

**FACTORS AFFECTING BRAND LOYALTY  
AMONG MALAYSIAN CONSUMERS IN THEIR CHOICE  
OF MOBILE PHONE BRANDS**

**BEL LEW LEE PENG**

**GRADUATE SCHOOL OF BUSINESS**

**FACULTY OF BUSINESS AND ACCOUNTANCY  
UNIVERSITY OF MALAYA**

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**Factors affecting brand loyalty among Malaysian consumers in their choice of mobile phone brands**

**Bel Lew Lee Peng**

**Bachelor of Economics , University Kebangsaan  
Malaysia, Selangor, Malaysia**

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**Bel Lew Lee Peng**  
**Graduate School of Business**  
**Faculty of Business and Accountancy**  
**University of Malaya, Malaysia**

## **ABSTRACT**

### **Purpose**

Brand loyalty is a key factor that explains brand choice with which the consumer expresses his/her satisfaction with a brand. It is also one of the key constructs predicting consumer behavior. This study proposes and tests a five-factor model that explains the variations in the choice of mobile phone brands among Malaysian consumers. These factors include brand name, brand design, perceived quality, price and promotion.

### **Design/ Methodology/ Approach**

A survey questionnaire was used as the research instrument for data collection in this study. The methods of collecting the quantitative survey data included self-administered and e-mailed questionnaires. Data was collected using a convenience sample of 230 respondents. All participants who participated in this survey owned a personal mobile phone. Response rate to the survey was 93%. The framework of this study was adopted from the work of Lau et al. (2006).

### **Findings**

The findings based on the regression model used to test the hypotheses showed that the most influential factors on brand loyalty were brand name and perceived quality. Factors such as brand design, price and promotion had no direct significant impact on brand loyalty. The results also showed that all five variables were significant in the model and explained 33.2% of the variation in the dependent variable. Based on Pearson's correlation analysis, there were positive relationships among brand name, brand design, perceived price, price and promotion.

### **Practical Implications**

The present study offers an empirical finding on the key factors that influence brand loyalty of mobile phones in the Malaysian context. It also provides guidance to brand managers in mobile phones in the formulation of marketing strategies.

### **Originality / Value**

To the best of the author's knowledge, no previous research has been done on the factors affecting brand loyalty among consumers in their choice of mobile phone brands in the Malaysian context.

**Keywords:** Branding, Brand loyalty, Brand equity, Consumer behavior; brand awareness, brand association, brand choice, mobile phones.