



UNIVERSITI PUTRA MALAYSIA

ULTIMATE CUSTOMER LOYALTY'S HOLY GRAIL

OW MUN WAEI

FEP 2018 8



ULTIMATE CUSTOMER LOYALTY'S HOLY GRAIL

By

OW MUN WAEI

**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia, in
Fulfilment of the Requirements for the Degree of Doctor of Philosophy**

September 2017

COPYRIGHT

All material contained within the thesis, including without limitation text, logos, icons, photographs and all other artwork, is copyright material of Universiti Putra Malaysia unless otherwise stated. Use may be made of any material contained within the thesis for non-commercial purposes from the copyright holder. Commercial use of material may only be made with the express, prior, written permission of Universiti Putra Malaysia.

Copyright © Universiti Putra Malaysia



Abstract of thesis presented to the Senate of Universiti Putra Malaysia
in fulfilment of the requirements for the degree of Doctor of Philosophy

ULTIMATE CUSTOMER LOYALTY'S HOLY GRAIL

By

OW MUN WAEI

September 2017

Chair: Kenny Teoh Guan Cheng, PhD
Faculty: Economics and Management

This research aims to identify the causal factors of “Ultimate Customer Loyalty”—The Holy Grail of Customer Loyalty. Implementing these factors should enable a business enterprise (an entity) to increase its market share and achieve long-term customer loyalty, and, hence, profitability. Firstly, this study explains the conceptualization of three distinct states of the Customer Loyalty Continuum: 1) No customer loyalty (0% loyalty), 2) Simple Customer Loyalty ($0\% \text{ loyalty} < \text{Simple Customer Loyalty} < 100\% \text{ loyalty}$), and 3) Ultimate Customer loyalty (100% loyalty i.e., totally loyal). Secondly, this study sets out mechanisms to explain how customers shift from the Customer Satisfaction state to the Ultimate Customer Loyalty state, through the mediating roles played by Simple Attitudinal Customer Loyalty and Simple Behavioural Customer Loyalty. Thirdly, this research focuses on two prominent constructs, namely Consumer Spending Self-Control, and Attractiveness of Alternatives as the moderators in the Satisfaction—Loyalty Link. The research context is mobile phone brands because mobile phones are high involvement products. A positivist approach was adopted in the research, utilizing four hundred and five (405) personally administered questionnaires which were distributed to respondents through purposive sampling: respondents who own and have repurchased mobile phones. A pre-test of three (3) experts and three (3) targeted respondents from the non-scientific community and a pilot test of 100 respondents was conducted. Consequently, the data collected were analyzed using SmartPLS-SEM. Results show that Customer Satisfaction has a positive effect on Simple Attitudinal Loyalty and Simple Behavioural Loyalty. Both Simple Attitudinal Customer Loyalty and Simple Behavioural Customer Loyalty have positive effects on Ultimate Customer Loyalty. In addition, both Simple Attitudinal Loyalty and Simple Behavioural Loyalty are found to have mediating effects between Customer Satisfaction and Ultimate Customer Loyalty. Finally, Consumer Spending Self-Control is found to strengthen the Customer Satisfaction—Simple Attitudinal Loyalty Link; while Attractiveness of Alternatives is found to weaken the Customer Satisfaction—Simple Attitudinal Customer Loyalty Link. Theoretical contribution to the field is achieved through the verification of the framework; and its practical contribution lies the viable basis by which business entities can enhance customer loyalty for their

products/services; and help marketers to differentiate between spurious and ultimate customer loyalty.



Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia
sebagai memenuhi keperluan untuk ijazah Doktor Falsafah

KESETIAAN MUKTAMAD TERUNGGUL YANG DIIDAMKAN

Oleh

OW MUN WAEI

September 2017

Pengerusi: Kenny Teoh Guan Cheng, PhD
Fakulti: Ekonomi dan Pengurusan

Kertas kajian ini bertujuan untuk mengenal pasti faktor-faktor untuk menghasilkan pelanggan yang muktamad setia kepada satu entiti. Jika faktor-faktor ini dapat dilaksanakan, sesebuah perusahaan perniagaan dapat meningkatkan bahagian pasaran, pelanggan yang setia untuk jangka masa panjang dan keuntungan. Kajian ini memeriksa Konsep Kontinuum Pelanggan Kesetiaan dalam tiga keadaan yang berlainan: 1) Pelanggan Tiada Kesetiaan (0% Kesetiaan), 2) Pelanggan Kesetiaan Mudah (0% Kesetiaan < Pelanggan Kesetiaan Mudah < 100% Kesetiaan), and 3) Pelanggan Kesetiaan Muktamad (100% Kesetiaan). Selain itu, Kajian ini juga menyatakan satu mekanisme untuk menghuraikan bagaimana pelanggan beralih dari keadaan Kepuasan Pelanggan ke keadaan Pelanggan Kesetiaan Muktamad melalui pengantara peranan Pelanggan yang Kesetiaan Sikap Mudah dan Pelanggan yang Kesetiaan Tingkah Laku Mudah. Seterusnya, kajian ini memfokuskan dua konstruk yang menonjol: Perbelanjaan Pengguna Kawalan Sendiri, dan Daya Tarikan Alternatif sebagai moderator dalam Linkaran Kepuasan—Kesetiaan. Konteks penyelidikan ini ialah jenama telefon bimbit kerana telefon bimbit merupakan barangan yang keterlibatan tinggi. Empat ratus lima soal selidik telah diedarkan kepada responden sasaran yang memiliki dan pernah membeli semula telefon bimbit melalui persampelan bertujuan dengan menggunakan pendekatan positif. Pra-ujian dari tiga pakar saintifik dan tiga responden sasaran telah dijalankan dan ujian perintis dari 100 responden juga dilaksanakan. Seterusnya, data yang dikumpul dianalisis dengan SmartPLS-SEM. Keputusan menunjukkan Kepuasan Pelanggan berkait secara positif kepada kedua-dua Pelanggan yang Kesetiaan Sikap Mudah dan Pelanggan yang Kesetiaan Tingkah Laku Mudah. Seterusnya, kedua-dua Pelanggan Kesetiaan Sikap Mudah dan Pelanggan Kesetiaan Tingkah Laku berkait secara positif kepada Pelanggan yang Kesetiaan Muktamad. Selain itu, kedua-dua Pelanggan yang Kesetiaan Sikap Mudah dan Pelanggan yang Kesetiaan Tingkah Laku Mudah disahkan ada pelbagai kesan pengantaraan dalam hubungan Pelanggan Kepuasan dan Pelanggan Kesetiaan Muktamad. Moderator Perbelanjaan Pengguna Kawalan Sendiri juga didapati dapat mengukuhkan Linkaran Pelanggan Kepuasan—Pelanggan Kesetiaan Sikap Mudah manakala Daya Tarikan Alternatif didapati melemahkan Linkaran Pelanggan Kepuasan—Pelanggan Kesetiaan Sikap Mudah. Sumbangan teori kertas kajian ini

