

APPENDIX 1: **Attributes List**

Code	Label / Explanation
acceptn	Widely accepted in Malaysia
variety	This company has many variety for mobile phone unit
techno	Best technology
service	Good sales / Customer service
repair	Easy repair
features	Contain latest functional features
music	Wide variety of "beeping" tone / Music
durable	Durable
trusted	Trusted brand
network	Convenient in applying with other telephone network
plans	Attractive promotions
prices	Offers affordable prices (cheaper for new model)
vas	Offers wide range of value added services you need (WAP)
affdvas	Affordable value added services
comm	Has good communication (advertisements, brochures, phamplets)
leader	A leader in telecommunication
suitable	Caters for everybody
reliable	A reliable & trustworthy mobile phone unit
stars	Is most often used by celebrities / superstar / person that I admire
excellin	Is an excelling / breaktrough telecommunication company
innova	Provide innovative products & services
advance	Is technologically advance
friendly	Is a friendly mobile phone unit provider
trendy	Is a mobile phone that used by trendy people
image	Is a mobile phone that suits my image
proud	Is a mobile phone that able to make other people proud for it

APPENDIX 2:

Modelling Procedure

Professor Kevin Keller Brand Modeling Procedure:

- 1 Obtain a copy of questionnaire with all the key questions for the brands
- 2 Ensure dataset has records with certain characteristics
In this stage, another process sanity checking on the data is required. For example, the analyst must ensure that the skipping pattern is proper, and any missing value should not be recorded as zero.
- 3 Standardize data to take into account the different scales used for different variables with a standard deviation of 1, but the means must remain unchanged
- 4 Combine "Brand Awareness", "Premium", "Suggested Brand", "Consideration" and "Preferred Brand"

The reason being is to identify the average importance of each brand per respondent by taking into consideration the mentioned variables. Hence, the output will be factored into one new variable for each line of response.

- 5 Adjust factor scores on to a scale of 0 to 100. This is to ensure comparability across the variables
- 6 Brand preference indices is the average adjusted factor scores for brand of the respondents
- 7 These indices need to be checked to ensure the range and other calculation is correct

APPENDIX 3:

Discriminate Analysis - Key Statistics

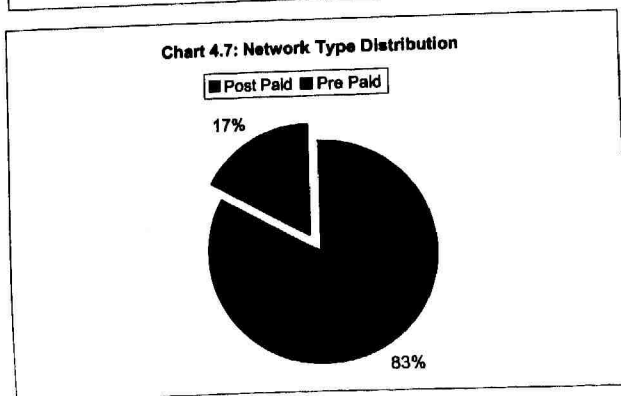
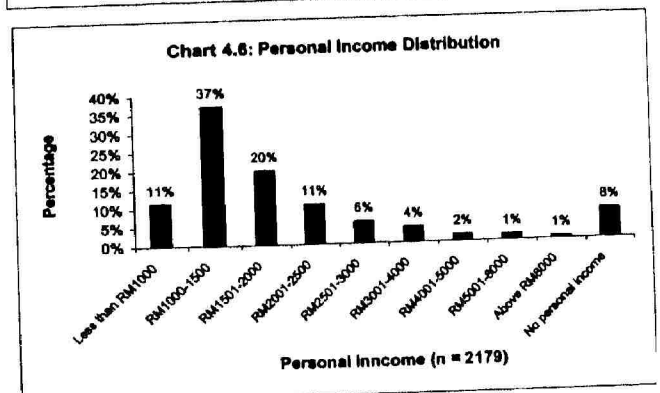
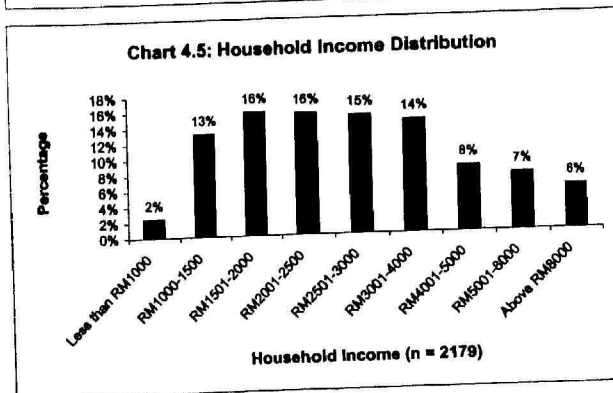
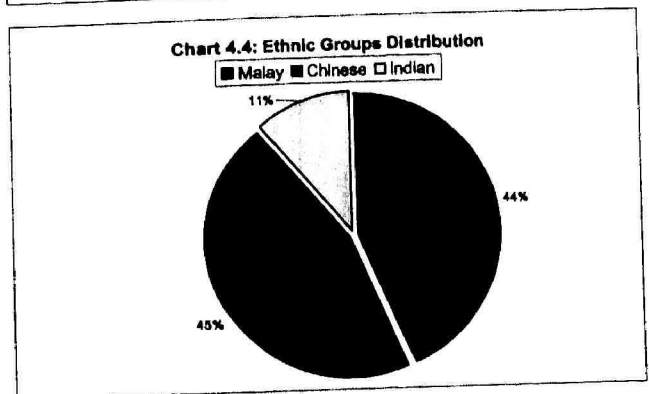
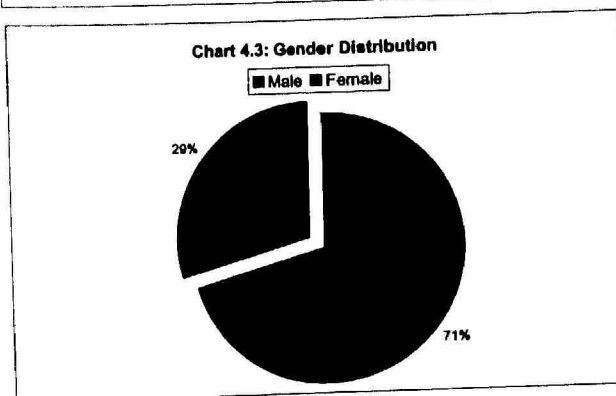
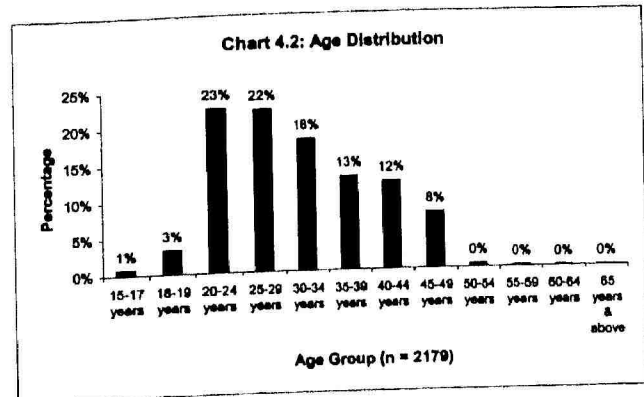
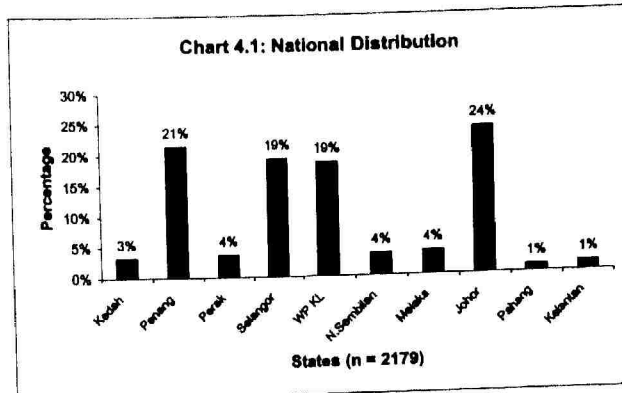
- 1 Canonical Correlation: Measures the extent of association between the discriminant scores and the groups. It is a measure of association between the single discriminant function and the set of dummy variables that define the group membership
- 2 Correlation Matrix: A lower triangle matrix showing the simple correlation, r , between all possible pairs of variables included in the analysis. The diagonal elements, which are all one, are usually omitted
- 3 Communality: The amount of variance a variable shares with all the other variables been considered. This is also the proportion of variance explained by the common factors
- 4 Eigenvalues: Represents the total variance explained by each factor
- 5 Factor Loadings: Simple correlation between the variables and the factors
- 6 Factor Loadings Plot: The plot of the original variables using the factor loadings as coordinates
- 7 Factor Matrix: Contains the factors loadings on all the variables of all the factors extracted
- 8 Factor Scores: Composite scores estimated for each respondent on the derived factors
- 9 Pooled Within- Group Correlation Matrix: Is computed by averaging the separate covariance matrices for all the groups
- 10 Standardized Discriminant Function Coefficients: The discriminant function coefficients used as the multipliers when the variables have been standardized to a mean of 0 and the variance of 1
- 11 Structure Correlations: Also referred to as discriminant loadings, it represents the simple correlation between the predictors and the discriminant functions
- 12 Percentage of Variance: The percentage of total variance attributed to each factor
- 13 Residuals: The differences between the observed correlation, as given in the input correlation matrix and the reproduced correlation, as estimated from the factor matrix

