

APPENDICES

- A. Questionnaires before Pre-Test**
- B. Questionnaires after Pre-Test**
- C. Profile of Respondents**
- D. Univariate Normality, and Outlier Identifying Testing**
- E. Linearity and Homoscedasticity**
- F. STEP-ONE APPROACH-THE COMBINED MEASUREMENT MODEL**
- G. STEP-TWO APPROACH-THE STRUCTURAL MODEL**

Appendix A. Questionnaires before Pre-Test

Questionnaire:

Research Title

**The Role of ‘Ethical Brand’ and Its Effect on
Industrial Buyers’ Responses
In Malaysia**

Prepared by:

SULAIMAN M. ALI

Supervisor:

DR. SHARIFAH FARIDAH SYED ALWI



**FACULTY OF BUSINESS AND ACCUNTANCY
2008**



**UNIVERSITY
OF MALAYA**
K U A L A L U M P U R

FACULTY OF BUSINESS AND ACCOUNTANCY

**THE ROLE OF 'ETHICAL BRAND' AND ITS EFFECT ON INDUSTRIAL BUYERS'
RESPONSES IN MALAYSIA
(A SURVEY OF ELECTRONIC OFFICE EQUIPMENT USERS)
2008**

Dear Respected Respondent.

This survey is designed to assess the level of agreement/satisfaction with various brands of electronic office equipment products that have been used by industrial buyers in Malaysia and the associated service by the respective supplier. Your opinion will help office equipment providers improve their products and services, thereby enabling them to make improvements to meet your expectations and enhancing mutual value. We would therefore greatly appreciate your participation in answering this questionnaire.

In return for your valuable time and effort to participate in this survey, we will be happy to share with you an executive summary of the findings of this study (electronic copies only). Please provide details of your contact in your classification section of the survey questionnaire. Please complete all questions according to the instructions given for each section. For most questions, you will be asked to tick or check the appropriate box that best expresses your opinion.

In case you have additional ideas to improve the offerings from office equipment providers that are not listed in this questionnaire, please feel free to include them in the space provided. We thank you for your suggestions of new ideas.

At this point, no names are required. Individual participants will not be recognized in the analysis as only aggregated outcome will be analyzed and presented. There are no correct or incorrect responses. We are merely interested in your personal point of view.

Thank you so much for your time and thoughtfulness. It is only with your generous that this study can be successful.

In making your ratings, please remember the following points

1. Please answer each of the statements related to the questions by ticking (√) alongside the number that best describes your answer.
2. Be sure to answer all items – **do not** omit any.
3. Never tick more than one number on a single scale.

If you have any questions about this survey, please contact:
Sulaiman M. Ali, Ph.D Student,
Mobile phone: +60163050347;
or e-mail: elman_ali@perdana.um.edu.my or elman_ali@yahoo.com.

Once you have completed this survey please send it to the address below;

**55-13-5, Pantai Indah Apartment,
Jalan Pantai Dalam, Lembah Pantai 96200 Kuala Lumpur**

Number of Respondent: ()

For the purpose of completing the questionnaire, please select one of the following brands owned by the company that you are responding in this case

Brands of Electronic Office Equipment	
Alcatel	
Avaya	
Brother	
Canon	
Ericsson	
Epson	
Fujitsu	
Fuji-Xerox	
Gestetner	
Hitachi	
Hewlett Packard	
Infocus/Plus	
Lexmark	
Minolta	
NEC	
Nortel	
Panasonic	
Ricoh	
Sanyo	
Sharp	
Siemens	
Sony	
Toshiba	
Others, (please specify) _____	

SECTION I: PERCEPTION OF RESPONDENT

Direction:

Please mark with a ✓ in the appropriate box

1	2	3	4	5	6	7
Strongly disagree	Disagree	Slightly disagree	Neutral	Slightly agree	Agree	Strongly agree

Product Quality

1 2 3 4 5 6 7

1 Our company buys brand X because it provides good performance

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

2 Our company considers buying brand X due to good features

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

3 The product specifications of brand X match with our needs

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

4 Brand X can be operated for long time (good durability)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

5 Our company buys brand X because products of brand X are aesthetically pleasing

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

6 We believe that brand X produces high quality products for all categories

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

7 Products of brand X are dependable and consistent

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

8 Our company buys brand X because it is innovative

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Service Quality

1 2 3 4 5 6 7

9 When staff of brand X promises to do something by a certain time, it does so

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

10 When our company has problems, staff of brand X are sympathetic and reassuring

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

12 Our company can trust employees of brand X

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

13 We buy brand X as employees of brand X are polite

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

- 14 Employees of brand X give us personal attention

--	--	--	--	--	--	--
- 15 Our company buys brand X because it provides good online information

--	--	--	--	--	--	--
- 16 Our company buys brand X because it provides good information & documentation

--	--	--	--	--	--	--
- 17 Our company buys brand X because it quickly provides supplementary information

--	--	--	--	--	--	--

Perceived Price

1 2 3 4 5 6 7

- 18 Compared to its competitors, the overall prices of brand X are most likely higher

--	--	--	--	--	--	--
- 19 Relative to other electronic brands, the prices of brand X are most likely higher

--	--	--	--	--	--	--
- 20 Our company expects the overall prices of brand X to be high

--	--	--	--	--	--	--
- 21 Brand X's prices are likely to be higher than average market prices for the same products

--	--	--	--	--	--	--
- 22 The higher price of brand X reflects its quality

--	--	--	--	--	--	--
- 23 Higher price of brand X indicates its prestige

--	--	--	--	--	--	--
- 24 This brand has good price information for every type of product and situation

--	--	--	--	--	--	--
- 25 The price of this brand is acceptable

--	--	--	--	--	--	--
- 26 This brand provides good optional prices based on the product performance.