dissahkan melalui pengesahan data analysis dan sumbangan praktikal ialah asas bagi pemarkar membezakan antara pelanggan yang Kesetiaan Sikap Mudah dan Pelanggan Kesetiaan Muktamad.



ACKNOWLEDGEMENTS

I would like to take this opportunity to express my deepest gratitude to several individuals, who have supported me in various ways throughout my PhD journey.

First and foremost, a very special thanks to my supervisor, Dr Kenny Teoh Guan Cheng for his unconditional support, guidance and encouragement through the obstacles and triumphs of this project. Besides that, I would also like to thank the rest of the supervisory committee, Dr. Haslinda Hashim, Associate Professor Dr. Lee Chin, Dr. Lau Yeng Wai for their guidance and support.

Special thanks to my dearest family who supported me to pursue my PhD degree. Thank you for all the efforts and patience to build me into what I am today. To my husband, Dr. Foo Jhi Biau, thank you for supporting me all the time and telling me never give up. You have always been with me, motivate and cheer me up throughout my PhD journey.

I would also like to thank the members of the Kenny PhD Family: Dr. Aifa, Yvonne, Kimi, Geetha, Dr. Jacky, Dr. Francis, Dr. Leila, Dr. Majid, Dr. Hadhadh, Dr. Balami, Rodzaidah, Sithra and Deva. Thank you for making my life in UPM wonderful for the past 3 years. Besides that, I would also like to thank Dr. Phuah Kit Teng for her unconditional guidance and advice during my PhD journey.

Last but not least, I would also extend my sincere appreciation to individuals who directly or indirectly contributed to the success of this project whom I failed to mention.

This thesis was submitted to the Senate of Universiti Putra Malaysia and has been accepted as fulfilment of the requirement for the degree of Doctor of Philosophy. The members of the Supervisory Committee were as follows:

Kenny Teoh Guan Cheng, PhD

Senior Lecturer
Faculty of Economics and Management
Universiti Putra Malaysia
(Chairman)

Haslinda Hashim, PhD

Senior Lecturer
Faculty of Economics and Management
Universiti Putra Malaysia
(Member)

Lee Chin, PhD

Associate Professor
Faculty of Economics and Management
Universiti Putra Malaysia
(Member)

Lau Yeng Wai, PhD

Senior Lecturer
Faculty of Economics and Management
Universiti Putra Malaysia
(Member)

ROBIAH BINTI YUNUS, PhD

Professor and Dean
School of Graduate Studies
Universiti Putra Malaysia

Date:

Declaration by graduate student

I hereby confirm that:

- this thesis is my original work;
- quotations, illustrations and citations have been duly referenced;
- this thesis has not been submitted previously or concurrently for any other degree at any institutions;
- intellectual property from the thesis and copyright of thesis are fully-owned by University Putra Malaysia, as according to the Universiti Putra Malaysia (Research) Rules 2012;
- written permission must be obtained from supervisor and the office of Deputy Vice-Chancellor (Research and Innovation) before thesis is published (in the form of written, printed or in electronic form) including books, journals, modules, proceedings, popular writings, seminar papers, manuscripts, posters, reports, lecture notes, learning modules or any other materials as stated in the Universiti Putra Malaysia (Research) Rules 2012;
- there is no plagiarism or data falsification/ fabrication in the thesis, and scholarly integrity is upheld as according to the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2012-2013) and the Universiti Putra Malaysia (Research) Rules 2012. The thesis has undergone plagiarism detection software.

Signature: _____

Date: 30 March 2018

Name and Matric No.: _____

Ow Mun Waei (GS38932)

Declaration by Members of Supervisory Committee

This is to confirm that:

- the research conducted and the writing of this thesis was under our supervision;
- supervision responsibilities as stated in the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2012-2013) are adhered to.

Signature: _____
Name of
Chairman of
Supervisory
Committee: Dr. Kenny Teoh Guan Cheng

Signature: _____
Name of
Member of
Supervisory
Committee: Dr. Haslinda Hashim

Signature: _____
Name of
Member of
Supervisory
Committee: Associate Professor Dr. Lee Chin