APPENDIX 4:

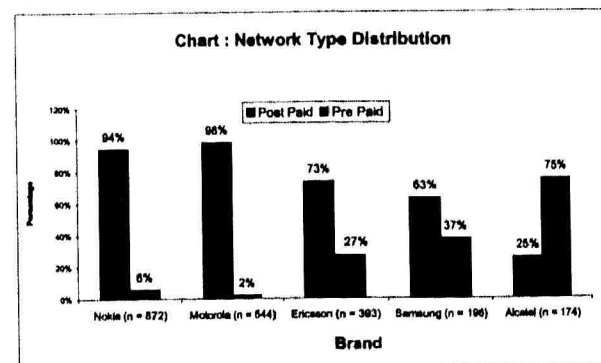
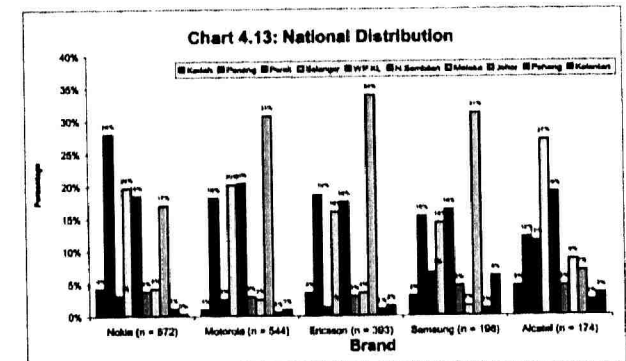
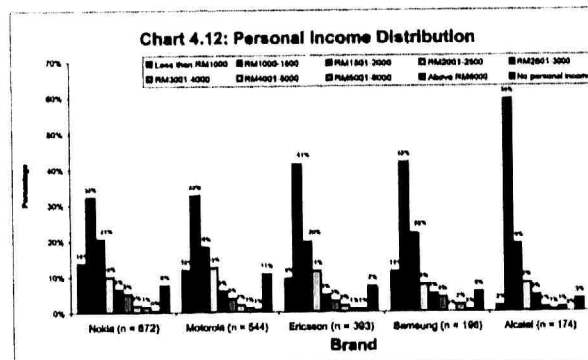
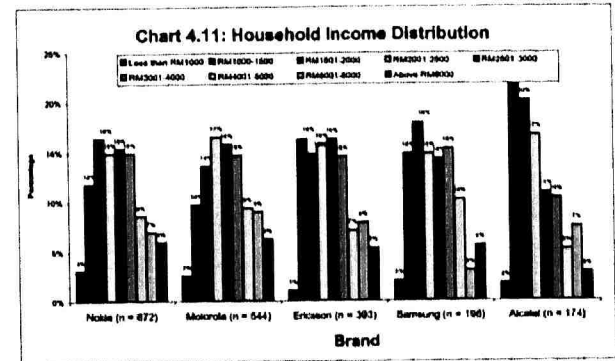
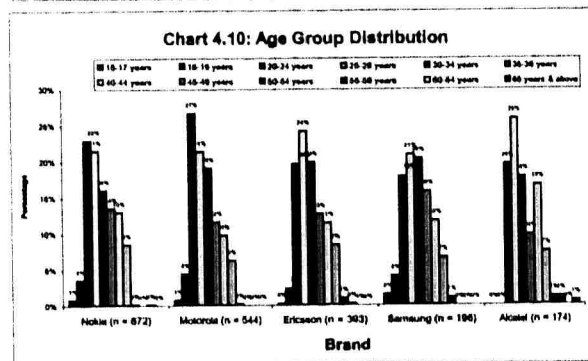
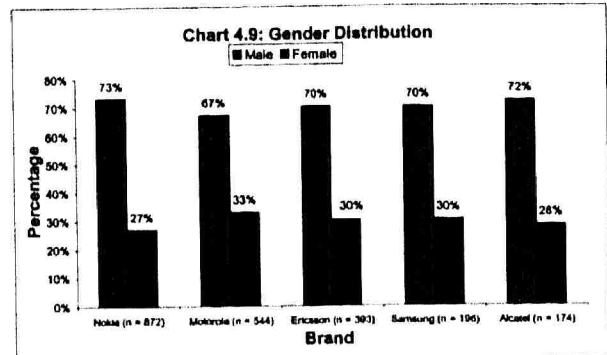
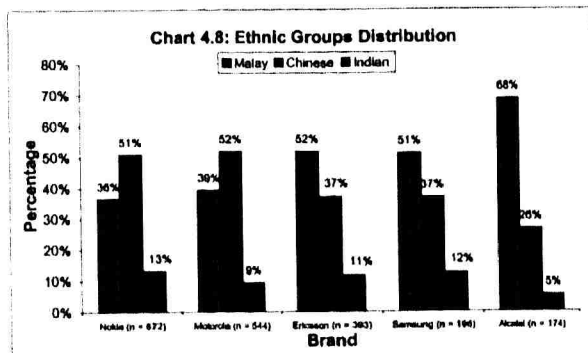
Factor Analysis - Key Statistics

- | | | |
|----|--------------------------------|--|
| 1 | Bartlett's Test of Sphericity: | The test statistics used to examine the hypothesis that the variables are uncorrelated in the population. In other words, the population correlation matrix is an identity matrix, each variables correlates perfectly with itself ($r = 1$), but as no correlation with the other variables ($r = 0$) |
| 2 | Correlation Matrix: | A lower triangle matrix showing the simple correlation, r , between all possible pairs of variables included in the analysis. The diagonal elements, which are all one, are usually omitted |
| 3 | Communality: | The amount of variance a variable shares with all the other variables been considered. This is also the proportion of variance explained by the common factors |
| 4 | Eigenvalues: | Represents the total variance explained by each factor |
| 5 | Factor Loadings: | Simple correlation between the variables and the factors |
| 6 | Factor Loadings Plot: | The plot of the original variables using the factor loadings as coordinates |
| 7 | Factor Matrix: | Contains the factors loadings on all the variables of all the factors extracted |
| 8 | Factor Scores: | Composite scores estimated for each respondent on the derived factors |
| 9 | Kaiser-Meyer-Olkin (KMO): | An index used to examine the appropriateness of factor analysis. High values (between 0.5 and 1.0) indicate factor analysis is appropriate. Values below 0.5 imply that factor analysis may not be appropriate |
| 10 | Percentage of Variance: | The percentage of total variance attributed to each factor |
| 11 | Residuals: | The differences between the observed correlation, as given in the input correlation matrix and the reproduced correlation, as estimated from the factor matrix |
| 12 | Scree Plot: | A plot of the eigenvalues against the number of factor in order of extraction |

