CHAPTER 4: RESEARCH RESULTS

This chapter presents the analysis results of the research. The demographic characteristics of the respondents will be first presented in this section. This will be followed by the general information concerning the respondents who participate in fashion brand loyalty programmes. The reliability test and factor analysis are also conducted in this chapter. In addition, the results of the hypotheses suggested in the previous chapter are discussed.

4.1 Demographic Profile of Respondents

In the data collection process, 300 questionnaires were distributed and collected from the shoppers at Mid Valley Megamall. Since the questionnaires were distributed on a face-to-face basis a return rate of 100 percent was achieved. However, out of these 300 questionnaires collected, seventeen (17) questionnaires were rejected due to incomplete answers. Therefore, the final questionnaires analyzed consisted of 283 respondents, which yielded a response rate of 94.3 percent.

Based on the 283 questionnaires collected for this study, a complete profile of the respondents was constructed and is summarised based on the frequency and percentage in the following table:

Table 4.1: Demographic information of the respondents

		Frequency	Percentage
Gender	Male	76	26.9
	Female	207	73.1
Ethnic Group	Malay	103	36.4
	Chinese	149	52.7
	Indian	31	11.0
Marital Status	Single	178	62.9
	Married	105	37.1
Age	< 20 years	9	3.2
	20 - 25 years	89	31.4
	26 – 30 years	100	35.3
	31 - 35 years	61	21.6
	36 – 40 years	15	5.3
	41 - 45 years	8	2.8
	46 – 50 years	1	0.4
Highest level of Education	Secondary school	77	27.2
	Diploma	88	31.1
	Bachelor Degree	94	33.2
	Post Graduate Degree	24	8.5
Occupation	Professional/Manager	54	19.1
	Executive/Officer	114	20.3
	Clerical staff	72	25.4
	Not working/Retiree	20	7.1
	Full time student	23	8.1
Estimated Household Income	< RM 2,000	40	14.1
	RM 2,000 - RM 4,000	81	28.6
	RM 4,001 - RM 6,000	47	16.6
	RM 6,001 - RM 8,000	48	17.0
	RM 8,000 - RM10,000	36	12.7
	> RM10,000	31	11.0
Household Size	1 to 2 persons	71	25.1
	3 to 4 persons	105	37.1
	5 to 6 persons	79	27.9
	7 persons and above	28	9.9

As shown in table 4.1, the female respondents comprise 73.1 percent (which is 207 respondents) of the respondents. In contrast, Male respondents, represent only 26.9 percent, which is 76 respondents in total. The target respondents for this survey were filtered by the question “do you own at least one fashion brand loyalty card?” During the data collection period, most of the

male shoppers that we approached did not own any fashion brand loyalty card. Consequently, most of the sample is biased towards female respondents.

In terms of ethnic group, 52.7 percent of the respondents are Chinese, followed by 36.4 percent Malay, and 11.0 percent Indian. As shown in the table, the race composition of this research does not match with the racial composition of Malaysia. This is because non-probability and convenience sampling were adopted when the questionnaires were distributed in Mid Valley. However, this will not affect the research result, as the composition of race is not significant in this study. Thus, the above data is adopted throughout the study.

In terms of marital status, more than half of the respondents are single, 62.9 percent, while 35.7 percent are married. Furthermore, the respondents profile shows that the respondents aged between “twenty (20) to twenty five (25) years old” and “twenty six (26) to thirty (30) years old” comprise 31.4 percent and 35.3 percent of the respondents, respectively. The education level of the respondents is distributed quite evenly among secondary school, diploma and bachelor degree, with 27.2 percent, 31.1 percent and 33.2 percent, respectively. Most of the respondents hold a position of executive/officer in their respective companies. This group of respondents comprises 40.3 percent of the total number of respondents.

The frequency table 4.1 shows that a large proportion of the respondents have a monthly household income falling in the range of “RM2,000 to

RM4,000" (28.6 percent). In terms of size of household, the largest group falls under the group of three (3) to four (4) persons (37.1 percent). This is then followed by the second largest group – the respondents with a household size of five (5) to six (6) persons at 27.9 percent.