Signature: _____
Name of
Member of
Supervisory
Committee: Dr. Lau Yeng Wai

TABLE OF CONTENTS

ABSTRACT	Page
ABSTRAK	i
ACKNOWLEDGEMENTS	iii
APPROVAL	v
DECLARATION	vi
LIST OF TABLES	viii
LIST OF FIGURES	xiv
LIST OF APPENDICES	xvi
CHAPTER	xvii
1 INTRODUCTION	
1.1 Introduction	1
1.2 Background of the Study	1
1.3 Problem Statement	2
1.4 Definition of Terms	5
1.5 Research Questions	7
1.6 Research Objectives	8
1.7 Significance of the Study	8
1.8 Scope of the Study	10
1.9 Overview of Mobile Phone Industry	11
1.10 Organization of the Study	12
1.11 Chapter Summary	13
2 LITERATURE REVIEW	
2.1 Introduction	14
2.2 History of Customer Loyalty	14
2.2.1 Overview and Definition of Customer Loyalty	32
2.2.2 Taxonomy of Loyalty	38
2.2.3 The Customer Loyalty Continuum	44
2.2.4 Dimensions of Customer Loyalty	59
2.2.5 Antecedents of Customer Loyalty	60
2.3 Overview and Definition of Customer Satisfaction	63
2.3.1 Operationalization of Customer Satisfaction Construct	66
2.3.2 Customer Satisfaction and Simple Customer Loyalty (Simple Attitudinal Customer Loyalty and Simple Behavior Customer Loyalty) Relationship	67
2.4 Overview and Definition of Simple Customer Loyalty	69
2.4.1 Dimensions of Simple Customer Loyalty	71
2.4.2 Simple Customer Loyalty (Simple Attitudinal Customer Loyalty and Simple Behavioural Customer Loyalty) and Ultimate Customer Loyalty Relationship	73
2.5 Overview and Definition of Ultimate Customer Loyalty	75

2.5.1	Overview and Definition of Perceived Product Superiority	78
2.5.2	Overview and Definition of Personal Fortitude	79
2.5.3	Overview and Definition of Social Bonding	82
2.6	Mediators and Moderators in the Satisfaction—Loyalty Link	84
2.6.1	Mediators in the Satisfaction—Loyalty Link	85
2.6.2	Moderators in the Satisfaction—Loyalty Link	85
2.7	Overview and Definition of Consumer Spending Self-control	87
2.7.1	Operationalization of Consumer Spending Self-Control Construct	88
2.8	Overview and Definition of Attractiveness of Alternatives	88
2.8.1	Operationalization of Attractiveness of Alternative Construct	90
2.9	Research Gaps	90
2.9.1	Gaps in Customer Loyalty Research	90
2.10	Interrelationship among Variables	93
2.11	Chapter Summary	94
3	RESEARCH FRAMEWORK AND HYPOTHESIS DEVELOPMENT	
3.1	Introduction	95
3.2	Proposed Research Framework	95
3.3	Theoretical Background	97
3.4	Hypothesis Development	103
3.4.1	The Customer Satisfaction—Simple Attitudinal Customer Loyalty Link and The Customer Satisfaction—Simple Behavioral Customer Loyalty Link	103
3.4.2	The Simple Attitudinal Customer Loyalty—Ultimate Customer Loyalty Link	104
3.4.3	The Simple Behavioural Customer Loyalty—Ultimate Customer Loyalty Link	106
3.4.4	Mediating roles of Simple Attitudinal Customer Loyalty and Simple Behavioural Customer Loyalty on Customer Satisfaction—Ultimate Customer Loyalty Link	107
3.4.5	Moderating Role of Consumer Spending Self-Control	108
3.4.6	Moderating role of Attractiveness of Alternatives	109
3.5	Chapter Summary	113

4	RESEARCH METHODOLOGY	
4.1	Introduction	114
4.2	Research Paradigm	114
4.3	Research Design	115
4.3.1	The Purpose of the Research	118
4.3.2	Types of Investigation	118
4.3.3	Extent of Researcher Interference	118
4.3.4	Research Setting	118
4.3.5	Unit of Analysis	118
4.3.6	Time Horizon	119
4.3.7	Sampling Design	119
4.3.8	Sample Size	120
4.3.9	Forms of Data Collection	121
4.3.10	Measurement of Measures	122
4.3.11	Pre-test	132
4.3.12	Pilot Test	132
4.3.13	Data Collection Procedure	133
4.3.14	Data Analysis Method	133
4.4	Chapter Summary	148
5	DATA ANALYSIS AND FINDINGS	
5.1	Introduction	149
5.2	Data Preparation	149
5.2.1	Data Cleaning	150
5.2.2	Common Method Variance (CMV)	150
5.3	Descriptive Analysis of Demographic Background	150
5.3.1	Respondent Gender	151
5.3.2	Respondent Age	151
5.3.3	Respondent Race	152
5.3.4	Respondent Religion	152
5.3.5	Respondent Marital Status	152
5.3.6	Respondent Education	153
5.3.7	Respondent Occupation	153
5.3.8	Respondent Income	153
5.3.9	Respondent Purchase Frequency of Mobile Phone by Brand	154
5.4	Measurement Model Analysis	155
5.4.1	Assessment of Reflective Items: Construct Reliability and Convergent Validity of Measurement Model	155
5.4.2	Assessment of Reflective Items: Discriminant Validity	156
5.4.3	Assessment for Formative Items: Convergent	157

	Validity, Collinearity Issues and the Significance and Relevance of the Formative Indicators	
5.5	Assessment of Goodness-of-Fit Index	159
5.6	Descriptive Statistics (Skewness, Kurtosis and Multivariate Normality)	159
5.7	Structural Model Analysis	160
5.7.1	Assessment of Collinearity	161
5.7.2	Assessment of Significance and Relevance of the Structural Model Relationship (Path Coefficient)	161
5.7.3	Assessment of Coefficient of Determination (R^2)	162
5.7.4	Assessment of Effect Size (f^2)	163
5.7.5	Assessment of Predictive Relevance (Q^2)	164
5.8	Assessment of Multiple Mediating Effects	164
5.9	Assessment of Moderating Effects	165
5.9.1	Assessment of Moderating Effects Involving Consumer Spending Self-Control as the Moderator	165
5.9.2	Assessment of Moderating Effects Involving Attractiveness of Alternatives as the Moderator	167
5.10	Overall Hypotheses Results	170
5.11	Chapter Summary	171
6	DISCUSSION AND CONCLUSION	
6.1	Introduction	172
6.2	Research Summary	172
6.3	Discussion of Findings	174
6.4	Contribution of the Research	176
6.4.1	Theoretical Contribution	176
6.4.2	Practical Contribution	178
6.5	Limitations of the Research	179
6.6	Recommendations for Future Research	180
6.7	Conclusion	181
	REFERENCES	183
	APPENDICES	202
	BIODATA OF STUDENT	245
	LIST OF PUBLICATION	246