--	--	--	--	--	--	--

Ethical Brand

1 2 3 4 5 6 7

27 Our company uses brand X, because it lets us maximize our profit

--	--	--	--	--	--	--

28 We consider using brand X because the company continually succeeds to increase the wealth of stakeholders

--	--	--	--	--	--	--

29 The company of brand X always respects its suppliers

--	--	--	--	--	--	--

30 We decide to use brand X because the company has a programme to re-educate and empower its employees

--	--	--	--	--	--	--

31 Our company would like to use brand X because the managers of the organization respect the laws and regulations of the country

--	--	--	--	--	--	--

32 Our company would like to use brand X because it has programmes that encourage the diversity of the workforce (in terms of age, gender, or race)

--	--	--	--	--	--	--

33 We would like to use brand X because its internal policy prevents discrimination.

--	--	--	--	--	--	--

34 We consider using brand X as it respects social customs and cultural heritage

--	--	--	--	--	--	--

35 We decide to use brand X because it is committed to "sustainable development" through consuming less natural resources

--	--	--	--	--	--	--

36 We decide to use brand X because it is committed to "sustainable development" through burdening the environment with less effluent

--	--	--	--	--	--	--

37 Our company uses brand X because the manager of the company monitors the potential negative impacts on the community

--	--	--	--	--	--	--

38 We consider using brand X as it preserves the jobs at a reasonable profit margin and helps its employees to engage in community work

--	--	--	--	--	--	--

39 We decide to use brand X because it has a “Recycling” programme

--	--	--	--	--	--	--

40 We decide to use brand X because it has a “Recovery” programme

--	--	--	--	--	--	--

41 We decide to use brand X because it has a “Disposal” programme

--	--	--	--	--	--	--

Company Reputation

1 2 3 4 5 6 7

42 We consider buying brand X because it is well managed

--	--	--	--	--	--	--

43 Our company buys brand X because it is customer focused

--	--	--	--	--	--	--

44 We buy brand X because the company has the reputation of being a good corporate citizen

--	--	--	--	--	--	--

45 Our company buys brand X because it is product driven

--	--	--	--	--	--	--

46 Our company decides to buy brand x because it is a successful company

--	--	--	--	--	--	--

47 We always decide to buy brand X because the company is innovation oriented

--	--	--	--	--	--	--

Brand Loyalty

1 2 3 4 5 6 7

48 The relationship our company has with brand X is something we are very committed to

--	--	--	--	--	--	--

49 We use our maximum effort to maintain the relationship with brand X

--	--	--	--	--	--	--

50 We would do almost anything to keep the relationship with brand X

--	--	--	--	--	--	--

51 We care a great deal about the long term relationship with brand X

--	--	--	--	--	--	--

52 If asked, we would recommend products of brand X

--	--	--	--	--	--	--

53 We intend to use products of brand X again in the future

--	--	--	--	--	--	--

SECTION II : PROFILE INFORMATION

1 In the table below, please choose from the options in column 1, the quantity of each type of electronic office equipment currently in use within your organization.

In column 2, please choose from the options provided on the average age of the particular equipment used within your organization.

In column 3, please indicate the brand name(s) of current equipment in use.

Type of Electronic Office Equipment	1 Number of Equipment in use	2 Average age of Equipment	3 Equipment brand in use
* Computer Servers			
* Desktop Computers			
* Notebook Computers			
* Dot Matrix Printers			
* Laser Printers			
* Photocopiers			
* Scanners			
* Multy-functional Products (performs more than one function like printing, scanning, copying and faxing)			
* Multimedia projectors/LCD projectors			
* Electronic White Boards			
* PBX/PABX (Phone-line switches)			
* Fax Machines			

2 Please indicate the primary business of your company, for example Banking, Education, Retail, Consulting, Farm, Equipment Manufacture, etc.

3 Please indicate the number of employees in your company.

Less than 5	
Between 5 & 15	
Between 16 & 30	
Between 31 & 50	
Between 51 & 100	
Between 101 & 250	
Between 251 & 500	
Above 500	

- 4 Please indicate your overall satisfaction with the following office equipment brands by checking the satisfaction box of the brands and/or products that are currently in use or have been used in the past 2 years in your office

1 2 3 4 5 6 7
Strongly **Neutral** **Strongly**
dissatisfied **satisfied**

Brands of Electronic Office Equipment	1	2	3	4	5	6	7
* Alcatel							
* Avaya							
* Brother							
* Canon							
* Ericsson							
* Epson							
* Fujitsu							
* Fuji-Xerox							
* Gestetner							
* Hitachi							
* Hewlett Packard							
* Infocus/Plus							
* Lexmark							
* Minolta							
* NEC							
* Nortel							
* Panasonic							
* Ricoh							
* Sanyo							
* Sharp							
* Siemens							
* Sony							
* Toshiba							
* Others, (please specify) _____							

5 Please indicate if your company is considering to buy any of these products this year by putting a check in the line for the corresponding item in column A.

In column B, please check if this purchase is to replace an existing product currently or previously in use

In column C, please indicate if the replacement will most likely be of the same brand as the product in use

In column D, please indicate if purchases of additional units of that product this year will be of the same brand as those currently in use within your company

If you are "unsure" about the purchase decision, please do not put a check in any box.

Type of Electronic Office Equipment	A Intent to purchase equipment this year	B Expected to be a replacement purchase	C Replacement likely by the same brand	D Additional units purchase of existing brands
* Computer Servers				
* Desktop Computers				
* Notebook Computers				
* Dot Matrix Printers				
* Laser Printers				
* Photocopiers				
* Scanners				
* Multi-functional Products (performs more than one function like printing, scanning, copying and faxing)				
* Multimedia projectors/LCD projectors				
* Electronic White Boards				
* PBX/PABX (Phone-line switches)				
* Fax Machines				

6 How is the purchase decision of office equipment made in your company?

- Owner/CEO decides
- Based on individual staff requests
- As and when needed
- Based on budgetary plans and procedures
- Purchase Committee
- Centralized Head Office decision
- Others (please specify) _____

7 Your role in the usage and purchase of office equipment within your organization can best be described as:

- Chief decision-maker
- Involved in decision-making with others
- Primary influencer
- Member of the budget committee
- Member of the purchase committee
- Custodian of office equipment
- Technical evaluator
- No role in the purchase decision-making
- Others _____

SECTION III: DEMOGRAPHIC PROFILE:

1. Area/district of research : _____

<p>2. Gender</p> <p><input type="checkbox"/> Male</p> <p><input type="checkbox"/> Female</p>	<p>3. Age</p> <p><input type="checkbox"/> 20-24 years old</p> <p><input type="checkbox"/> 25-29 years old</p> <p><input type="checkbox"/> 30-34 years old</p> <p><input type="checkbox"/> 35-39 years old</p> <p><input type="checkbox"/> 40-44 years old</p> <p><input type="checkbox"/> 45-49 years old</p> <p><input type="checkbox"/> 50-54 years old</p> <p><input type="checkbox"/> 55-60 years old</p>	<p>4. Race</p> <p><input type="checkbox"/> Bumi Putra</p> <p><input type="checkbox"/> Chinese</p> <p><input type="checkbox"/> Indian</p> <p><input type="checkbox"/> Foreigner</p>
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<p>5. Highest Qualification</p> <p><input type="checkbox"/> Secondary School (SPM/STPM)</p> <p><input type="checkbox"/> Diploma</p> <p><input type="checkbox"/> Master</p> <p><input type="checkbox"/> PhD</p> <p><input type="checkbox"/> Professional Qualification</p>	<p>6. Working Experience</p> <p><input type="checkbox"/> Under 5 years</p> <p><input type="checkbox"/> 6-10 years</p> <p><input type="checkbox"/> 11-15 years</p> <p><input type="checkbox"/> 16-20 years</p> <p><input type="checkbox"/> 21-More</p>	<p>7. Employment in company</p> <p><input type="checkbox"/> Under 5 years</p> <p><input type="checkbox"/> 6-10 years</p> <p><input type="checkbox"/> 11-15 years</p> <p><input type="checkbox"/> 16-20 years</p> <p><input type="checkbox"/> 21-More</p>
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<p>8. Departmental/Area</p> <p><input type="checkbox"/> Accounting</p> <p><input type="checkbox"/> Financial</p> <p><input type="checkbox"/> Human Resource</p> <p><input type="checkbox"/> Sales/Marketing</p> <p><input type="checkbox"/> Production</p> <p><input type="checkbox"/> Others, please specify _____</p>	<p>9. Position</p> <p><input type="checkbox"/> Executive</p> <p><input type="checkbox"/> Non-Executive</p>	<p>10. Income per month</p> <p><input type="checkbox"/> < RM 2,000.00</p> <p><input type="checkbox"/> RM 2,000.00 - 2,999.00</p> <p><input type="checkbox"/> RM 3,000.00 - 3,999.00</p> <p><input type="checkbox"/> RM 4,000.00 – 4,999.00</p> <p><input type="checkbox"/> RM 5,000.00 – 5,999.00</p> <p><input type="checkbox"/> RM 6,000.00 – 6,999.00</p> <p><input type="checkbox"/> RM 7,000.00 – 7,999.00</p> <p><input type="checkbox"/> RM 8,000.00 – 8,999.00</p> <p><input type="checkbox"/> RM 9,000.00 – 9,999.00</p> <p><input type="checkbox"/> RM 10,000.00 – More</p>
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Please use the space provided for any additional comments/suggestions.

Comments/Suggestions:

Thank you for your cooperation

Appendix B. Questionnaires after Pre-Test

Questionnaire:

Research Title

**The Role of ‘Ethical Brand’ and Its Effect on
Industrial Buyers’ Responses**

Prepared by:

SULAIMAN M. ALI

Supervisor:

DR. SHARIFAH FARIDAH SYED ALWI



**FACULTY OF BUSINESS AND ACCOUNTANCY
2008**



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THE ROLE OF 'ETHICAL BRAND' AND ITS EFFECT ON INDUSTRIAL BUYERS' RESPONSES

(A SURVEY OF ELECTRONIC OFFICE EQUIPMENT USERS)

2008

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In making your ratings, please remember the following points

1. Please answer each of the statements related to the questions by ticking (√) alongside the number that best describes your answer.
2. Be sure to answer all items – **do not** omit any.
3. Never tick more than one number on a single scale.

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Sulaiman M. Ali, Ph.D Student,

Mobile phone: +60163050347;

or e-mail: elman_ali@perdana.um.edu.my or elman_ali@yahoo.com.

Once you have completed this survey please send it to the address below;

**55-13-5, Pantai Indah Apartment,
Jalan Pantai Dalam, Lembah Pantai 96200 Kuala Lumpur**

For the purpose of completing the questionnaire, please select one of the following brands owned by the company.

No.	Brands of Electronic Office Equipment	
1.	Alcatel	<input type="checkbox"/>
2.	Avaya	<input type="checkbox"/>
3.	Brother	<input type="checkbox"/>
4.	Canon	<input type="checkbox"/>
5.	Ericsson	<input type="checkbox"/>
6.	Epson	<input type="checkbox"/>
7.	Fujitsu	<input type="checkbox"/>
8.	Fuji-Xerox	<input type="checkbox"/>
9.	Gestetner	<input type="checkbox"/>
10.	Hitachi	<input type="checkbox"/>
11.	Hewlett Packard	<input type="checkbox"/>
12.	Infocus/Plus	<input type="checkbox"/>
13.	Lexmark	<input type="checkbox"/>
14.	Minolta	<input type="checkbox"/>
15.	NEC	<input type="checkbox"/>
16.	Nortel	<input type="checkbox"/>
17.	Panasonic	<input type="checkbox"/>
18.	Ricoh	<input type="checkbox"/>
19.	Sanyo	<input type="checkbox"/>
20.	Sharp	<input type="checkbox"/>
21.	Siemens	<input type="checkbox"/>
22.	Sony	<input type="checkbox"/>
23.	Toshiba	<input type="checkbox"/>
24.	Others, (please specify): _____	<input type="checkbox"/>

SECTION I: PERCEPTION OF RESPONDENT

Direction:	1	2	3	4	5	6	7
Please mark with a tick in the appropriate box	Strongly disagree	Disagree	Slightly disagree	Neutral	Slightly agree	Agree	Strongly agree

Please respond to the following statement according to the chosen brand above – known as brand X below:

Part A		Strongly disagree					Strongly agree	
1	Our company buys brand X because it provides good performance	1	2	3	4	5	6	7
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Our company considers buying brand X due to good features	1	2	3	4	5	6	7
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	The product specifications of brand X match with our needs	1	2	3	4	5	6	7
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Continue Part A		Strongly disagree					Strongly agree	
4	Brand X can be operated for a long time (good durability)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
5	Our company buys brand X because products of brand X are aesthetically pleasing	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
6	We believe that brand X produces high quality products for all categories	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
7	Our company buys brand X because it is innovative	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>