4.2 Consumer Participation in Malaysian Fashion Brands' Loyalty Programmes

This section investigates consumers' participation in Malaysian fashion brands' loyalty programmes in terms of the number and type of fashion brand loyalty card owned.

Table 4.2: Consumer ownership of fashion brands' loyalty cards

		Frequency	Percentage
Number of Loyalty cards owned	1 to 2 cards	190	67.1
	3 to 4 cards	76	26.9
	5 to 6 cards	9	3.2
	7 cards and above	8	2.8

The table above indicates that most of the respondents (67.1 percent) are holding one (1) to two (2) fashion brands' loyalty cards. The second largest group are the respondents who are holding three (3) to four (4) cards (26.9 percent). The remaining respondents hold five (5) to six (6) cards and seven (7) cards and above (with 3.2 percent and 2.8 percent, respectively).

These results indicate that even though there are numerous fashion retailers offering their own loyalty card, most consumers are quite selective in fashion loyalty programme participation.

Table 4.3: Percentage of respondents participating in Malaysian fashion retailers' loyalty programmes

		Percentage
Type of loyalty card Owned	Padini Card (PMC)	58.3
	Voir Privilege Card (VPC)	36.4
	Fast Forward Card (F3 card)	23.3
	MJ Card	23.0
	Esprit Club	17.0
	G2000 premium Card	13.1
	Eclipse Club Card	9.9
	Bonia (Exclusively Bonia)	8.1
	Guess VIP member	5.7
	Club21 Card	4.9
	Star Card	3.2
	Ms. Read Card	2.5
	Gap membership	2.5
	The Melium Platinum Card/Gold	1.1
	Others	0.4

Table 4.3 indicates the type of loyalty programmes that are currently offered by the fashion retailers operating in Malaysia (refer to appendix 1 for detailed information of the loyalty programmes listed).

Among all the loyalty programmes offered by fashion retailers in Malaysia, the Padini Card (PMC) is the most popular loyalty programme among the respondents. More than half of the respondents (58.3 percent) participated in the Padini loyalty programme. This is then followed by the Voir Privilege Card (VPC), which is operated by Voir Holdings Berhad (36.4 percent). Both the Padini Card and Voir Privilege Card programmes belong to local Malaysian fashion retailers who operate their fashion business under various brands. Also, compared to other international brands, their outlets are located in most of the major shopping malls in Malaysia. Moreover, with the products and price range targeted to the mass market it is not surprising that most of the respondents participate in their loyalty programme compared to other

international brands such as Gap and Guess. Furthermore, the easiness of participating (with low participation requirements of these loyalty programmes) is also one of the reasons that encourage consumer participation in these loyalty programmes.

The third popular loyalty programme among the respondents is the Fast Forward Card (F3 Card), which is operated by Top Shop/Top Man and Ms Selfridge. In total, 23.3 percent of the respondents participated in the Fast Forward Card programme, while the fourth popular loyalty programme belongs to MJ Card (23 percent), which is operated under the label of Somerset Bay, Reject Shop, East India Company, BB Max, Laura Ashley and Metrojaya.

The Esprit Club, G2000 Premium Card, Eclipse Club Card and Exclusively Bonia are the loyalty programmes with only 17.0 percent, 13.1 percent, 9.9 percent and 8.1 percent of the respondents participating, respectively.

However, the respondents' participation in international fashion brands' loyalty programmes such as Guess VIP member, Club21 Card, Ms. Read Card, Gap membership and The Melium Platinum Card/Gold Card are even lower at 5.7 percent, 4.9 percent, 2.5 percent, 2.5 percent and 1.1 percent, respectively.

4.3 Validity Test

The validity test is conducted to ensure that the instrument used in the research is tapping the right concept (Cavana et al., 2001). In most studies,

factor analysis is used to reduce a large number of related variables to a more manageable number. However, in this study, factor analysis is used to confirm that the questions in the questionnaire are measuring the intended concept as the items of the variables were retrieved directly from the journals of Chaudhuri and Holbrook (2001), and Mimouni-Chaabane and Volle (2009).