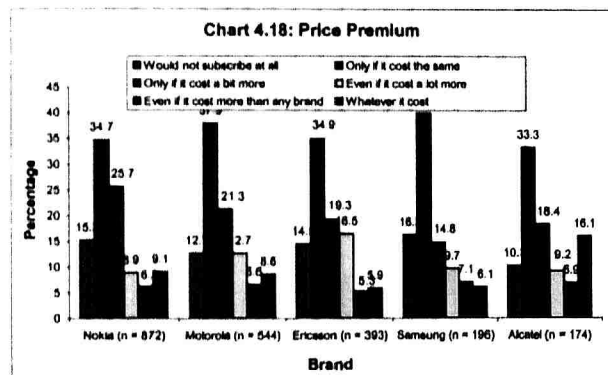
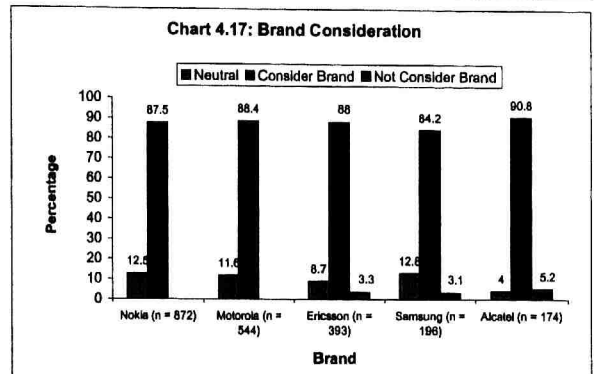
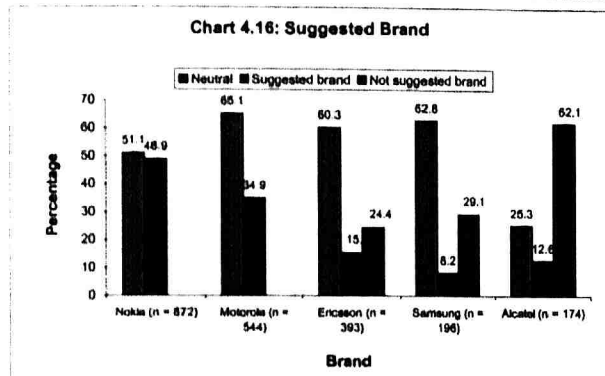
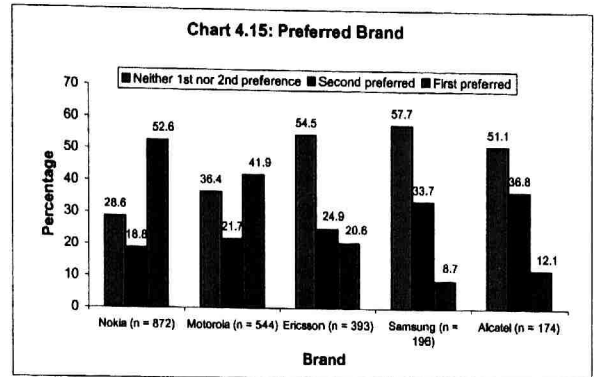
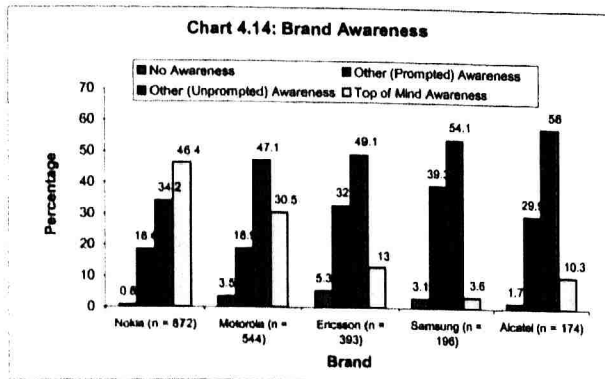
APPENDIX 5: Percentage Distribution of Respondent by Demographic Variables



APPENDIX 6:
Percentage Distribution of Demographic Variables by Brand Name



APPENDIX 7:
Percentage Distribution of Respondents According to Brand Perception



Appendix 8:
Correlation Matrix (Nokia)

Question	Widely accepted in Malaysia	This company has many variety of mobile phone unit	Latest / Best technology	Good sales / Customer service	Easy / Convenient repair	Latest functional features	Wide variety of "tuning" tone / Music	Durable	Trusted brand	Convenient in applying with other telephone network	Promoters / Attractive plans	Offers additional services (e.g. internet, WAP)	Offers wide variety of added services (e.g. "tuning" tone / Music)	After sales service	Has good communication on advertisement	A leader in telecommunication	A variety of services for everybody	A reliable / superior mobile phone use	Is an exciting / breakthrough telecommunication company	Is a trendy / popular phone	Is a mobile phone that used by many people	Is a mobile phone that make other people proud for it	Is a mobile phone that add value for it
Widely accepted in Malaysia	1.00	0.57	0.59	0.61	0.56	0.45	0.40	0.38	0.35	0.38	0.22	0.22	0.41	0.29	0.31	0.52	0.43	0.49	0.45	0.43	0.50	0.45	
The company has many variety of mobile phone unit	0.57	1.00	0.55	0.53	0.51	0.43	0.40	0.38	0.35	0.38	0.42	0.24	0.46	0.38	0.38	0.52	0.43	0.49	0.45	0.43	0.50	0.45	
Latest / Best technology	0.59	0.55	1.00	0.66	0.61	0.49	0.48	0.45	0.39	0.44	0.47	0.28	0.48	0.44	0.44	0.52	0.45	0.51	0.47	0.45	0.51	0.46	
Good sales / Customer service	0.61	0.66	0.66	1.00	0.73	0.50	0.48	0.45	0.40	0.44	0.47	0.28	0.48	0.44	0.44	0.52	0.45	0.51	0.47	0.45	0.51	0.46	
Easy / Convenient repair	0.56	0.51	0.61	0.73	1.00	0.66	0.52	0.45	0.40	0.44	0.47	0.28	0.48	0.44	0.44	0.52	0.45	0.51	0.47	0.45	0.51	0.46	
Latest functional features	0.45	0.43	0.49	0.52	0.56	0.45	0.44	0.41	0.36	0.40	0.43	0.34	0.46	0.40	0.40	0.52	0.45	0.51	0.47	0.45	0.51	0.46	
Wide variety of "tuning" tone / Music	0.40	0.40	0.45	0.45	0.45	0.71	1.00	0.59	0.52	0.50	0.43	0.34	0.46	0.40	0.40	0.52	0.45	0.51	0.47	0.45	0.51	0.46	
Durable	0.38	0.35	0.39	0.40	0.41	0.55	0.59	1.00	0.52	0.51	0.45	0.33	0.44	0.41	0.41	0.52	0.45	0.51	0.47	0.45	0.51	0.46	
Trusted brand	0.36	0.36	0.44	0.45	0.44	0.50	0.51	0.52	1.00	0.52	0.45	0.33	0.44	0.41	0.41	0.52	0.45	0.51	0.47	0.45	0.51	0.46	
Convenient in applying with other telephone network	0.32	0.40	0.42	0.41	0.41	0.44	0.45	0.45	0.39	0.45	0.40	0.40	0.40	0.40	0.40	0.52	0.45	0.51	0.47	0.45	0.51	0.46	
Promoters / Attractive plans	0.20	0.24	0.28	0.26	0.23	0.37	0.34	0.33	0.34	0.31	0.40	0.40	0.40	0.40	0.40	0.52	0.45	0.51	0.47	0.45	0.51	0.46	
Offers wide variety of added services (e.g. "tuning" tone / Music)	0.41	0.46	0.44	0.46	0.44	0.49	0.48	0.44	0.40	0.43	0.46	0.46	0.46	0.46	0.46	0.52	0.45	0.51	0.47	0.45	0.51	0.46	
Has good communication on advertisement	0.29	0.36	0.36	0.40	0.40	0.44	0.44	0.44	0.40	0.43	0.46	0.46	0.46	0.46	0.46	0.52	0.45	0.51	0.47	0.45	0.51	0.46	
A leader in telecommunication	0.42	0.45	0.45	0.52	0.52	0.42	0.39	0.36	0.35	0.38	0.45	0.32	0.49	0.46	0.46	0.52	0.45	0.51	0.47	0.45	0.51	0.46	
Offers additional services (e.g. internet, WAP)	0.48	0.44	0.55	0.54	0.55	0.47	0.45	0.45	0.44	0.40	0.43	0.34	0.46	0.40	0.40	0.52	0.45	0.51	0.47	0.45	0.51	0.46	
A reliable / trustworthy mobile phone unit	0.44	0.55	0.49	0.48	0.46	0.40	0.38	0.39	0.33	0.39	0.45	0.29	0.46	0.36	0.45	0.52	0.45	0.51	0.47	0.45	0.51	0.46	
Is most often used by celebrities / superstar / person that / admire	0.45	0.49	0.51	0.48	0.46	0.41	0.41	0.41	0.38	0.40	0.43	0.34	0.46	0.40	0.40	0.52	0.45	0.51	0.47	0.45	0.51	0.46	
Is a trendy / popular phone	0.45	0.49	0.51	0.48	0.46	0.41	0.41	0.41	0.38	0.40	0.43	0.34	0.46	0									