LIST OF TABLES

Table		Page
1.1	Key Statistics of Mobile Users in Malaysia	12
2.1	Comparison between Stochastic Approach and Deterministic Approach of Brand Loyalty	15
2.2	Comparison between the Individual Unit or “Micro” Level and the Aggregate or “Macro” Level of Brand Loyalty	16
2.3	Brown’s Four Basic Purchase Pattern Categories	19
2.4	Cunningham’s Three Basic Household Brand Share Categories	19
2.5	Sheth and Park’s Seven Different Types of Brand Loyalty	25
2.6	Definitions of Loyalty	26
2.7	Definitions of Dick and Basu’s Loyalty Segmentation	28
2.8	Oliver’s Six Representations of Satisfaction and Loyalty	30
2.9	Comparison of Dick and Basu’s (1994) and Oliver’s (1999) Seminal Work on Customer Loyalty	33
2.10	Benefits of Having Loyal Customers	34
2.11	Statistics of Companies Losing Market Share Every Year	34
2.12	Summary of Scholarly Definitions for the Concept of Customer Loyalty	37
2.13	Types of Satisfaction-Loyalty Relationships by Levels of Product-Brand Presence	41
2.14	A Typology for Different States of Customer Loyalty by Levels of Product-Brand Presence	43
2.15	Reconciling Previous Research with the Customer Loyalty Continuum	44
2.16	Definitions of Customer Loyalty Segmentations in Past Literature	47
2.17	Typology of the Antecedents of Customer Loyalty	61
2.18	Definitions of Customer Satisfaction	64
2.19	Operationalization of Customer Satisfaction Construct	66
2.20	Summary of Scholarly Definitions for the Concept of Attractiveness of Alternatives	89
3.1	Summary of Relationships To Be Examined in This Study; and Their Theoretical Underpinnings	101
4.1	Comparisons Between Different Approaches To Social Research	114
4.2	Comparisons Between Quantitative and Qualitative Research Methods	116
4.3	G*Power Analysis for Medium Size Effect	121
4.4	The Original Items vs Revised Items of Perceived Product Superiority	123
4.5	The Original Items vs Revised Items of Personal Fortitude	124
4.6	The Original Items vs Revised Items of Social Bonding	125
4.7	The Original Items vs Revised Items of Simple Attitudinal Customer Loyalty	126
4.8	The Original Items vs Revised Item of Simple Behavioral Customer Loyalty	127
4.9	The Original Items vs Revised Items of Customer Satisfaction	128
4.10	The Original Items vs Revised Items of Consumer Spending Self-Control	128

4.11	The Original Items vs Revised Items of Attractiveness of Alternatives	129
4.12	Summary of All Constructs of the Proposed Framework Together with its Dimensions, Operationalized Definitions, Sub-Dimensions, Composite Reliability, Average Variance Extracted (AVE), and Scale Type	130
4.13	Comparisons between CB-SEM and PLS-SEM	137
4.14	Rules of Thumb for Selecting CB-SEM or PLS-SEM	138
4.15	A Summary of Reflective and Formative Measurement Models of This Research	140
4.16	A Summary of Assessment Tests for Measurement Model	144
4.17	A Summary of Assessment Tests for Structural Model	147
5.1	Respondent Gender	151
5.2	Respondent Age	151
5.3	Respondent Race	152
5.4	Respondent Religion	152
5.5	Respondent Marital Status	152
5.6	Respondent Education	153
5.7	Respondent Occupation	153
5.8	Respondent Income	154
5.9	Respondent Purchase Frequency of Mobile Phone by Brand	155
5.10	Reflective Measurement Model: Factor Loadings, CR, and AVE	156
5.11	Discriminant Validity using Heterotrait-Monotrait (HTMT) Criterion	157
5.12	Measurement Properties for Formative Construct	158
5.13	Descriptive Analysis (Skewness, Kurtosis and Multivariate Normality)	160
5.14	Lateral Collinearity Assessment	161
5.15	Path Coefficient Assessment	162
5.16	Coefficient of Determination Assessment	162
5.17	Effect Size (f^2) Assessment	163
5.18	Predictive Relevance (Q^2) Assessment	164
5.19	Mediating Effects Assessment	165
5.20	Assessment for Moderating Effects Involving Consumer Spending Self-Control as the Moderator	166
5.21	Assessment for Moderating Effects Involving Attractiveness of Alternatives as the Moderator	168
5.22	Summary of the Hypotheses Assessment	170

LIST OF FIGURES

Figure		Page
1.1	The Customer Loyalty Continuum	2
1.2	Worldwide Mobile Phone Market Growth Rates	5
2.1	History of Customer Loyalty	18
2.2	Dick and Basu's Two-Dimensions of Loyalty	27
2.3	An Illustration of the 3-State Customer Loyalty Continuum	58
2.4	An Illustration of the "Beyond Loyalty Model"	76
2.5	Evolution of the "Beyond Loyalty Model" into the "Revised Beyond Loyalty Model"	77
3.1	The Proposed Research Framework	96
3.2	The Proposed Research Framework with Theories	102
3.3	The Proposed Research Framework with Hypotheses	111
3.4	The Proposed Research Framework with Its Dimensions	112
4.1	The Research Design	117
4.2	G*Power Analysis for Medium Size Effect	121
4.3	Diagrams of Reflective and Formative Constructs	140
5.1	Assessment for Moderating Effects Involving Consumer Spending Self-Control as the Moderator	166
5.2	Consumer Spending Self-Control * Customer Satisfaction on Simple Attitudinal Customer Loyalty Interaction Plot	167
5.3	Assessment for Moderating Effects Involving Attractiveness of Alternatives as the Moderator	168
5.4	Attractiveness of Alternatives * Customer Satisfaction on Simple Attitudinal Customer Loyalty Interaction Plot	169