Part B		Strongly disagree					Strongly agree	
8	When staff of brand X promises to do something by a certain time, they do so	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
9	When our company has problems, staff of brand X are sympathetic and reassuring	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
10	Our company can trust employees of brand X	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
11	We buy brand X as employees of brand X are polite	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
12	Employees of brand X give us personal attention	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
13	Our company buys brand X because it provides good online information	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
14	Our company buys brand X because it provides good information & documentation	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
15	Our company buys brand X because it quickly provides supplementary information	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>

Part C		Strongly disagree					Strongly agree	
16	Our company expects the overall prices of brand X to be high	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
17	Brand X's prices are likely to be higher than average market prices for the same products	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
18	The higher price of brand X reflects its quality	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
19	This brand has good price information for every type of product and situation	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
20	The price of this brand is acceptable	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>

Part D		Strongly disagree					Strongly agree	
21	Our company uses brand X, because it contributes to profit maximization	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
22	We consider using brand X because the company continually succeeds in increasing the wealth of stakeholders	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
23	The company of brand X always respects its suppliers	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
24	Our company would like to use brand X because the managers of the organization respect the laws and regulations of the country	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
25	We would like to use brand X because its internal policy prevents discrimination.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
26	We consider using brand X as it respects social customs and cultural heritage	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
27	We decide to use brand X because it is committed to "sustainable development" through consuming less natural resources	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
28	Our company uses brand X because the manager of the company monitors the potential negative impact on the community	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
29	We consider using brand X as it preserves the jobs at a reasonable profit margin and helps its employees to engage in community work	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
30	We decide to use brand X because it has a "Recycling" programme	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
31	We decide to use brand X because it has a "Recovery" programme	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
32	We decide to use brand X because it has a "Disposal" programme	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>

Question E		Strongly disagree					Strongly agree	
33	We consider buying brand X because it is well managed	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
34	Our company buys brand X because it is customer focused	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
35	We buy brand X because the company has the reputation of being a good corporate citizen	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
36	Our company buys brand X because it is product driven	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
37	Our company decides to buy brand x because it is a successful company	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
38	We always decide to buy brand X because the company is innovation oriented	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>

Question F		Strongly disagree					Strongly agree	
39	The relationship our company has with brand X is something we are very committed to	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
40	We use our maximum effort to maintain the relationship with brand X	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
41	We would do almost anything to keep the relationship with brand X	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
42	We care a great deal about the long term relationship with brand X	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
43	If asked, we would recommend products of brand X	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
44	We intend to use products of brand X again in the future	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>

SECTION II: PROFILE INFORMATION

1. In the table below, please choose from the options in column 1, the quantity of each type of electronic office equipment currently in use within your organization.

In column 2, please choose from the options provided on the average age of the particular equipment used within your organization.

In column 3, please indicate the brand name(s) of the current equipment in use.

	Type of Electronic Office Equipment	Number of equipment in use	Average age of equipment	Equipment brand in use
1.	Computer Servers			
2.	Desktop Computers			
3.	Notebook Computers			
4.	Dot Matrix Printers			
5.	Laser Printers			
6.	Photocopiers			
7.	Scanners			
8.	Multi-functional Products (performs more than one function like printing, scanning, copying and faxing)			
9.	Multimedia projectors/LCD projectors			
10.	Electronic White Boards			
11.	PBX/PABX (Phone-line switches)			
12.	Fax Machines			
13.	Others, please specify: ----- - ----- -			

2. Please indicate the primary business of your company, for example Banking, Education, Retail, Consulting, Agriculture, Equipment Manufacturing, etc.

3. Please indicate the number of employees in your company

- Less than 5
- Between 5 - 15
- Between 16 - 30
- Between 31 - 50
- Between 51 - 100
- Between 101 - 250
- Between 251 - 500
- More than 500

4. Is your company planning to buy new electronic office equipment?

- Yes No

5. If your answer is yes in question no. 4, please state what is the purpose to buy?

- Totally new purchase
- Upgrading to be better
- Replacement
- Additional units

6. If your answer is yes in question no. 4, please state what type of electronic office equipment your company wants to buy?

	Type of Electronic Office Equipment	
1.	Computer Servers	<input type="checkbox"/>
2.	Desktop Computers	<input type="checkbox"/>
3.	Notebook Computers	<input type="checkbox"/>
4.	Dot Matrix Printers	<input type="checkbox"/>
5.	Laser Printers	<input type="checkbox"/>
6.	Photocopiers	<input type="checkbox"/>
7.	Scanners	<input type="checkbox"/>
8.	Multi-functional Products (performs more than one function like printing, scanning, copying and faxing)	<input type="checkbox"/>
9.	Multimedia projectors/LCD projectors	<input type="checkbox"/>
10.	Electronic White Boards	<input type="checkbox"/>
11.	PBX/PABX (Phone-line switches)	<input type="checkbox"/>
12.	Fax Machines	<input type="checkbox"/>
13.	Others, please specify: ----- -----	<input type="checkbox"/> <input type="checkbox"/>

7. If yes, please state what brand of electronic office equipment your company wants to buy?

8. How is the purchase decision of office equipment made in your company?

- Owner/CEO decides
- Based on individual staff requests
- As and when needed
- Based on budgetary plans and procedures
- Purchase Committee
- Centralized Head Office decision
- Others
- (please specify) _____