Appendix 2:
Reproduced Correlation Matrix (Nokia)

Reproduced Correlation	Mobile company accepted in Malaysia	Best / Latest technology	Good sales / Customer Service	Early / Convenient repair	Constant / Convenient features	Wide variety of "tapping" / Music	Durable / Trusted brand	Convenient / Inexpensive	Provision of / Attractive plans	Others / Affordable prices (cheaper for new model)	Others / Wide range of value added services (e.g. MP3)	Attractive / Affordable value added services (e.g. MP3)	A leader in telecommunication	Callers for / Everybody	A reliable / Trustworthy mobile phone unit	Is most often / Used by celebrities / person that / admired	Is an exciting / breakthrough telecommunication company	Provides / Innovative products & services	Is technologically / advanced	Is a trendy / mobile phone unit provider	Is a mobile / phone that / is able to make / other people / proud for it
Widely accepted in Malaysia	0.61	0.53	0.40	0.64	0.63	0.50	0.42	0.37	0.41	0.31	0.06	0.37	0.33	0.54	0.46	0.53	0.46	0.46	0.48	0.36	0.48
Latest / Best technology	0.53	0.49	0.55	0.57	0.56	0.47	0.41	0.37	0.40	0.36	0.16	0.41	0.38	0.62	0.47	0.53	0.49	0.49	0.50	0.43	0.53
Good sales / Customer Service	0.40	0.55	0.62	0.65	0.64	0.56	0.45	0.49	0.42	0.39	0.19	0.45	0.41	0.55	0.50	0.57	0.50	0.50	0.51	0.45	0.51
Early / Convenient repair	0.64	0.57	0.65	0.68	0.68	0.59	0.56	0.51	0.46	0.38	0.16	0.44	0.38	0.64	0.51	0.49	0.49	0.49	0.50	0.45	0.50
Constant / Convenient features	0.63	0.56	0.64	0.68	0.68	0.59	0.56	0.51	0.46	0.38	0.16	0.44	0.38	0.64	0.51	0.49	0.49	0.49	0.50	0.45	0.50
Wide variety of "tapping" / Music	0.50	0.44	0.53	0.56	0.57	0.67	0.68	0.62	0.58	0.55	0.35	0.50	0.44	0.36	0.41	0.49	0.39	0.42	0.41	0.38	0.45
Durable / Trusted brand	0.42	0.41	0.49	0.51	0.52	0.61	0.62	0.58	0.56	0.55	0.47	0.40	0.42	0.35	0.39	0.45	0.36	0.40	0.37	0.43	0.39
Convenient / Inexpensive	0.37	0.37	0.44	0.46	0.47	0.58	0.60	0.56	0.55	0.52	0.45	0.48	0.41	0.30	0.35	0.45	0.37	0.41	0.38	0.44	0.36
Provision of / Attractive plans	0.41	0.40	0.47	0.49	0.50	0.58	0.59	0.55	0.52	0.45	0.38	0.47	0.41	0.30	0.35	0.45	0.37	0.41	0.38	0.44	0.36
Others / Affordable prices (cheaper for new model)	0.31	0.36	0.39	0.38	0.38	0.45	0.46	0.41	0.41	0.45	0.35	0.47	0.41	0.37	0.44	0.46	0.45	0.45	0.48	0.49	0.45
Others / Wide range of value added services (e.g. MP3)	0.35	0.41	0.45	0.44	0.44	0.50	0.49	0.48	0.47	0.45	0.35	0.47	0.41	0.37	0.44	0.46	0.45	0.45	0.48	0.49	0.45
Attractive / Affordable value added services (e.g. MP3)	0.21	0.29	0.31	0.30	0.30	0.44	0.40	0.47	0.48	0.45	0.34	0.47	0.41	0.30	0.35	0.45	0.37	0.41	0.38	0.44	0.36
A leader in telecommunication	0.33	0.38	0.40	0.39	0.39	0.42	0.42	0.41	0.41	0.46	0.31	0.48	0.41	0.30	0.35	0.45	0.37	0.41	0.38	0.44	0.36
Callers for / Everybody	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
A reliable / Trustworthy mobile phone unit	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
Is most often / Used by celebrities / person that / admired	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
Is an exciting / breakthrough telecommunication company	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
Provides / Innovative products & services	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
Is technologically / advanced	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
Is a trendy / mobile phone unit provider	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
Is a mobile phone that / is able to make / other people / proud for it	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
Is a mobile phone that / is able to make / other people / proud for it	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
Is a mobile phone that / is able to make / other people / proud for it	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
Is a mobile phone that / is able to make / other people / proud for it	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
Is a mobile phone that / is able to make / other people / proud for it	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
Is a mobile phone that / is able to make / other people / proud for it	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
Is a mobile phone that / is able to make / other people / proud for it	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
Is a mobile phone that / is able to make / other people / proud for it	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
Is a mobile phone that / is able to make / other people / proud for it	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
Is a mobile phone that / is able to make / other people / proud for it	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
Is a mobile phone that / is able to make / other people / proud for it	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
Is a mobile phone that / is able to make / other people / proud for it	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
Is a mobile phone that / is able to make / other people / proud for it	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
Is a mobile phone that / is able to make / other people / proud for it	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
Is a mobile phone that / is able to make / other people / proud for it	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
Is a mobile phone that / is able to make / other people / proud for it	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
Is a mobile phone that / is able to make / other people / proud for it	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
Is a mobile phone that / is able to make / other people / proud for it	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
Is a mobile phone that / is able to make / other people / proud for it	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
Is a mobile phone that / is able to make / other people / proud for it	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
Is a mobile phone that / is able to make / other people / proud for it	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
Is a mobile phone that / is able to make / other people / proud for it	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
Is a mobile phone that / is able to make / other people / proud for it	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
Is a mobile phone that / is able to make / other people / proud for it	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
Is a mobile phone that / is able to make / other people / proud for it	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
Is a mobile phone that / is able to make / other people / proud for it	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
Is a mobile phone that / is able to make / other people / proud for it	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
Is a mobile phone that / is able to make / other people / proud for it	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
Is a mobile phone that / is able to make / other people / proud for it	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
Is a mobile phone that / is able to make / other people / proud for it	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
Is a mobile phone that / is able to make / other people / proud for it	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
Is a mobile phone that / is able to make / other people / proud for it	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
Is a mobile phone that / is able to make / other people / proud for it	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
Is a mobile phone that / is able to make / other people / proud for it	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
Is a mobile phone that / is able to make / other people / proud for it	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
Is a mobile phone that / is able to make / other people / proud for it	0.46	0.52	0.55	0.56	0.54	0.39	0.35	0.35	0.38	0.34	0.16	0.48	0.41	0.54	0.53	0.55	0.56	0.56	0.57	0.50	0.54
Is a mobile phone that / is able to make / other people / proud for it	0.46	0.52	0.55	0.56	0																