Prior to performing factor analysis, the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's test of Sphericity were used to determine the suitability of the data for factor analysis. According to Pallant (2001), the Kaiser-Meyer-Olkin measure of sampling adequacy (KMO) value should be 0.6 and above and Bartlett's test of Sphericity should be significant (p<.05) in order for the factor analysis to be considered appropriate. In this study, the KMO value for the loyalty programme benefits is 0.912 and the Bartlett's test of Sphericity is significant (p=.000), therefore, it is appropriate to conduct factor analysis (See Table 4.4).

Table 4.4: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.912
Bartlett's Test of Sphericity	Approx. Chi-Square	6046.606
	df	120
	Sig.	.000

The KMO criterion was used to determine the number of factors to retain for further investigation. The factor analysis for the factors tallies with the results of previous studies. Thus, all of the following components are retained in this research (see table 4.5).

Table 4.5: Summary of Factor Analysis

Factor and variables	Factor Loading
Factor 1 : Utilitarian Benefits	
I receive member discount	0.878
I save money	0.896
I spend less	0.897
Factor 2 : Hedonic Benefits	
I discover new products	0.821
I discover products I wouldn't have discovered otherwise	0.798
I try new products	0.818
Collecting points is entertaining	0.869
Redeeming points is enjoyable	0.873
I feel glad when I redeem my points	0.846
Factor 3 : Symbolic Benefits	
The fashion shop takes better care of me	0.869
I'm treated better than other customers	0.891
I'm treated with more respect	0.900
I feel I am more distinguished than other customers	0.878
I belong to a community of people who share the same values	0.761
I feel close to the brand	0.784
I feel I share the same image as the brand	0.796
Factor 4 : Attitudinal Loyalty	
I trust this fashion brand	0.842
I rely on this fashion brand	0.822
This fashion brand is safe	0.814
I feel good when I use this fashion brand	0.809
This fashion brand makes me happy	0.807
I am committed to this fashion brand	0.775
I would be willing to pay a higher price for this fashion brand over other competitor's brands	0.706
Factor 5 : Behavioural Loyalty	
This brand is my first choice when I want to buy fashion products	0.933
I will buy this brand the next time I buy fashion products	0.933
I intend to keep purchasing this fashion brand	0.799

4.4 Reliability Test

Before the data was sent for further analysis, a reliability test was conducted to ensure that the scales used in the questionnaire are reliable. Therefore, the reliability of the measure is conducted without bias and, hence, ensures that the instrument measures are consistent and stable over time (Cavana et al., 2001).

In this study, Cronbach's coefficient alpha technique is used to ensure the reliability of the measurement instruments. According to Pallant (2001), Cronbach's alpha should be at least 0.70 to be considered as acceptable, of course, the higher the coefficients, the better the measuring instruments. In addition, it is also important to study Corrected Item-Total Correlation to identify the degree to which each item correlates with the total value (Pallant, 2001).

Table 4.6: Summary of Reliability Statistics – loyalty programme benefits

Variable	Cronbach's Alpha	N of items
Utilitarian Benefits	0.969	3
Hedonic Benefits	0.949	6
Symbolic Benefits	0.958	7

Table 4.7: Summary of Reliability Statistics – customer loyalty

Variable	Cronbach's Alpha	N of items
Attitudinal loyalty	0.941	7
Behavioural loyalty	0.951	3

In this study, the Cronbach's alpha values of all variables are above the value of 0.70. As mentioned earlier, the Cronbach's alpha value must be at least 0.70 or higher to retain an item as a reliable measurement instrument.

Besides the Cronbach's Alpha, it is also important to study Corrected Item-Total Correlation to identify the reliability of the results. Pallant (2001) defines that low values (less than 0.3) indicate that the item is measuring something different to the scale as a whole. From the reliability test, the results also show that all the values of Corrected Item-Total Correlation are higher than 0.30 (refer to Appendix 6, under reliability test). As such, removing items from the scale is not necessary.