SECTION III: DEMOGRAPHIC PROFILE

Gender: Male <input type="checkbox"/> Female <input type="checkbox"/>	Age: 20-24 years old <input type="checkbox"/> 25-29 years old <input type="checkbox"/> 30-34 years old <input type="checkbox"/> 35-39 years old <input type="checkbox"/> 40-44 years old <input type="checkbox"/> 45-49 years old <input type="checkbox"/> 50-54 years old <input type="checkbox"/> 55-60 years old <input type="checkbox"/>	Race: Malay <input type="checkbox"/> Chinese <input type="checkbox"/> Indian <input type="checkbox"/> Others, please state: _____ _____	Highest Level of Educational: Secondary School (SPM/STPM) <input type="checkbox"/> Diploma <input type="checkbox"/> Undergraduate <input type="checkbox"/> Master <input type="checkbox"/> PhD <input type="checkbox"/> Professional Qualification <input type="checkbox"/>
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Working Experience: Under 5 years <input type="checkbox"/> 6 -10 years <input type="checkbox"/> 11-15 years <input type="checkbox"/> 16-20 years <input type="checkbox"/> 21-More <input type="checkbox"/>	Employment in company: Under 5 years <input type="checkbox"/> 6 -10 years <input type="checkbox"/> 11-15 years <input type="checkbox"/> 16-20 years <input type="checkbox"/> 21-More <input type="checkbox"/>	8. Functional/Area: Accounting <input type="checkbox"/> Financial <input type="checkbox"/> Human Resource <input type="checkbox"/> Sales/Marketing <input type="checkbox"/> Production <input type="checkbox"/> Others, please specify: _____ _____ -	10. Income per month: < RM 3,000.00 <input type="checkbox"/> RM 3,000.00 – 3,999.00 <input type="checkbox"/> RM 4,000.00 – 4,999.00 <input type="checkbox"/> RM 5,000.00 – 5,999.00 <input type="checkbox"/> RM 6,000.00 – 6,999.00 <input type="checkbox"/> RM 7,000.00 – 7,999.00 <input type="checkbox"/> RM 8,000.00 – 8,999.00 <input type="checkbox"/> RM 9,000.00 – 9,999.00 <input type="checkbox"/> RM 10,000.00 – More <input type="checkbox"/>
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Please use the space provided for any additional comments/suggestions.
 Comments/Suggestions:

Thank you for your cooperation

If you wish to have a specific report on the main findings of this study, please fill in the form below:

REQUEST FOR INFORMATION

I would like to know the result of this survey. Please send it to:

Name of respondent : _ _____

Name of company : _ _____

Mailing address : _ _____ Postcode _ _____

Email : _ _____

Delivery preference :

(please tick in box) Hard copy (post mail) MsWord (e-mail)

Appendix C. Profile of Respondents

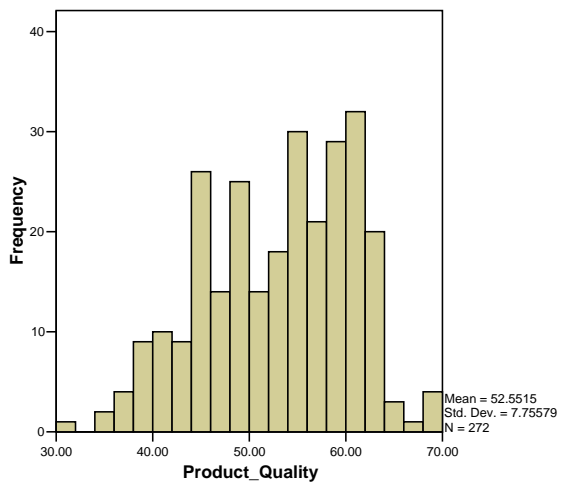
No.	Profile of Respondent	Frequency	Percent (%)	Mean	Standard Deviation
1	Gender:			1.37	.48
	Male	172	63.2		
	Female	100	36.8		
	Total	272	100.0		
2	Age			4.19	1.08
	25-29 years old	4	1.5		
	30-34 years old	69	25.4		
	35-39 years old	106	39.0		
	40-44 years old	61	22.4		
	45-49 years old	19	7.0		
	50-54 years old	6	2.2		
	55-60 years old	3	1.1		
	Total	268	98.5		
	Missing	4	1.5		
3	Race:			1.88	.68
	Malay	76	27.9		
	Chinese	155	57.0		
	Indian	33	12.1		
	Others	5	1.8		
	Total	269	98.9		
	Missing	3	1.1		
4	Highest Level of Educational:			3.09	.88
	Secondary School (SPM/STPM)	2	.7		
	Diploma	41	15.1		
	Undergraduate/Bachelor	183	67.3		
	Master	25	9.2		
	Professional Qualification	15	5.5		
	Total	266	97.8		
	Missing	6	2.2		
5	Period of Working experience:			3.45	1.01
	under 5 years	1	.4		
	6 - 10 years	54	19.9		
	11 - 15 years	79	29.0		
	16 - 20 years	84	30.9		
	21 - more	45	16.5		
	Total	263	96.7		
	Missing	9	3.3		
6	Functional/area in company:			3.39	1.20
	CEO	12	4.4		
	General Manager	70	25.7		
	Production/Operational Manager	42	15.4		
	Financial Manager	97	35.7		
	Marketing Manager	49	18.0		
	Others	2	.7		
	Total	272	100.0		
7	Income per month:			4.83	1.68
	RM 4,000.00 - 4,999.00	20	7.36		
	RM 5,000.00 - 5,999.00	46	16.9		
	RM 6,000.00 - 6,999.00	54	19.9		
	RM 7,000.00 - 7,999.00	69	25.4		
	RM 8,000.00 - 8,999.00	38	14.0		
	RM 9,000.00 - 9,999.00	19	7.0		
	RM 10,000.00 - More	13	4.8		
	Total	259	95.2		
	Missing	13	4.8		