Appendix 10:
Correlation Matrix (Motorola)

Item	Widely accepted in Malaysia	This company has many mobile phone unit	Latest / Best technology	Good sales / Customer service	Easy / Convenient repair	Convenient / latest functional features	Wide variety of "teasing" tone / Music	Durable	Trusted brand	Convenient in applying / other telephone network	Promotions / Attractive prices (cheaper for new model)	Others affordable prices (cheaper for new model)	Others wide range of value added services you need (WAP)	Affordable value added services you need (WAP)	Has good communication brochures, pamphlets	A leader in telecommunication	A leader in telecommunication	Is an exciting breakthrough telecommunication company	Provide innovative products & services	Is technologically advanced	Is a trendy mobile phone that suits my image	Is a mobile phone that suits my image	Is a mobile phone that suits my image
Widely accepted in Malaysia	1.00	0.70	0.71	0.71	0.68	0.61	0.52	0.48	0.45	0.44	0.45	0.39	0.33	0.41	0.41	0.81	0.49	0.62	0.61	0.49	0.59	0.53	0.60
This company has many mobile phone unit	0.71	1.00	0.71	0.71	0.72	0.60	0.51	0.48	0.45	0.45	0.45	0.31	0.31	0.41	0.41	0.81	0.49	0.62	0.61	0.49	0.59	0.53	0.60
Latest / Best technology	0.71	0.69	1.00	0.74	0.72	0.60	0.51	0.48	0.45	0.45	0.45	0.31	0.31	0.41	0.41	0.81	0.49	0.62	0.61	0.49	0.59	0.53	0.60
Good sales / Customer service	0.71	0.69	1.00	0.74	0.72	0.60	0.51	0.48	0.45	0.45	0.45	0.31	0.31	0.41	0.41	0.81	0.49	0.62	0.61	0.49	0.59	0.53	0.60
Easy / Convenient repair	0.68	0.65	0.74	1.00	0.60	0.64	0.60	0.55	0.52	0.50	0.51	0.35	0.35	0.47	0.47	0.55	0.66	0.62	0.64	0.54	0.60	0.62	0.63
Convenient / latest functional features	0.57	0.55	0.60	0.64	0.66	1.00	0.76	0.62	0.59	0.54	0.53	0.40	0.34	0.59	0.47	0.54	0.65	0.58	0.57	0.56	0.55	0.56	0.62
Wide variety of "teasing" tone / Music	0.52	0.51	0.57	0.60	0.61	0.76	1.00	0.67	0.61	0.55	0.52	0.40	0.34	0.59	0.47	0.54	0.65	0.58	0.57	0.56	0.55	0.56	0.62
Durable	0.48	0.48	0.53	0.55	0.56	0.62	0.67	1.00	0.59	0.56	0.53	0.41	0.35	0.51	0.45	0.52	0.55	0.52	0.51	0.51	0.51	0.54	0.52
Trusted brand	0.45	0.45	0.49	0.50	0.51	0.59	0.61	0.59	1.00	0.61	0.49	0.42	0.33	0.49	0.45	0.45	0.45	0.47	0.49	0.49	0.49	0.49	0.50
Convenient in applying / other telephone network	0.45	0.49	0.50	0.50	0.50	0.54	0.55	0.58	0.61	1.00	0.51	0.40	0.33	0.49	0.45	0.45	0.45	0.47	0.49	0.49	0.49	0.49	0.50
Promotions / Attractive prices (cheaper for new model)	0.45	0.49	0.50	0.50	0.50	0.54	0.55	0.58	0.61	1.00	0.51	0.40	0.33	0.49	0.45	0.45	0.45	0.47	0.49	0.49	0.49	0.49	0.50
Offers affordable prices (cheaper for new model)	0.45	0.49	0.50	0.50	0.50	0.54	0.55	0.58	0.61	1.00	0.51	0.40	0.33	0.49	0.45	0.45	0.45	0.47	0.49	0.49	0.49	0.49	0.50
Others wide range of value added services you need (WAP)	0.45	0.49	0.50	0.50	0.50	0.54	0.55	0.58	0.61	1.00	0.51	0.40	0.33	0.49	0.45	0.45	0.45	0.47	0.49	0.49	0.49	0.49	0.50
Has good communication brochures, pamphlets	0.41	0.44	0.47	0.47	0.47	0.51	0.51	0.50	0.53	0.51	0.56	0.49	0.39	0.49	0.45	0.41	0.39	0.37	0.39	0.42	0.34	0.35	0.36
A leader in telecommunication	0.67	0.61	0.64	0.65	0.65	0.55	0.52	0.50	0.45	0.46	0.45	0.31	0.27	0.49	0.45	0.55	0.44	0.49	0.52	0.49	0.51	0.48	0.49
Reliable & trustworthy mobile phone unit	0.59	0.57	0.62	0.62	0.63	0.54	0.52	0.50	0.47	0.48	0.45	0.31	0.27	0.49	0.45	0.55	0.44	0.49	0.52	0.49	0.51	0.48	0.49
Is most often used by celebrities / superstar / person that I admire	0.60	0.56	0.62	0.64	0.64	0.59	0.56	0.55	0.53	0.54	0.53	0.39	0.36	0.58	0.49	0.59	0.69	0.68	0.63	0.61	0.57	0.61	0.64
Is an exciting / breakthrough telecommunication company	0.57	0.60	0.60	0.57	0.58	0.52	0.50	0.50	0.45	0.45	0.51	0.34	0.34	0.58	0.47	0.50	0.62	0.59	0.62	0.63	0.65	0.69	0.64
Provide innovative products & services	0.57	0.60	0.60	0.57	0.58	0.52	0.50	0.50	0.45	0.45	0.51	0.34	0.34	0.58	0.47	0.50	0.62	0.59	0.62	0.63	0.65	0.69	0.64
Is technologically advanced	0.60	0.56	0.61	0.61	0.62	0.51	0.51	0.51	0.45	0.48	0.54	0.39	0.37	0.52	0.49	0.55	0.66	0.63	0.65	0.67	0.61	0.66	0.67
Is a mobile phone that suits my image	0.49	0.49	0.54	0.54	0.54	0.58	0.57	0.52	0.53	0.50	0.51	0.42	0.37	0.50	0.49	0.56	0.61	0.65	0.63	0.63	0.64	0.68	0.69
Is a mobile phone that suits my image	0.59	0.59	0.60	0.62	0.62	0.55	0.52	0.51	0.46	0.48	0.53	0.34	0.34	0.58	0.48	0.56	0.64	0.61	0.64	0.64	0.64	0.64	0.64
Is a mobile phone that suits my image	0.63	0.58	0.62	0.63	0.64	0.56	0.54	0.52	0.50	0.47	0.44	0.48	0.35	0.56	0.48	0.56	0.64	0.61	0.64	0.64	0.64	0.64	0.64
Is a mobile phone that suits my image	0.60	0.58	0.62	0.63	0.64	0.56	0.54	0.52	0.50	0.47	0.44	0.48	0.35	0.56	0.48	0.56	0.64	0.61	0.64	0.64	0.64	0.64	0.64
Widely accepted in Malaysia	0.60	0.58	0.62	0.63	0.64	0.56	0.54	0.52	0.50	0.47	0.44	0.48	0.35	0.56	0.48	0.56	0.64	0.61	0.64	0.64	0.64	0.64	0.64