LIST OF APPENDICES

APPENDIX		Page
A	Questionnaire	202
B	Antecedents of Customer Loyalty	211
C	Summary of Past Literature of Attractiveness of Alternative Construct	213
D	Summary of Exploratory Factor Analysis Results	215
E	Definition of Different Forms of Customer Loyalty in Different Contexts	216
F	A Summary of Different Forms of Customer Loyalty with Definition in Different Contexts	219
G	Critiques of Operationalization of Customer Loyalty Construct by Previous Researchers	222
H	Breakdown of the Loyalty Construct into Separate and Distinct Sub-Constructs	228
I	Summary of Scholarly Definitions of Personal Fortitude Construct and Their Measurement Scales	230
J	Summary of Scholarly Definitions of Social Bonding Construct and Their Measurement Scales	232
K	Summary of Moderators in the Relationship between Customer Satisfaction and Customer Loyalty	240

CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter provides an overview of the study. It consists of Eleven (11) sections. Section 1.2 introduces the background of the study, followed by Section 1.3 which highlights the problem statement of the study. Next, Section 1.4 depicts the definition of terms while Section 1.5 and Section 1.6 illustrate the research questions and research objectives respectively. This is followed by Section 1.7 and Section 1.8 which address the significance of the study and the scope of the study respectively. Section 1.9 discusses the overview of the mobile phone industry, and Section 1.10 outlines the organization of the study. Lastly, Section 1.11 summarizes the whole chapter.

1.2 Background of the Study

“For some time, customer satisfaction research has been king. Reported data in 1993 showed that post-purchase research largely included customer satisfaction” (Oliver, 1999, p. 33). In fact, over the decades, there has been a plethora of research on the goal of maximizing customer satisfaction by providing high quality products and services and thus, hopefully, improve financial performance (Martínez & Rodríguez del Bosque, 2013). However, researchers soon began to realize that satisfaction does not always lead to loyalty because they found out that satisfied customers are not necessarily loyal customers (Seiders, Voss, Grewal, & Godfrey, 2005; Yanamandram & White, 2006).

Since then, there has been a paradigm shift from Customer Satisfaction research to Customer Loyalty research, resulting in the Satisfaction—Loyalty link, viz., Customer Satisfaction has been recognized, and universally acknowledged, as the strongest (Etemad-Sajadi & Rizzuto, 2013), most important (Noyan & Şimşek, 2014), primary determinant (Agrawal, Gaur, & Narayanan, 2012), key determinant (Calvo-Porrá & Lévy-Mangin, 2015), key driver (Voss, Godfrey, & Seiders, 2010), essential ingredient (Chen, 2012) of Customer Loyalty (Helgesen, 2006). Consequently, research on the Satisfaction—Loyalty Link have been extensively conducted.

Nonetheless, statistics still show that companies do lose market share every year (*Vide* Table 2.11 p.34). In addition, Kumar, Pozza and Ganesh (2013 p.246) reported that the “Satisfaction—Loyalty relationship has the potential to change over time. Models that encompass other relevant variables such as moderators and mediators ... are better predictors of loyalty than just customer satisfaction.” Therefore, there is a real need to research the moderators and mediators of the Satisfaction—Loyalty link too.

Recently, Curran & Healy (2014) introduced the customer loyalty continuum which consists of three states, i.e., “Lower Loyalty”, “Intermediate Loyalty” and “High Loyalty”. However, this research contends that it is imprecise: What is lower, intermediate and high is open to interpretation. Therefore, this research is inspired to eliminate the imprecision in Curran & Healy’s (2014) work. Besides that, this research is also inspired to validate Oliver’s (1999) conceptualization of “Ultimate Loyalty” (p.33) which is still under-researched. Thus, this research is inspired by these two researchers because they have initiated some insights on the delimitation of customer loyalty, which consequently helps to illustrate the prediction of the Customer Loyalty phenomenon. Accordingly, this research postulates that the Customer Loyalty Continuum is a continuous sequence which consists of three distinct states, namely, No Customer Loyalty (0% loyalty), Simple Customer Loyalty (0% loyalty<Simple Customer Loyalty<100% loyalty) and Ultimate Customer Loyalty (100% loyalty). This may be explained as: 1) No Customer Loyalty (0% loyalty)—Customers who are totally not-loyal-at-all; 2) Simple Customer Loyalty (0% loyalty<Simple Customer Loyalty<100% loyalty)—Customers who are loyal but to more than one entity, and, 3) Ultimate Customer Loyalty (100% loyalty)—Customers who are loyal to only one entity. This may be shown diagrammatically as:

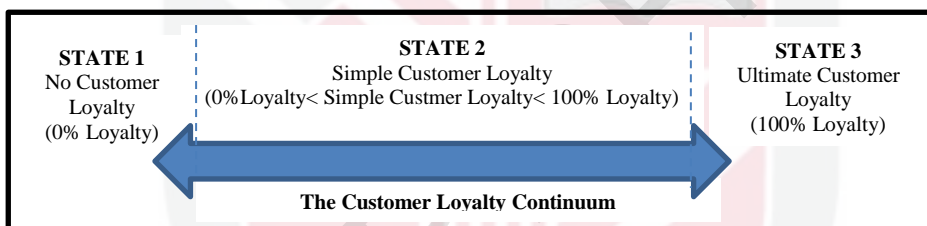


Figure 1.1: The Customer Loyalty Continuum

Obviously, marketers do not want their customers to be “No Customer Loyalty” and “Simple Customer Loyalty” customers; certainly, they would prefer to have only “Ultimate Customer Loyalty” customers. Simple Customer Loyalty customers cause marketers an inconsistent share of market—that is, there are factors that can divide their loyalty between more than one entity (a brand, a product, a service, a store etc). Conversely, these factors—if used judiciously—can help marketers to convert “Simple Customer Loyalty” customers to become “Ultimate Customer Loyalty” customers. This is the Holy Grail of marketers: The magic formula to create “Ultimate Customer Loyalty”. Therefore, the objective of this thesis is to identify the factors that can create “Ultimate Customer Loyalty”. This research is expected to enrich the theory of customer loyalty.