4.5 Test of Hypotheses

Correlation analysis is used to examine the strength and direction of the two variables in a linear relationship (Pallet, 2001). In this study, Pearson product-moment correlation coefficients are to measure the relationship of the loyalty programme benefits (utilitarian benefits, hedonic benefits and symbolic benefits) and customer loyalty (behavioural loyalty and attitudinal loyalty). To examine the strength of the relationships between these two (2) variables, Cohen (1998) suggested the following guidelines:

Table 4.8: Strength of Relationship between Two Variables

Value of Pearson Correlation (r)			Strength of the Relationship
r = .10 to .29	or	r = -.10 to -.29	Small
r = .30 to .49	or	r = -.30 to -.49	Medium
r = .50 to 1.0	or	r = -.50 to -1.0	Large

4.5.1 Testing of Hypothesis 1

As mentioned in the previous chapter, hypothesis 1 was developed as follows:

Hypothesis 1: Loyalty programme benefits have a significant impact on behavioural loyalty

H1a: Utilitarian benefits of loyalty programmes have a significant impact on behavioural loyalty

H1b: Hedonic benefits of loyalty programmes have a significant impact on behavioural loyalty

H1c: Symbolic benefits of loyalty programmes have a significant impact on behavioural loyalty

The summary of the correlation and significance of hypothesis 1 is shown in the following table:

Table 4.9: Summary of Correlation Analysis – Hypothesis 1

Variables	Pearson Correlation	Sig. (2-tailed)	Strength of the relationship
Loyalty Programme benefits and Behavioural Loyalty			
Utilitarian benefits and behavioural loyalty	0.345(**)	0.000	Medium
Hedonic benefits and behavioural loyalty	0.280(**)	0.000	Weak
Symbolic benefits and behavioural loyalty	0.423(**)	0.000	Medium

** Correlation is significant at the 0.01 level (2-tailed).

The results show that all the items in hypothesis 1 are supported and positively related. In other words, the loyalty programme benefits have a

positive impact on behavioural loyalty. The strength of the relationship between the loyalty programme benefit variables and behavioural loyalty are listed from small to medium (as per described in table 4.8). To be specified in more detail, the strength of the relationship is ranked from the strongest to the weakest, symbolic benefits (r = 0.423, p = 0.000), Utilitarian benefits (r = 0.345, p = 0.000) and Hedonic benefits (r= 0.280, p = 0.000).

These results indicate that among the three (3) benefits of loyalty programmes, symbolic benefits have the strongest relationship with behavioural loyalty. In other words, the ability of the fashion retailers to enhance their loyalty programme's symbolic benefits will enhance the behavioural loyalty of their consumers. The ability of the fashion retailers to build a consumer's sense of belongingness through their loyalty programme will have a greater effect on building behavioural loyalty among consumers.

Therefore, hypothesis 1 is supported.

Table 4.10: Summary of Results for Hypothesis 1

Hypothesis	**Status**
***H1:* Loyalty programme benefits have a significant impact on behavioural loyalty**	
H1a: Utilitarian benefits of loyalty programmes have a significant impact on behavioural loyalty	Supported
H1b: Hedonic benefits of loyalty programmes have a significant impact on behavioural loyalty	Supported
H1c: Symbolic benefits of loyalty programmes have a significant impact on behavioural loyalty	Supported

4.5.2 Testing of Hypothesis 2

Hypothesis 2 of this research was developed as follows:

Hypothesis 2: Loyalty programme benefits have a significant impact on attitudinal loyalty

H2a: Utilitarian benefits of loyalty programmes have a significant impact on attitudinal loyalty

H2b: Hedonic benefits of loyalty programmes have a significant impact on attitudinal loyalty

H2c: Symbolic benefits of loyalty programmes have a significant impact on attitudinal loyalty

The summary of the correlation and significance of hypothesis 2 is indicated in the following table:

Table 4.11: Summary of Correlation Analysis – Hypothesis 2

Variables	Pearson Correlation	Sig. (2-tailed)	Strength of the relationship
Loyalty Programme benefits and Attitudinal Loyalty			
Utilitarian benefits and attitudinal loyalty	0.391(**)	0.000	Medium
Hedonic benefits and attitudinal loyalty	0.449 (**)	0.000	Medium
Symbolic benefits and attitudinal loyalty	0.578 (**)	0.000	Strong