This company has many mobile phone unit	0.60	0.58	0.62	0.63	0.64	0.56	0.54	0.52	0.50	0.47	0.44	0.48	0.35	0.56	0.48	0.56	0.64	0.61	0.64	0.64	0.64	0.64	0.64
Latest / Best technology	0.60	0.58	0.62	0.63	0.64	0.56	0.54	0.52	0.50	0.47	0.44	0.48	0.35	0.56	0.48	0.56	0.64	0.61	0.64	0.64	0.64	0.64	0.64
Good sales / Customer service	0.60	0.58	0.62	0.63	0.64	0.56	0.54	0.52	0.50	0.47	0.44	0.48	0.35	0.56	0.48	0.56	0.64	0.61	0.64	0.64	0.64	0.64	0.64
Easy / Convenient repair	0.60	0.58	0.62	0.63	0.64	0.56	0.54	0.52	0.50	0.47	0.44	0.48	0.35	0.56	0.48	0.56	0.64	0.61	0.64	0.64	0.64	0.64	0.64
Convenient / latest functional features	0.60	0.58	0.62	0.63	0.64	0.56	0.54	0.52	0.50	0.47	0.44	0.48	0.35	0.56	0.48	0.56	0.64	0.61	0.64	0.64	0.64	0.64	0.64
Wide variety of "teasing" tone / Music	0.60	0.58	0.62	0.63	0.64	0.56	0.54	0.52	0.50	0.47	0.44	0.48	0.35	0.56	0.48	0.56	0.64	0.61	0.64	0.64	0.64	0.64	0.64
Durable	0.60	0.58	0.62	0.63	0.64	0.56	0.54	0.52	0.50	0.47	0.44	0.48	0.35	0.56	0.48	0.56	0.64	0.61	0.64	0.64	0.64	0.64	0.64
Trusted brand	0.60	0.58	0.62	0.63	0.64	0.56	0.54	0.52	0.50	0.47	0.44	0.48	0.35	0.56	0.48	0.56	0.64	0.61	0.64	0.64	0.64	0.64	0.64
Convenient in applying / other telephone network	0.60	0.58	0.62	0.63	0.64	0.56	0.54	0.52	0.50	0.47	0.44	0.48	0.35	0.56	0.48	0.56	0.64	0.61	0.64	0.64	0.64	0.64	0.64
Promotions / Attractive prices (cheaper for new model)	0.60	0.58	0.62	0.63	0.64	0.56	0.54	0.52	0.50	0.47	0.44	0.48	0.35	0.56	0.48	0.56	0.64	0.61	0.64	0.64	0.64	0.64	0.64
Offers affordable prices (cheaper for new model)	0.60	0.58	0.62	0.63	0.64	0.56	0.54	0.52	0.50	0.47	0.44	0.48	0.35	0.56	0.48	0.56	0.64	0.61	0.64	0.64	0.64	0.64	0.64
Affordable value added services	0.60	0.58	0.62	0.63	0.64	0.56	0.54	0.52	0.50	0.47	0.44	0.48	0.35	0.56	0.48	0.56	0.64	0.61	0.64	0.64	0.64	0.64	0.64
Has good communication brochures, pamphlets	0.60	0.58	0.62	0.63	0.64	0.56	0.54	0.52	0.50	0.47	0.44	0.48	0.35	0.56	0.48	0.56	0.64	0.61	0.64	0.64	0.64	0.64	0.64
A leader in telecommunication	0.60	0.58	0.62	0.63	0.64	0.56	0.54	0.52	0.50	0.47	0.44	0.48	0.35	0.56	0.48	0.56	0.64	0.61	0.64	0.64	0.64	0.64	0.64
Reliable & trustworthy mobile phone unit	0.60	0.58	0.62	0.63	0.64	0.56	0.54	0.52	0.50	0.47	0.44	0.48	0.35	0.56	0.48	0.56	0.64	0.61	0.64	0.64	0.64	0.64	0.64
Is most often used by celebrities / superstar / person that I admire	0.60	0.58	0.62	0.63	0.64	0.56	0.54	0.52	0.50	0.47	0.44	0.48	0.35	0.56	0.48	0.56	0.64	0.61	0.64	0.64	0.64	0.64	0.64
Is an exciting / breakthrough telecommunication company	0.60	0.58	0.62	0.63	0.64	0.56	0.54	0.52	0.50	0.47	0.44	0.48	0.35	0.56	0.48	0.56	0.64	0.61	0.64	0.64	0.64	0.64	0.64
Provide innovative products & services	0.60	0.58	0.62	0.63	0.64	0.56	0.54	0.52	0.50	0.47	0.44	0.48	0.35	0.56	0.48	0.56	0.64	0.61	0.64	0.64	0.64	0.64	0.64
Is technologically advanced	0.60	0.58	0.62	0.63	0.64	0.56	0.54	0.52	0.50	0.47	0.44	0.48	0.35	0.56	0.48	0.56	0.64	0.61	0.64	0.64	0.64	0.64	0.64
Is a mobile phone that suits my image	0.60	0.58	0.62	0.63	0.64	0.56	0.54	0.52	0.50	0.47	0.44	0.48	0.35	0.56	0.48	0.56	0.64	0.61	0.64	0.64	0.64	0.64	0.64
Is a mobile phone that suits my image	0.60	0.58	0.62	0.63	0.64	0.56	0.54	0.52	0.50	0.47	0.44	0.48	0.35	0.56	0.48	0.56	0.64	0.61	0.64	0.64	0.64	0.64	0.64
Is a mobile phone that suits my image	0.60	0.58	0.62	0.63	0.64	0.56	0.54	0.52	0.50	0.47	0.44	0.48	0.35	0.56	0.48	0.56	0.64	0.61	0.64	0.64	0.64	0.64	0.64
Is a mobile phone that suits my image	0.60	0.58	0.62	0.63	0.64	0.56	0.54	0.52	0.50	0.47	0.44	0.48	0.35	0.56	0.48	0.56	0.64	0.61	0.64	0.64	0.64	0.64	0.64
Is a mobile phone that suits my image	0.60	0.58	0.62	0.63	0.64	0.56	0.54	0.52	0.50	0.47	0.44	0.48	0.35	0.56	0.48	0.56	0.64	0.61	0.64	0.64	0.64	0.64	0.64
Is a mobile phone that suits my image	0.60	0.58	0.62	0.63	0.64	0.56	0.54	0.52	0.50	0.47	0.44	0.48	0.35	0.56	0.48	0.56	0.64	0.61	0.64	0.64	0.64	0.64	0.64
Is a mobile phone that suits my image	0.60	0.58	0.62	0.63	0.64	0.56	0.54	0.52	0.50	0.47	0.44	0.48	0.35	0.56	0.48	0.56	0.64	0.61	0.64	0.64	0.64	0.64	0.64
Is a mobile phone that suits my image	0.60	0.58	0.62	0.63	0.64	0.56	0.54	0.52	0.50	0.47	0.44	0.48	0.35	0.56	0.48	0.56	0.64	0.61	0.64	0.64	0.64	0.64	0.64
Is a mobile phone that suits my image	0.60	0.58	0.62	0.63	0.64	0.56	0.54	0.52	0.50	0.47	0.44	0.48	0.35	0.56	0.48	0.56	0.64	0.61	0.64	0.64	0.64	0.64	0.64
Is a mobile phone that suits my image	0.60	0.58	0.62	0.63	0.64	0.56	0.54	0.52	0.50														

Appendix 11: Reproduced Correlation Matrix (Motorola)

[illegible]

is a mobile phone that able to make other people in good mood

Residuals are computed between recorded communities

Reproduced communities

Appendix 12:

Determinant = 1.464E-03

Appendix 13: Reproduced Correlation Matrix (Ericsson)

[illegible]

Is a mobile phone that able to make voice, pictures, video, etc.?