1.3 Problem Statement

There are numerous studies (Kim, Wong, Chang, & Park, 2016; Lee & Wong, 2016; Suryati & Krisna, 2015) researching the determinants of customer loyalty. Nonetheless, statistics still show that companies do lose market share every year (*Vide* Table 2.11

p.34). There may be many factors that cause companies to lose market share. For examples, there is still no delimitation on customer loyalty which may cause companies to mis-identify their market. Another reason could be that there is no consensus in the operationalization of the customer loyalty construct (*Vide* Appendix G p.222 and Appendix H p.228) which may be causing companies to develop wrong marketing strategies. For example, some behavioural loyalty measures have been based on behavioural intention—Attitudinal Loyalty (Huang & Ngoc, 2009; Taylor & Hunter, 2014) while others measures have been based on actual past purchase (Lopes & da Silva, 2015; So et al., 2015). Some customer loyalty scales measure uni-entity loyalty (Jooyoung et al., 2008) while some other scales measure multi-entity loyalty (Sivadas & Baker-Prewitt, 2000). The lack of consensus in the operationalization of customer loyalty might provide wrong information to the marketers, thus, causing business to possibly lose profit.

Consequently, scholars (Fraering & Minor, 2013; Oliver, 1999; Taylor, Hunter, & Longfellow, 2006) have begun to realize that there is a need to further investigate beyond loyalty; Interestingly, back in 1999, Oliver had already postulated that “Ultimate Customer Loyalty” could be achieved if there is a synergic effect between perceived product superiority, personal fortitude and social bonding. (By “Ultimate Customer Loyalty”, Oliver was referring to uni-entity loyal customers). In 2013, Fraering and Minor attempted to operationalize Oliver’s Ultimate Customer Loyalty concept and they named it “The Beyond Loyalty Model”. Unfortunately, they failed to prove the model. Taylor et al. (2006) also operationalized a construct that they named “Loyalty Intention_{Fortitude}” which focused on personal fortitude as an indicator of deeper loyalty: “... loyalty becomes “deeper” through the development of affective overtones and commitment” (p. 37). They found high composite reliability (0.85) and the average variance extracted was satisfactory (0.59). However, they operationalized only one dimension of Ultimate Customer Loyalty (i.e., fortitude) rather than three dimensions (personal fortitude, product superiority and social bonding) as conceptualized by Oliver (1999). As can be seen from the foregoing, this Ultimate Customer Loyalty conceptualization is still under-researched; and untested. Moreover, todate, there is still no validation on the operationalization of the “Ultimate Customer Loyalty” construct using all the three dimensions (perceived product superiority, personal fortitude and social bonding) as prescribed by Oliver (1999).

Besides that, a meta-analysis on the Satisfaction—Loyalty Link reveals that although some mediators and moderators that have been identified, yet they are insufficient; and that there is a need to discover other mediators and moderators that might better account for this relationship (Kumar, Pozza, & Ganesh, 2013). In other words, there are still many opportunities to discover new mediators and moderators that might contribute to a better understanding of the Satisfaction—Loyalty Link.

Mediator influences on the Satisfaction—Loyalty Link. Dick and Basu (1994) conceptualized that attitude and repeat patronage are the mediators of satisfaction and resistance to counter persuasion. Dick and Basu’s (1994) resistance to counter persuasion is similar to the personal fortitude dimension of Oliver’s Ultimate Customer Loyalty Conceptualization. Therefore, this research postulates that Dick and Basu’s Loyalty relationship (both Simple Attitudinal and Behavioural Customer Loyalty) is a

mediator in the Customer Satisfaction—Ultimate Customer Loyalty Link. Moreover, to date, both Simple Attitudinal and Behavioural Customer Loyalty as mediators on the Satisfaction—Loyalty Link are still under-researched.

Moderating influences on the Satisfaction—Loyalty Link. Consumer Spending Self-Control has not been empirically tested as a moderator in the Satisfaction—Loyalty Link. In fact, Haw, Bearden and Nenkov (2012), when they researched consumer spending self-control, had shown that consumer spending self-control is a better predictor of spending related decisions than general self-control: customers with higher consumer spending self-control are less likely to make impulse purchase or buy unplanned things on impulse. Therefore, this research postulates that Consumer Spending Self-Control can also moderate the Satisfaction—Loyalty Link: Customers with higher consumer spending self-control are able to resist and fight off competitors' overtures and remain as ultimate loyal customers.

On the other hand, Attractiveness of Alternatives has been found to be the factor that most commonly causes brand switching—(Al-Kwafi & Ahmed, 2015, p. 172). However, this factor has not been empirically tested as a moderator in the Simple Customer Loyalty—Ultimate Customer Loyalty Link. Hence, any research on customer loyalty would be incomplete without this construct—it will be incorporated in this research.

In terms of the research context, this research focuses on customer loyalty towards mobile phone brands. Mobile phones are highly involved products to Malaysians and the consumption of mobile phones has been growing tremendously so much so that it is almost ubiquitous. Besides that, mobile phones, especially smartphones, enable social bonding among users and the rapid advancement in technology enables innovative mobile phone brands to develop superior products which strongly influence customers to only buy the same brand repeatedly. However, there are limited studies on the customer loyalty of mobile phones (Kim et al., 2016). Furthermore, Figure 1.2 below shows that the worldwide mobile phone market growth rates have been decreasing since 2014. Moreover, to date, there is still no research on ultimate customer loyalty in the context of mobile phone brands.