** Correlation is significant at the 0.01 level (2-tailed).

The results shown in table 4.11 indicate that all the items in hypothesis 2 are supported and positively related. In other words, loyalty programme benefits have a positive impact on attitudinal loyalty. The strength of the relationship

between the loyalty programme benefit variables and attitudinal loyalty ranges from medium to strong (as per described in table 4.8). In more detail, the strength of the relationship is ranked from the strongest to the weakest, symbolic benefits (r = 0.578, p = 0.000), Hedonic benefits (r = 0.449, p = 0.000) and Utilitarian benefits (r= 0.391, p = 0.000).

Once again, these results show that symbolic benefits have the strongest relationship with attitudinal loyalty. In other words, the ability of fashion retailers to enhance their loyalty programmes' symbolic benefits will enhance the attitudinal loyalty of their consumers. As mentioned earlier, symbolic benefits are the benefits that enable the consumers to develop through recognition and a sense of belongingness (Mimouni-Chaabane and Volle, 2009). Offering consumers better service and treatment will enable the consumers to build emotional connections with others who share the same values, experiences and beliefs towards the fashion brands (Mimouni-Chaabane and Volle, 2009; Rosenbaun et al 2005) and, hence, lead to the development of consumers' attitudinal loyalty.

Therefore, hypothesis 2 is supported.

Table 4.12: Summary of Results for Hypothesis 2

Hypothesis	**Status**
H2: **Loyalty programme benefits have a significant impact on attitudinal loyalty**	
H2a: Utilitarian benefits of loyalty programmes have a significant impact on attitudinal loyalty	Supported
H2b: Hedonic benefits of loyalty programmes have a significant impact on attitudinal loyalty	Supported
H2c: Symbolic benefits of loyalty programmes have a significant impact on attitudinal loyalty	Supported

4.6 Multiple Regression Analysis

Multiple regressions are used to explore the relationship of one dependent variable and a number of independent variables. Multiple regressions enable researchers to retrieve the information about the model as a whole in relation to all subscales, and the relative contribution of each of the variables that make up the model in individual subscales (Pallant, 2001).

4.6.1 The Impact of Loyalty Programme Benefits on Consumer Behavioural Loyalty.

In this section, multiple regression is used to test the relative importance of the loyalty programme benefits (utilitarian benefits, hedonic benefits and symbolic benefits) for making a prediction of consumer behavioural loyalty.

From Table 4.13 shown above, it can be seen that this model explains 44.6 percent of the variance of the behavioural loyalty. In other words, loyalty programme benefits only have 44.6 percent influence on consumer behavioural loyalty. Besides loyalty programme benefits, there are other factors influencing consumers behavioural loyalty. According to Newman and Patel (2002), factors such as atmosphere and layout, merchandise, reputation, sales staff, quality, price, advertising and store location shape customers choice criteria, however, this is often an unconscious decision made by the consumers. Among these factors, in addition to loyalty programmes, merchandise is a critical factor influencing consumers (Newman and Patel, 2002).

The results of the ANOVA test, table 4.14, show that this model reaches statistical significance (Sig = .000, p<.0005).

Table 4.13: Model summary for behavioural loyalty

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.446(a)	.199	.190	2.70751

a. Predictors: (Constant), Symbolic Benefits, Utilitarian Benefits, Hedonic Benefits
b. Dependent Variable: Behavioural Loyalty

Table 4.14: Result for ANOVA test for behavioural loyalty

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	507.586	3	169.195	23.081	.000(a)
	Residual	2045.241	279	7.331		
	Total	2552.827	282			

a. Predictors: (Constant), Symbolic Benefits, Utilitarian Benefits, Hedonic Benefits
b. Dependent Variable: Behavioural Loyalty