Extraction Method: Principal Component Analysis. These are 61 (18.76%) nonredundant residuals with absolute values greater than 0.05

Extraction Method: Principal Component Analysis

Residuals are computed based on predicted means in all test items.

Appendix 14:
Correlation Matrix (Samsung)

Widely accepted in Malaysia	This company has many variety for mobile phone unit	Latest technology	Good sales / Customer service	Easy / Convenient repair	Contain latest functional features	Wide variety of "trekking" tone / Music	Durable	Trusted brand	Convenient if applying with other telephone network	Promotions / Attractive plans	Offers allocation prices (cheaper for new model)	Offers wide range of value added services (WAP)	Affordable value added services	Has good communication (brochures, pamphlets)	A leader in telecommunication	Is an exciting breakthrough telecommunication company	Provide innovative products & services	Is technologically advance	Is a trendy mobile phone provider	Is a mobile phone that used by many people	Is a mobile phone that able to make other people proud for it
Widely accepted in Malaysia	1.00	0.57	0.56	0.53	0.41	0.41	0.42	0.38	0.34	0.39	0.35	0.41	0.39	0.35	0.49	0.42	0.40	0.46	0.31	0.42	0.46
This company has many variety for mobile phone unit	0.57	1.00	0.55	0.49	0.41	0.41	0.37	0.34	0.32	0.37	0.33	0.41	0.38	0.32	0.42	0.40	0.39	0.42	0.33	0.39	0.42
Latest / Best technology	0.56	1.00	0.55	0.49	0.41	0.41	0.37	0.34	0.32	0.37	0.33	0.41	0.38	0.32	0.42	0.40	0.39	0.42	0.33	0.39	0.42
Good sales / Customer service	0.53	0.49	1.00	0.65	0.50	0.50	0.47	0.43	0.43	0.45	0.38	0.45	0.41	0.42	0.48	0.49	0.48	0.49	0.44	0.46	0.41
Easy / Convenient repair	0.52	0.46	0.65	1.00	0.73	0.54	0.53	0.48	0.44	0.43	0.45	0.39	0.46	0.42	0.51	0.50	0.50	0.52	0.47	0.50	0.50
Contain latest functional features	0.41	0.41	0.50	0.73	1.00	0.56	0.51	0.47	0.46	0.46	0.46	0.49	0.43	0.42	0.51	0.50	0.51	0.52	0.47	0.49	0.49
Wide variety of "trekking" tone / Music	0.41	0.41	0.50	0.54	0.56	1.00	0.72	0.56	0.54	0.53	0.49	0.44	0.49	0.48	0.44	0.45	0.50	0.42	0.44	0.45	0.45
Durable	0.40	0.37	0.44	0.48	0.47	0.56	1.00	0.64	0.54	0.51	0.49	0.44	0.49	0.48	0.43	0.45	0.50	0.42	0.44	0.45	0.45
Trusted brand	0.38	0.34	0.43	0.44	0.46	0.55	0.64	1.00	0.54	0.51	0.47	0.43	0.42	0.42	0.42	0.45	0.46	0.42	0.44	0.45	0.45
Convenient in applying with other telephone network	0.35	0.32	0.43	0.45	0.46	0.55	0.64	0.54	1.00	0.51	0.47	0.43	0.42	0.42	0.42	0.45	0.46	0.42	0.44	0.45	0.45
Promotions / Attractive plans	0.39	0.37	0.44	0.45	0.46	0.55	0.64	0.54	0.51	1.00	0.51	0.47	0.43	0.42	0.42	0.45	0.46	0.42	0.44	0.45	0.45
Offers wide range of value added services (WAP)	0.35	0.32	0.43	0.45	0.46	0.55	0.64	0.54	0.51	0.51	1.00	0.51	0.47	0.43	0.42	0.45	0.46	0.42	0.44	0.45	0.45
Has good communication (brochures, pamphlets)	0.39	0.37	0.44	0.45	0.46	0.55	0.64	0.54	0.51	0.51	0.51	1.00	0.51	0.47	0.43	0.42	0.45	0.46	0.42	0.44	0.45
Affordable value added services	0.35	0.32	0.43	0.45	0.46	0.55	0.64	0.54	0.51	0.51	0.51	0.51	1.00	0.51	0.47	0.43	0.42	0.45	0.46	0.42	0.45
Is most often used by celebrities / superstar / person that admire	0.48	0.42	0.48	0.51	0.44	0.44	0.43	0.42	0.41	0.39	0.44	0.44	0.44	0.44	0.44	0.44	0.44	0.44	0.44	0.44	0.44
Is a trendy mobile phone and provider	0.44	0.37	0.46	0.50	0.50	0.45	0.45	0.45	0.43	0.46	0.46	0.46	0.46	0.46	0.46	0.46	0.46	0.46	0.46	0.46	0.46
Is a mobile phone that used by trendy people	0.39	0.47	0.46	0.43	0.44	0.44	0.42	0.41	0.42	0.39	0.43	0.38	0.41	0.43	0.43	0.43	0.43	0.43	0.43	0.43	0.43
Is a mobile phone that suits my image	0.40	0.39	0.45	0.50	0.51	0.47	0.46	0.47	0.43	0.45	0.45	0.45	0.45	0.45	0.45	0.45	0.45	0.45	0.45	0.45	0.45
Is a mobile phone that able to make other people proud for it	0.46	0.41	0.49	0.50	0.53	0.48	0.47	0.47	0.45	0.45	0.45	0.45	0.45	0.45	0.45	0.45	0.45	0.45	0.45	0.45	0.45
This company has many variety for mobile phone unit	0.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Latest / Best technology	0.00	0.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Good sales / Customer service	0.00	0.00	0.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Easy / Convenient repair	0.00	0.00	0.00	0.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Contain latest functional features	0.00	0.00	0.00	0.00	0.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wide variety of "trekking" tone / Music	0.00	0.00	0.00	0.00	0.00	0.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Durable	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Convenient in applying with other telephone network	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Promotions / Attractive plans	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Offers wide range of value added services (WAP)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Has good communication (brochures, pamphlets)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Affordable value added services	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Is most often used by celebrities / superstar / person that admire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Is a trendy mobile phone and provider	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	0.00	0.00	0.00	0.00	0.00
Is a mobile phone that used by trendy people	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	0.00	0.00	0.00	0.00
Is a mobile phone that suits my image	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	0.00	0.00	0.00
Is a mobile phone that able to make other people proud for it	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	0.00	0.00

Appendix 15: Reproduced Correlation Matrix (Samsung)

[illegible]

Residuals are computed between observed and reproduced correlations. There are 70 (21.0%) nonredundant residuals with absolute values greater than 0.05

Reproduced communities

Appendix 16:
Correlation Matrix (Alcatel)

