND ENGAGEMENT

Likert-Scale / Skala-Likert Questions/Soalan	Strongly Disagree Sangat Tidak Setuju	Disagree Tidak Setuju	Neutral Neutral	Agree Setuju	Strongly Agree Sangat Setuju
1. I did the right thing when I bought (brand) / <i>Saya melakukan perkara yang betul apabila saya membeli (jenama).</i>					
2. I am satisfied with (brand) / <i>Saya berpuas hati dengan (jenama).</i>					
3. (Brand) meets my expectations / <i>(Jenama) memenuhi jangkauan saya</i>					
4. My choice was a wise one / <i>Pilihan saya adalah pilihan yang bijak</i>					

Appendix B - Gantt Chart

RESEARCH ACTIVITIES	OCT	NOV	DEC	JAN	FEB
PPTA 1 and PPTA 2 briefing					
CHAPTER 1: INTRODUCTION					
Background of the study					
Problem Statement					
Research Question					
Research Objectives					
Scope of the Study					
Significance of Study					
Definition of Term					
Organization of the Proposal					
CHAPTER 2: LITERATURE REVIEW					
Introduction					
Underpinning Theory					
Previous Studies					
Hypotheses Statement					
Conceptual Framework					
Conclusion					
CHAPTER 3: RESEARCH METHODS					
Introduction					
Research Design					
Data Collection Methods					
Study Population					
Sample Size					
Sampling Techniques					
Research Instrument Development					
Measurement of the Variables					
Procedure for Data Analysis					
Conclusion					

FINAL SUBMISSION OF PPTA 1					
PRESENTATION FOR FINAL YEAR RESEARCH PROJECT 1					
PILOT DATA					
QUESTIONNAIRE					
CHAPTER 4: DATA ANALYSIS AND FINDINGS					
Introduction					
Preliminary analysis					
Demographic Profile of Respondents					
Descriptive Analysis					
Validity and Reliability Test					
Normality Test					
Hypotheses Testing					
Conclusion					
CHAPTER 5: DISCUSSION AND CONCLUSION					
Introduction					
Key Findings					
Discussion					
Implications of the Study					
Limitations of the Study					
Recommendations / Suggestions for Future Research					
Overall Conclusion of the Study					