Appendix D. Univariate Normality

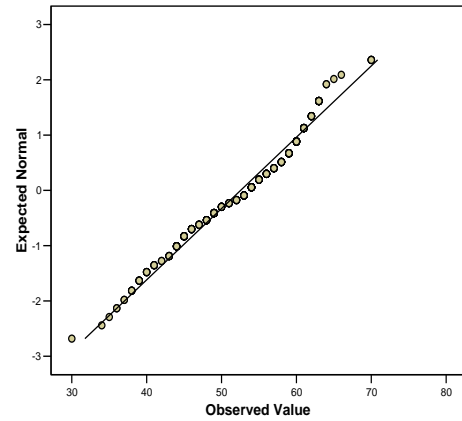
	N		Skewness		Kurtosis	
	Statistic		Statistic	Std. Error	Statistic	Std. Error
PQ1	272		-.275	.148	-.426	.294
PQ2	272		-.272	.148	.162	.294
PQ3	272		-.152	.148	-.586	.294
PQ4	272		-.128	.148	-.817	.294
PQ5	272		-.175	.148	-.534	.294
PQ6	272		-.054	.148	-.693	.294
PQ7	272		-.375	.148	-.477	.294
SQ1	272		-.151	.148	-.842	.294
SQ2	272		-.090	.148	-.989	.294
SQ3	272		-.055	.148	-.770	.294
SQ4	272		-.209	.148	-.886	.294
SQ5	272		-.211	.148	-.761	.294
SQ6	272		-.294	.148	-.607	.294
SQ7	272		-.238	.148	-.510	.294
SQ8	272		-.160	.148	-.739	.294
Pr1	272		-.290	.148	-.321	.294
Pr2	272		-.335	.148	-.338	.294
Pr3	272		-.346	.148	-.181	.294
Pr4	272		-.340	.148	-.301	.294
Pr5	272		-.353	.148	.059	.294
EB1	272		-.167	.148	-.635	.294
EB2	272		.101	.148	-1.040	.294
EB3	272		-.121	.148	-.862	.294
EB4	272		-.139	.148	-.786	.294
EB5	272		-.162	.148	-.842	.294
EB6	272		.151	.148	-.881	.294
EB7	272		-.315	.148	-.634	.294
EB8	272		-.191	.148	-.795	.294
EB9	272		-.036	.148	-.718	.294
EB10	272		-.326	.148	-.307	.294
EB11	272		-.216	.148	-.229	.294
EB12	272		-.221	.148	-.700	.294
CR1	272		-.240	.148	-.489	.294
CR2	272		-.413	.148	-.410	.294
CR3	272		-.116	.148	-.781	.294
CR4	272		-.366	.148	-.544	.294
CR5	272		-.331	.148	-.548	.294
CR6	272		-.415	.148	-.535	.294
BL1	272		-.268	.148	-.717	.294
BL2	272		-.032	.148	-.558	.294
BL3	272		-.120	.148	-.850	.294
BL4	272		-.399	.148	-.654	.294
BL5	272		-.483	.148	-.456	.294
BL6	272		-.443	.148	-.668	.294
Valid N (EM)	272					

Outlier Identifying Testing

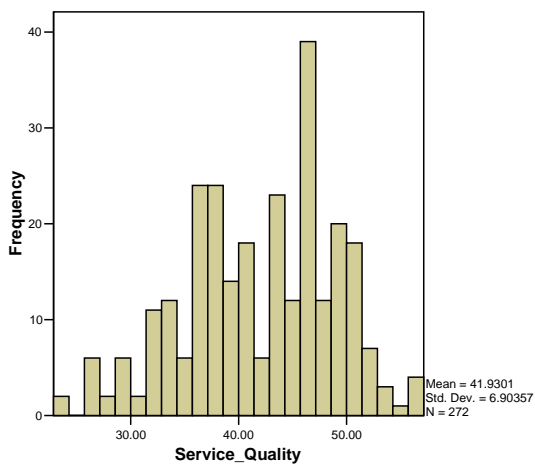
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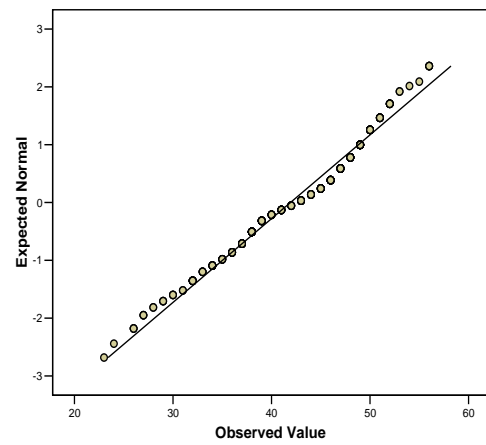
Normal Q-Q Plot of Product_Quality



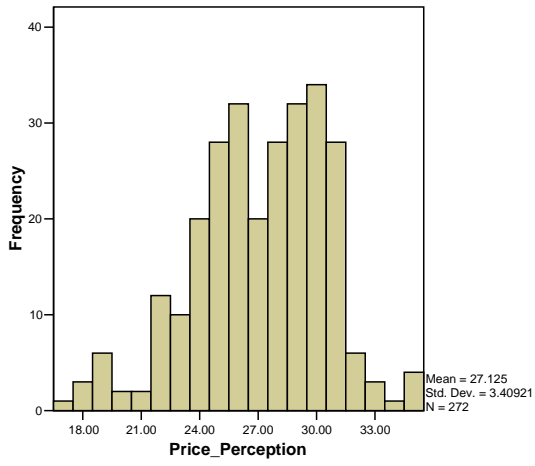
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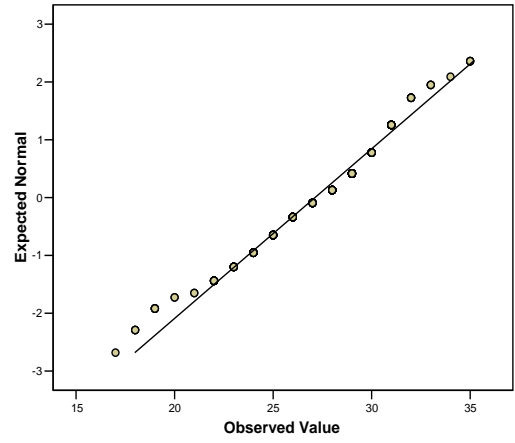
Normal Q-Q Plot of Service_Quality



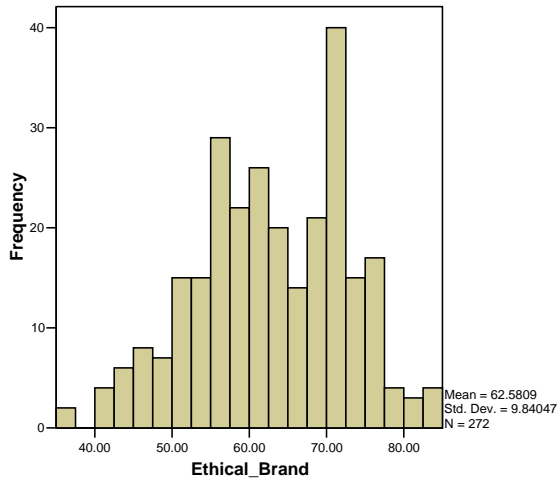
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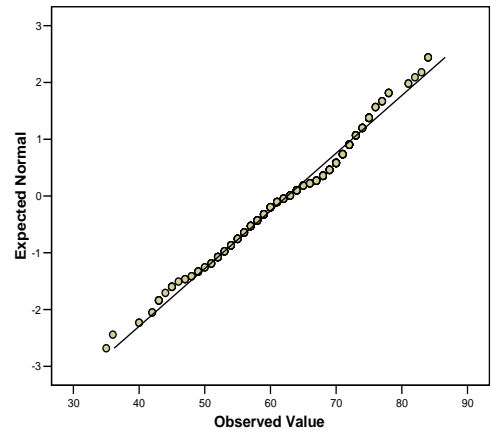
Normal Q-Q Plot of Price_Perception