	Widely accepted company in Malaysia	This company has many mobile phone unit	Latest / Best technology	Good sales / Customer service	Easy / Convenient repair	Contain latest features	Wide variety of ringing tone / Music	Durable	Trusted brand	Convenient in supplying with other telephone network	Promotions / Attractive plans	Others affordable prices (cheaper for new model)	Offers wide range of value added services (WAP)	Attractive value added services	Has good communication (achievements, brochures, etc)	A leader in telecommunication	For everybody's use	A reliable / trustworthy mobile phone unit	Is most often used by celebrities / superstar / person that I admire	Is an exciting / breakthrough telecommunication company	Provide innovative products / services	Is technologically advance	Is a trendy mobile phone used by people	Is a mobile phone that I like to have	Is a mobile phone that I want to own	
n	Widely accepted in Malaysia	1.00	0.58	0.59	0.65	0.61	0.46	0.44	0.48	0.37	0.41	0.35	0.44	0.39	0.42	0.56	0.52	0.54	0.47	0.49	0.49	0.50	0.46	0.49	0.50	0.46
	The company has many variety for mobile phone unit	0.58	1.00	0.53	0.54	0.53	0.46	0.42	0.50	0.44	0.45	0.44	0.37	0.47	0.44	0.54	0.50	0.48	0.58	0.49	0.48	0.48	0.47	0.42	0.46	
	Latest / Best technology	0.59	0.53	1.00	0.67	0.63	0.50	0.45	0.50	0.44	0.45	0.44	0.37	0.47	0.44	0.49	0.53	0.53	0.48	0.49	0.48	0.47	0.50	0.51	0.49	
	Good sales / Customer service	0.65	0.54	0.67	1.00	0.71	0.51	0.52	0.51	0.42	0.48	0.46	0.38	0.45	0.47	0.55	0.53	0.56	0.49	0.50	0.49	0.50	0.53	0.54	0.49	
	Easy / Convenient repair	0.61	0.53	0.63	0.74	0.65	0.56	1.00	0.73	0.58	0.51	0.48	0.49	0.43	0.50	0.45	0.42	0.47	0.50	0.48	0.47	0.47	0.53	0.47	0.43	
	Contain latest functional features	0.46	0.63	0.74	0.65	0.56	1.00	0.73	0.58	0.51	0.48	0.49	0.43	0.50	0.45	0.42	0.47	0.49	0.50	0.48	0.47	0.47	0.53	0.47	0.43	
	Wide variety of "beeping" tone / Music	0.43	0.62	0.66	0.51	0.52	0.73	1.00	0.64	0.49	0.49	0.42	0.50	0.48	0.44	0.44	0.46	0.50	0.47	0.45	0.48	0.48	0.45	0.47	0.43	
	Durable	0.45	0.45	0.54	0.55	0.58	0.64	1.00	0.52	0.54	0.50	0.40	0.52	0.47	0.46	0.48	0.51	0.54	0.48	0.45	0.46	0.38	0.39	0.42	0.46	
	Trusted brand	0.37	0.35	0.44	0.42	0.43	0.51	0.49	0.52	1.00	0.53	0.39	0.45	0.47	0.45	0.38	0.44	0.46	0.46	0.44	0.44	0.45	0.45	0.45	0.45	
	Convenient in supplying with other telephone network	0.41	0.38	0.45	0.46	0.48	0.48	0.49	0.50	0.39	0.46	0.46	0.37	0.45	0.40	0.51	0.49	0.49	0.48	0.48	0.46	0.46	0.46	0.43	0.46	
	Promotions / Attractive plans	0.41	0.44	0.44	0.46	0.48	0.49	0.50	0.39	0.46	1.00	0.46	0.51	0.49	0.51	0.37	0.43	0.36	0.33	0.33	0.39	0.36	0.42	0.36	0.37	
	Offers affordable prices (cheaper for new model)	0.35	0.34	0.37	0.38	0.39	0.43	0.42	0.40	0.35	0.37	0.40	0.50	0.50	0.50	0.50	0.40	0.50	0.50	0.52	0.51	0.49	0.50	0.49	0.48	
	Offers wide range of value added services you need (WAP)	0.44	0.44	0.42	0.44	0.45	0.45	0.44	0.47	0.46	0.45	0.51	0.50	0.50	0.51	1.00	0.51	0.40	0.48	0.47	0.43	0.46	0.48	0.41	0.43	
	Affordable value added services	0.39	0.41	0.42	0.44	0.45	0.45	0.44	0.46	0.46	0.43	0.37	0.46	0.40	0.42	1.00	0.63	0.63	0.50	0.44	0.44	0.45	0.44	0.45	0.44	
	Has good communication (achievements, brochures, etc)	0.56	0.49	0.54	0.58	0.55	0.49	0.47	0.48	0.38	0.46	0.43	0.50	0.48	0.44	0.63	0.65	1.00	0.65	0.57	0.57	0.54	0.56	0.54	0.56	
	A leader in telecommunication	0.52	0.48	0.53	0.56	0.55	0.50	0.46	0.51	0.44	0.49	0.47	0.46	0.39	0.50	0.47	0.44	0.63	0.65	1.00	0.57	0.58	0.55	0.54	0.51	
	Client for everybody	0.47	0.58	0.48	0.49	0.48	0.46	0.47	0.46	0.41	0.39	0.48	0.39	0.50	0.47	0.41	0.50	0.57	0.57	1.00	0.62	0.62	0.53	0.59	0.52	
	A reliable & trustworthy mobile phone unit	0.49	0.48	0.47	0.49	0.49	0.47	0.45	0.48	0.42	0.44	0.48	0.33	0.52	0.43	0.44	0.50	0.57	0.57	1.00	0.62	0.62	0.53	0.59	0.52	
	Is most often used by celebrities / superstar / person that I admire	0.50	0.48	0.52	0.53	0.50	0.44	0.47	0.45	0.50	0.38	0.44	0.39	0.51	0.46	0.43	0.50	0.57	0.57	1.00	0.62	0.62	0.53	0.59	0.52	
	Provides innovative products & services	0.49	0.48	0.47	0.49	0.49	0.47	0.45	0.48	0.42	0.44	0.48	0.33	0.52	0.43	0.44	0.50	0.57	0.57	1.00	0.62	0.62	0.53	0.59	0.52	
Is a trendy mobile phone unit provider	0.56	0.49	0.54	0.58	0.55	0.49	0.47	0.48	0.38	0.46	0.43	0.50	0.48	0.44	0.63	0.65	1.00	0.65	0.57	0.57	0.54	0.56	0.54	0.56		
Is a mobile phone that used by trendy people	0.49	0.47	0.50	0.53	0.52	0.47	0.45	0.49	0.46	0.45	0.48	0.39	0.50	0.47	0.44	0.63	0.65	1.00	0.57	0.58	0.55	0.54	0.51	0.49		
Is a mobile phone that suits my image	0.50	0.42	0.51	0.54	0.53	0.49	0.43	0.45	0.38	0.45	0.43	0.37	0.47	0.41	0.45	0.56	0.54	0.54	0.54	0.52	0.58	0.55	0.63	0.63		
Is a mobile phone that able to make other people proud for it	0.46	0.48	0.49	0.50	0.49	0.46	0.43	0.47	0.42	0.47	0.46	0.37	0.48	0.42	0.44	0.54	0.57	0.56	0.51	0.57	0.56	0.55	0.63	0.63		
d)er)	Widely accepted in Malaysia	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	This company has many variety for mobile phone unit	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	Latest / Best technology	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	Good sales / Customer service	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	Easy / Convenient repair	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	Contain latest functional features	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	Wide variety of "beeping" tone / Music	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	Durable	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	Trusted brand	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	Convenient in supplying with other telephone network	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	Promotions / Attractive plans	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	Offers affordable prices (cheaper for new model)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	Offers wide range of value added services you need (WAP)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	Affordable value added services	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	Has good communication (achievements, brochures, etc)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	Client for everybody	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	A reliable & trustworthy mobile phone unit	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	Is most often used by celebrities / superstar / person that I admire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	Provides innovative products & services	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	Is a trendy mobile phone unit provider	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Is a mobile phone that used by trendy people	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		
Is a mobile phone that able to make other people proud for it	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		
Determinant = 5.9462-06																										

Determinant = 5 836E-08

Appendix 17:
Reproduced Correlation Matrix (Alcatel)