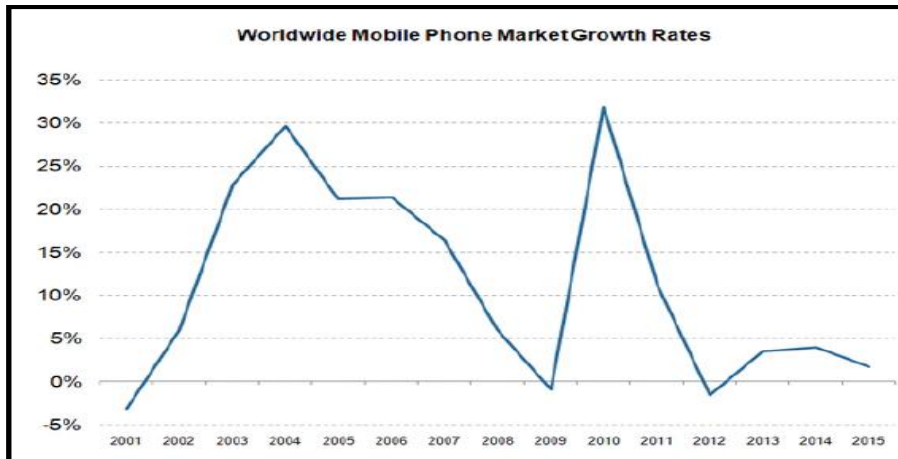


Figure 1.2: Worldwide Mobile Phone Market Growth Rates

A summary of the gaps that this research addresses is shown below:

- 1) Lack of consensus in the operationalization of customer loyalty. Ultimate Customer Loyalty conceptualization using all the three dimensions (perceived product superiority, personal fortitude and social bonding) as prescribed by Oliver (1999) is still under-researched and untested.
 - 2) Simple Attitudinal Customer Loyalty and Behavioural Customer Loyalty as mediators in the Satisfaction—Loyalty Link is under-researched.
 - 3) The moderators that strengthen/weaken the Satisfaction—Loyalty Link:
 - a) The Consumer Spending Self-Control factor has not been empirically tested as a moderator in the Customer Satisfaction—Ultimate Customer Loyalty Link.
 - b) The Attractiveness of Alternatives factor has not been empirically tested as a moderator in the Simple Customer Loyalty—Ultimate Customer Loyalty Link.
- (Vide Section 3.2, Figure 3.2 p.102)

1.4 Definition of Terms

This section clarifies the terminology used in this research:

Firstly, it is appreciated that some scholars have differentiated the word “customer” to mean the buyer; while “consumer” means the user. Nevertheless, there might be occasions where the customer might not be the consumer who consumes the products (user) because they might be helping other people to buy the product (buyer). For example, a husband buys sanitary pads for his wife. The husband is not the consumer but he is the buyer; while the wife is the user but not the buyer. Thus, for the purpose of this research, the word “customer” and “consumer” are used interchangeably, assuming that both customers and consumers are one and the same person (Masterson & Pickton, 2014).

Secondly, this research adopts Dick & Basu's (1994) definition of the word "entity" which they use to refer to a brand/service/store/vendor. Dick and Basu developed the use of the word, "entity" to mean, "brand/service/store/vendor" because of their experience when they researched the customer loyalty construct—they came across quite many forms of business-loyalty contexts, namely, brands, services, stores and vendors. Hence, Dick and Basu collectively termed these four contexts as "entity". However, this research has further clarified Dick and Basu's representation of "entity" in Section 2.2.2 p.38; and extended it to include other contexts such as products, employees etc.

Thirdly, this research also adapts Dick and Basu's (1994) term, "Customer Loyalty" to mean all forms of loyalty, namely, "Brand Loyalty" (Gremler & Brown, 1996); "Service Loyalty" (Gremler & Brown, 1996; Jones & Taylor, 2007); "Store Loyalty" (Demoulin & Zidda, 2008; Martos-Partal & González-Benito, 2013; Sivadas & Baker-Prewitt, 2000); and "Vendor Loyalty" (Yanamandram & White, 2006). Thus, the use of Dick and Basu's "Customer Loyalty" is to arrive at a catch-all term to represent all the different forms of loyalty in the field. Further details on the taxonomy of customer loyalty will be discussed in Section 2.2.2 p.38.

Finally, the definition of key terms that are used in this research are presented below:

i) Customer Satisfaction

Customer Satisfaction is defined as an aggregation of all previous transaction-specific satisfactions (Yu & Dean, 2001) which involve both cognitive (evaluation of a product or service feature) (Frank, Herbas Torrico, Enkawa, & Schvaneveldt, 2015) and affective (emotional experience) components of the specific entity (Kuppelwieser & Sarstedt, 2014).

ii) Simple Customer Loyalty

Simple Customer Loyalty (Simple Attitudinal Customer Loyalty + Simple Behavioural Customer Loyalty) is defined as a relative (Dick & Basu, 1994) commitment (affective, economic, normative, habitual) (Keiningham, Frennea, Aksoy, Buoye, & Mittal, 2015) to rebuy preferred entities consistently, despite situation influences and marketing efforts having the potential to cause switching behaviour (Oliver, 1999).

iii) Simple Attitudinal Customer Loyalty

Simple Attitudinal Customer Loyalty is defined as the mind-set that can take different forms (affective, normative, habitual and economic) (Keiningham et al., 2015) and which inclines a customer to rebuy preferred entities consistently, despite situation influences and marketing efforts having the potential to cause switching (Oliver, 1999).

iv) Simple Behavioural Customer Loyalty

Simple Behavioural Customer Loyalty is defined as a customer's past actual share of purchase (the proportion of purchase frequency that a customer has committed to a particular entity) (So, Danaher, & Gupta, 2015).

v) Ultimate Customer Loyalty

Ultimate Customer Loyalty is defined as the combination of perceived product superiority, personal fortitude, social bonding, and their synergistic effects to rebuy (Oliver, 1999) a preferred entity (Dick & Basu, 1994) consistently in the future, despite situation influences and marketing efforts having the potential to cause switching behaviour, *against all odds and at all costs* (Oliver, 1997).

vi) Consumer Spending Self-Control

Consumer spending self-control is defined as the ability to monitor and regulate one's spending-related thoughts and decisions in accordance with self-imposed standards (Haws, et al., 2012 p. 696).

vii) Attractiveness of Alternatives

Attractiveness of alternatives is defined as the customer perception regarding the extent to which viable competing alternatives are available in the marketplace (Jones, Mothersbaugh, & Beatty, 2000).