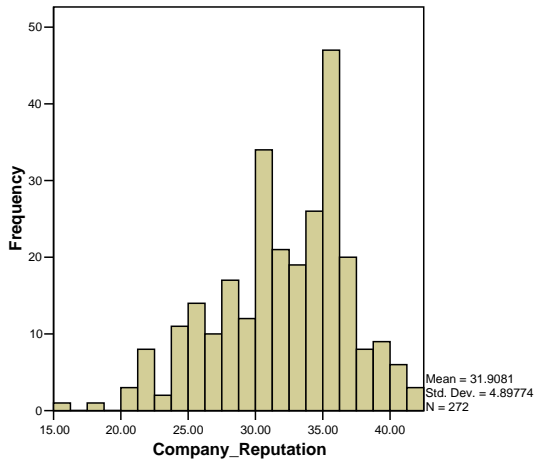
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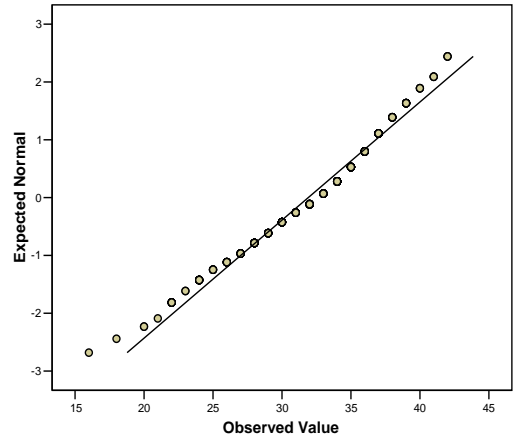
Normal Q-Q Plot of Ethical_Brand



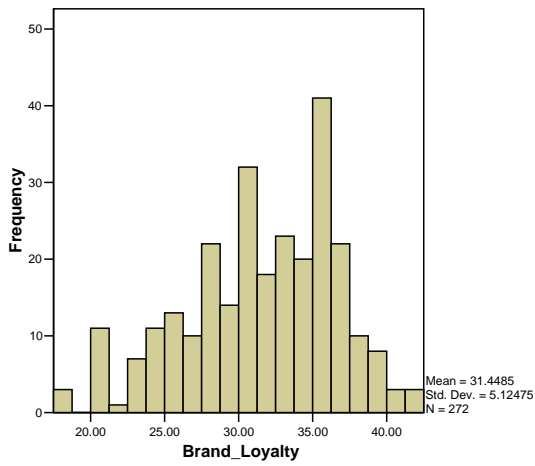
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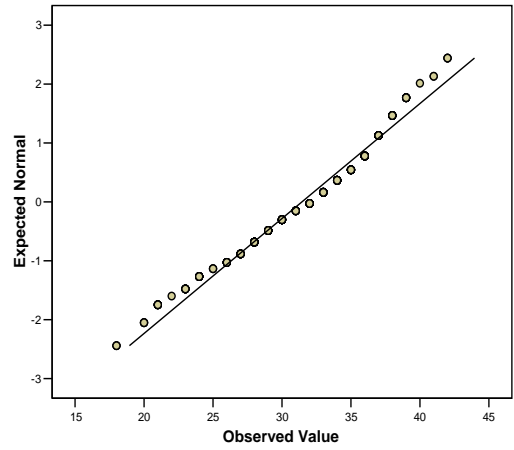
Normal Q-Q Plot of Company_Reputation



Histogram

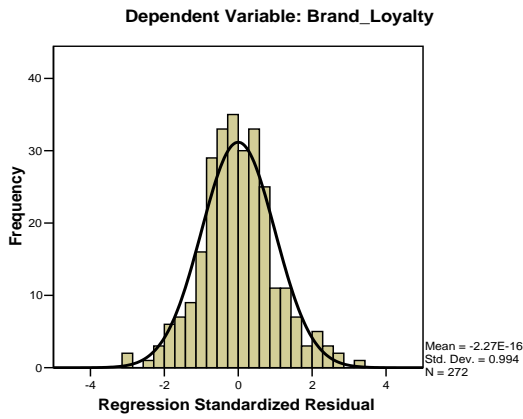


Normal Q-Q Plot of Brand_Loyalty

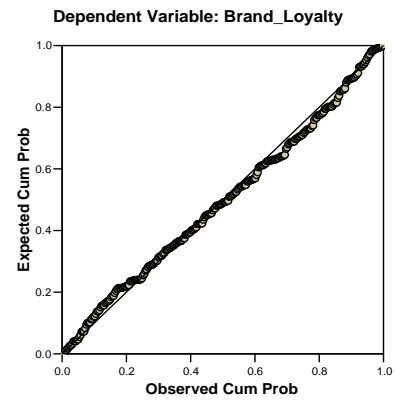


Appendix E. Linearity and Homoscedasticity

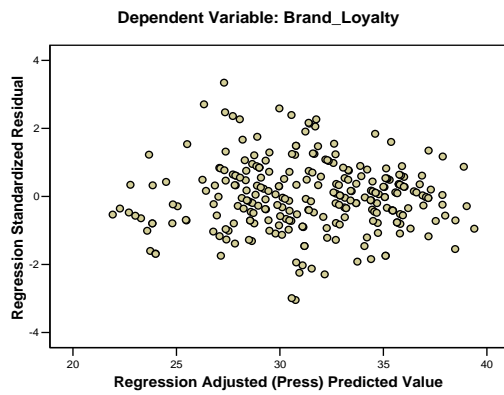
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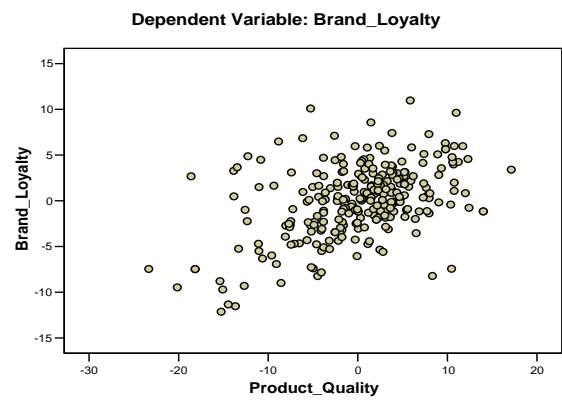
Normal P-P Plot of Regression Standardized Residual