Table 4.15: Coefficients of loyalty programme's benefits and behavioural loyalty

Model		Un-standardized Coefficients		Stan-dardized Coeffi-cients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta	Tolerance	VIF	B	Std. Error
1	(Constant)	8.206	.857		9.576	.000		
	Utilitarian Benefits	.132	.055	.161	2.381	.018	.627	1.595
	Hedonic Benefits	.006	.033	.013	.194	.846	.616	1.623
	Symbolic Benefits	.129	.027	.330	4.849	.000	.621	1.611

a. Dependent Variable: Behavioural Loyalty

From the above table, an equation is developed and expressed as follows:

Behavioural loyalty = 8.206 + 0.132(Utilitarian benefits) + 0.006 (Hedonic benefits) + 0.129(Symbolic benefits)

The beta coefficients stated in table 4.15 provide a useful comparison of the relative importance of loyalty programme benefits. The results show that "Utilitarian benefits" are the most significant factor contributing to consumer loyalty ($\beta = 0.132$, $p<0.05$). This result matches with the initial prediction of the research as Utilitarian benefits of the loyalty programme, which enable consumers to enjoy discounts and spend less, will encourage consumers to continue to purchase from the fashion brands. Member discounts and savings are powerful tools to induce consumers to make their purchase of the respective fashion brands and these indirectly induce behavioural loyalty.

The next significant variable is symbolic variable with a β value of 0.129, and a significant value at 0.00, which is less than 0.05. Symbolic benefits of loyalty programmes are the benefits that enable consumers to feel that they are distinguished and recognised by the respective fashion retailers. Thus, it is not surprising to find that most of the loyalty programmes of the fashion retailers actively formulate various exclusive events for their members such as sales previews to encourage the members to continue purchasing from them.

Lastly, Hedonic benefits of the loyalty programme, with a β value of 0.006, and a significant value of 0.846 (which is $p>0.05$) does not make a significant unique contribution to the prediction of the behavioural loyalty.

4.6.2 The Impact of Loyalty Programme Benefits on Consumer Attitudinal Loyalty.

In this section, multiple regression is used to test the relative importance of the loyalty programme benefits (utilitarian benefits, hedonic benefits and symbolic benefits) for making a prediction of consumer attitudinal loyalty.

From Table 4.16 shown above, it can be seen that this model explains 60.1 percent of the variance of the attitudinal loyalty. In other words, consumers' attitudinal loyalty is 60.1 percent influenced by the loyalty programme benefits. As mentioned earlier, attitudinal loyalty is developed when consumer liking, trust and commitment are developed (Chaudhuri and Holbrook, 2001; Oliver, 1999). Loyalty programmes are able to cultivate attitudinal loyalty because they instil psychological, sociological and relational drivers through newsletters, exclusive invitations and members' workshops, which enhance the consumers' trust, affective commitment and attachment towards the retailer (Meyer-Waarden, 2006). The cultivation of attitudinal loyalty among consumers is very important as it enables fashion retailers to create consumer preferences that will eventually lead to consumer purchases.

Again, table 4.17 shows that the result of the ANOVA test in this model reaches statistical significance (Sig = .000, p<.0005).

Table 4.16: Model summary for attitudinal loyalty

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.601(a)	.361	.354	5.10680

a. Predictors: (Constant), Symbolic Benefits, Utilitarian Benefits, Hedonic Benefits
b. Dependent Variable: Attitudinal Loyalty

Table 4.17: Results of ANOVA test for attitudinal loyalty

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4115.502	3	1371.834	52.602	.000(a)
	Residual	7276.158	279	26.079		
	Total	11391.661	282			

a. Predictors: (Constant), Symbolic Benefits, Utilitarian Benefits, Hedonic Benefits
b. Dependent Variable: Attitudinal Loyalty

Table 4.18: Coefficients of loyalty programme benefits and attitudinal loyalty

Model		Un-standardized Coefficients		Stan-dardized Coeffi-cients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta	Tole-rance	VIF	B	Std. Error
1	(Constant)	15.022	1.616		9.295	.000		
	Utilitarian Benefits	.098	.104	.057	.937	.349	.627	1.595
	Hedonic Benefits	.176	.063	.171	2.799	.005	.616	1.623
	Symbolic Benefits	.376	.050	.454	7.479	.000	.621	1.611

a. Dependent Variable: Attitudinal Loyalty

From the tables shown above, an equation is developed and expressed as follows:

Attitudinal loyalty = 15.022 + 0.098(Utilitarian benefits) + 0.176 (Hedonic benefits) + 0.376(Symbolic benefits)

The beta coefficients stated in table 4.18 provide a useful comparison of the relative importance of loyalty programme benefits. The results show that "symbolic benefits" are the most significant of the factors contributing to

attitudinal loyalty (β = 0.376, p<0.05). Symbolic benefits of loyalty programmes have a significant impact on attitudinal loyalty because these benefits include the exclusive services that enable consumers to feel that they are recognised and respected. In addition, the data management tool used in the loyalty programme also enables fashion retailers to practice personalised service to create a consumers sense of recognition. Thus, attitudinal loyalty is created.

The next significant variable is Hedonic benefits with a β value of 0.176, significant value at 0.005, which is less than 0.05. Hedonic benefits of loyalty programmes are the benefits that enable consumers to enjoy the "entertainment" of collecting points and discover the products that they will not otherwise discover. Hence, with the objective of cultivating attitudinal loyalty, it is not surprising that fashion retailers always update their loyalty programmes' members on their new release items through newsletters and mailing of catalogues.

Lastly, the Utilitarian benefits of the loyalty programme, with a β value of 0.098, significant value of 0.349 (which is p>0.05) does not make a significant unique contribution to the prediction of attitudinal loyalty.

4.7 Consumer Preference Benefits of Loyalty Programmes

As discussed earlier, two focus groups were conducted to determine consumers' perceptions of loyalty programmes (please refer to section 3.3). From the focus groups, the first impression that the participants think of

concerning loyalty programmes is of the benefits offered by the fashion brand retailers. After the research conducted on the loyalty programmes of Malaysian fashion brands, nine (9) benefits match the categories in the research done by Mimouni-Chaabane and Volle (2009), which indicates that the benefits of loyalty programmes can be categorized as utilitarian benefits, hedonic benefits and symbolic benefits. To further understand consumer preferences, the respondents were requested to choose the three (3) most important benefits that loyalty programmes must possess. Table 4.19 shows the results of the respondents for this research:

Table 4.19: Consumer's choice of the three (3) most important benefits of loyalty programmes

		Percentage
Benefits of loyalty programme	Discounts/monetary savings	92.6
	Redemption/rebate vouchers	61.1
	Birthday treats	47.0
	Free gifts	34.6
	Collecting redemption points	29.0
	The priority/exclusivity of attending sales preview	18.7
	News updates	13.4
	The priority /exclusive service	6.0
	The priority/exclusivity of attending corporate events	5.7

The table above indicates that member's discounts/monetary saving benefits are the most important benefits that a loyalty programme must have. A total of 92.6 percent of the respondents chose this benefit as their most preferred benefit. The second most important benefit of loyalty programmes is the benefit of redeeming rebate vouchers. This is because with the "high investment" by the fashion brands, consumers treat these redemptions as the

“rewards” and “recognition” given by the fashion retailers in return for their loyalty towards the brands.

Birthday treats are the third most important benefit offered by the fashion retailer’s loyalty programmes. Birthday treats are important because it enables the respondents to feel that the fashion retailers value them as their customers and would like to share their happiness on their birthday. Hence, major fashion retailers such as Padini, Voir, Eclipse, Esprit, etc provide birthday treats to their members by offering additional benefits such as discounts or vouchers during their birthday month.

Interestingly, exclusive services and the priority and exclusivity of attending fashion retailers’ corporate events are the least important benefits to consumers. Among the 283 respondents, only 6.0 percent and 5.7 percent of respondents interpreted these benefits as being important to them.

4.8 Conclusion

Based on the results, it indicates that the loyalty programme benefits – utilitarian benefits, hedonic benefits and symbolic benefits – have a significant impact on both behavioural loyalty and attitudinal loyalty. In the following chapter, conclusions and recommendations will be conducted based on the findings presented in this chapter.