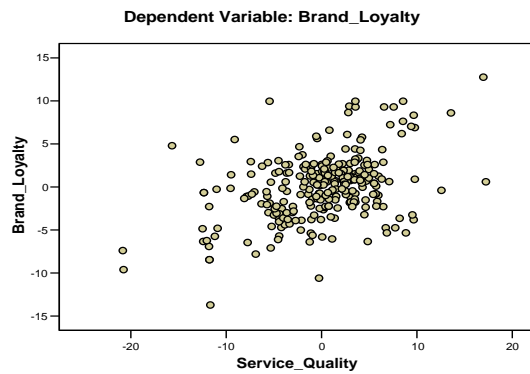
Scatterplot



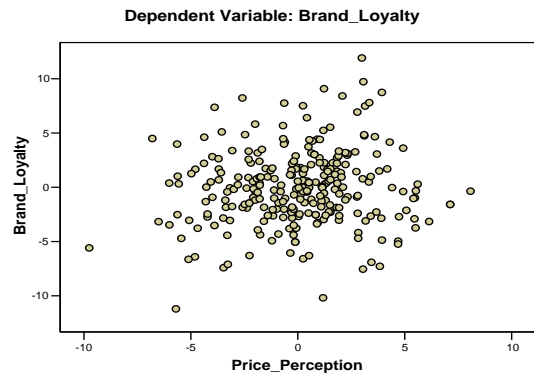
Partial Regression Plot



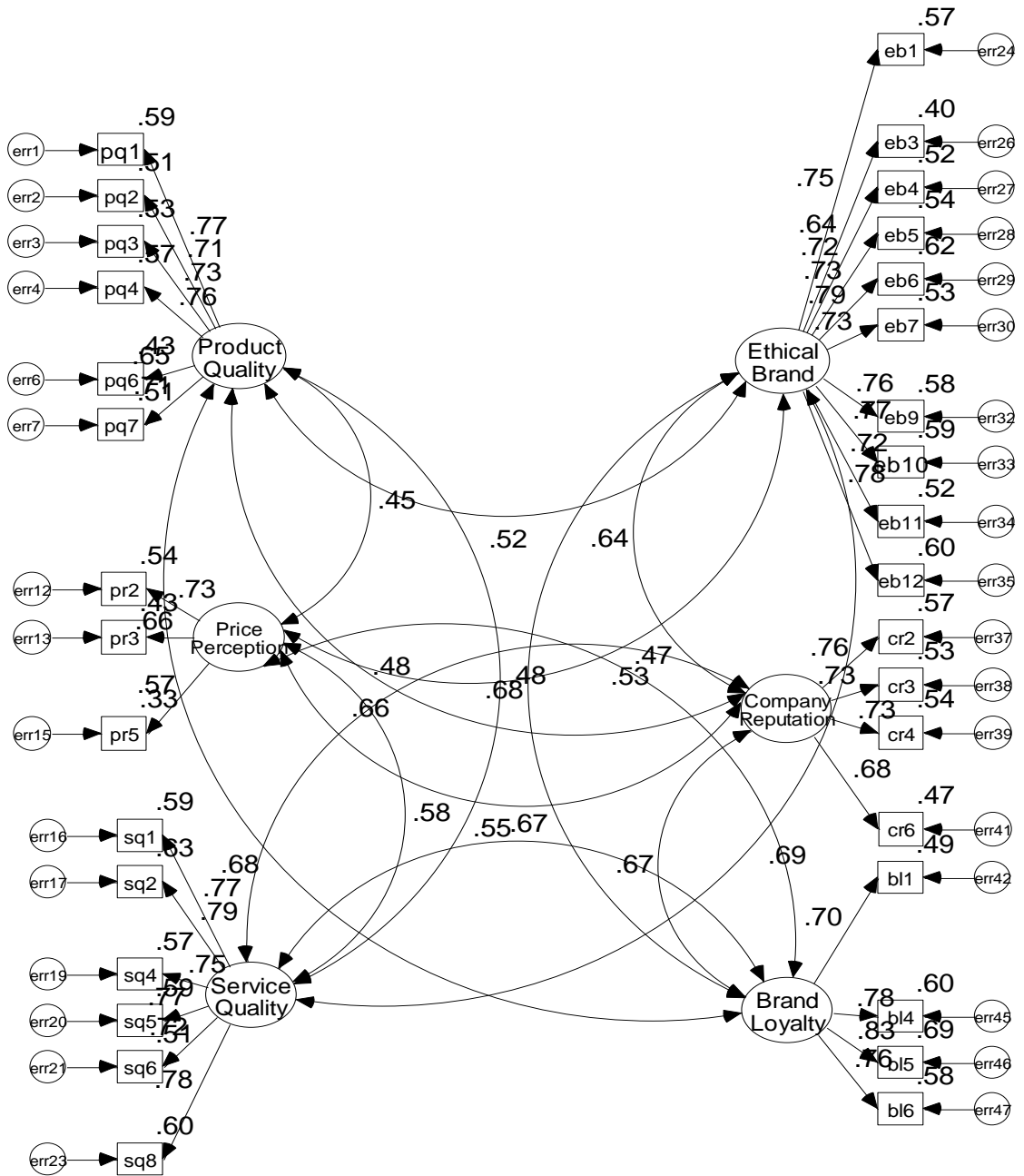
Partial Regression Plot



Partial Regression Plot



APPENDIX F. STEP-ONE APPROACH-THE COMBINED MEASUREMENT MODEL



Fit Indices	X ²	X ² /df	GFI	TLI	CFI	RMSEA
	818.196 (P<.000)	1.71	.847	.923	.930	.051