1.5 Research Questions

The research questions are as follows:

1. Does Customer Satisfaction influence Simple Attitudinal Customer Loyalty and Behavioural Customer Loyalty?
2. Does Simple Attitudinal Customer Loyalty and Behavioural Customer Loyalty influence Ultimate Customer Loyalty?
3. Do both Simple Attitudinal Customer Loyalty and Simple Behavioural Customer Loyalty have a mediating effect between Customer Satisfaction and Ultimate Customer Loyalty?
4. Does Consumer Spending Self-Control moderate the Customer Satisfaction—Simple Attitudinal and Behavioural Customer Loyalty—Ultimate Customer Loyalty Link?
5. Does Attractiveness of Alternatives moderate the Customer Satisfaction—Simple Attitudinal and Behavioural Customer Loyalty—Ultimate Customer Loyalty Link?

1.6 Research Objectives

The general research objectives are to examine the relationships between Customer Satisfaction, Simple Attitudinal Customer Loyalty, Simple Behavioural Customer Loyalty, Ultimate Customer Loyalty, Consumer Spending Self-Control, and Attractiveness of Alternatives.

Specifically, this research intends to

- i) Examine the Customer Satisfaction—Simple Attitudinal Customer Loyalty Link.
- ii) Examine the Customer Satisfaction—Simple Behavioural Customer Loyalty Link.
- iii) Examine the Simple Attitudinal Customer Loyalty—Ultimate Customer Loyalty Link.
- iv) Examine the Simple Behavioural Customer Loyalty—Ultimate Customer Loyalty Link.
- v) Examine the mediating effect of Simple Attitudinal Customer Loyalty on the Customer Satisfaction—Ultimate Customer Loyalty Link.
- vi) Examine the mediating effect of Simple Behavioural Loyalty on the Customer Satisfaction—Ultimate Customer Loyalty Link.
- vii) Examine the moderating effect of Consumer Spending Self-Control on the:
 - a) Customer Satisfaction—Simple Attitudinal Customer Loyalty Link.
 - b) Customer Satisfaction—Simple Behavioural Customer Loyalty Link.
 - c) Simple Attitudinal Customer Loyalty—Ultimate Customer Loyalty Link.
 - d) Simple Behavioural Customer Loyalty—Ultimate Customer Loyalty Link.
- viii) Examine the moderating effect of Attractiveness of Alternatives on the:
 - a) Customer Satisfaction—Simple Attitudinal Customer Loyalty Link.
 - b) Customer Satisfaction—Simple Behavioural Customer Loyalty Link.
 - c) Simple Attitudinal Customer Loyalty—Ultimate Customer Loyalty Link.
 - d) Simple Behavioural Customer Loyalty—Ultimate Customer Loyalty Link.

1.7 Significance of the Study

Theoretical Contribution

Firstly, this research contributes to customer loyalty theories by proposing a clear illustration of the Customer Loyalty Continuum beginning with Customer with “No Customer Loyalty” to “Simple Customer Loyalty” and ending at “Ultimate Customer Loyalty”. A clear delimitation of the Customer Loyalty Continuum, with distinct conceptual definitions for each state of customer loyalty, provides the basis for a better prediction, of customer loyalty.

Secondly, this research will create a taxonomy of customer loyalty (*Vide* Section 2.2 p.38). In the past literature, there exists different forms of customer loyalty such as Brand Loyalty, Service Loyalty, Store Loyalty etc. However, there is a lack of consensus on the meaning of each term. For example, Dick and Basu (1994) define

“Brand Loyalty” to be the loyalty to frequently purchased package goods; and “Service Loyalty” to be the loyalty to services; while Salegna and Fazel (2011) acknowledge the differences between brand and product and thus defined “Brand Loyalty” to be the loyalty to a particular brand and “Product Loyalty” to be the loyalty towards tangible consumer goods. Therefore, this research’s taxonomy will provide a more precise delimitation in the customer loyalty literature.

Thirdly, this research reviews the psychometric scales of the Attitudinal Loyalty and Behavioural Loyalty constructs (*Vide* Appendix G p.222 and Appendix H p.228). There is a lack of consensus on the operationalization of the customer loyalty construct. For example, some researchers have used words like “Word-of-Mouth” (Qiu, Ye, Bai, & Wang, 2015), “Intention to stay” (Shi, Ma, & Ji, 2015), and “Willing to pay” (Lee, Moon, Kim, & Yi, 2015) interchangeably with the concept of loyalty. Different applications of psychometric scales in constructs may lead to an indeterminate state of affairs in the field. Therefore, this review is expected to help future researchers to improve the prediction of customer loyalty by using the right psychometric scales.

Fourthly, this research validates the Customer Satisfaction—Simple Attitudinal Customer Loyalty and Simple Behavioural Customer Loyalty—Ultimate Customer Link, especially in the mobile phone brand context, by applying Dick and Basu’s Customer Loyalty Model (1994) and integrating two micro-theories, namely a) Social Exchange Theory by Homan (1958); and b) Brand Relationship Theory by Fournier (1998) to explain the interrelationship between them.

Fifthly, this research contributes to the validation of mediating effects of both Simple Attitudinal and Behavioural Customer Loyalty between Customer Satisfaction and Ultimate Customer Loyalty Link. Past literature has called for the composite approach of customer loyalty with both attitude and behaviour dimensions but the majority of the literature measure the customer loyalty construct by using Simple Attitudinal Customer Loyalty items. Therefore, this research is expected to provide insights on the mediating effect of both Simple Attitudinal and Behavioural Customer Loyalty as the mediators between Customer Satisfaction and Ultimate Customer Loyalty Link.

Lastly, the identification and inclusion of moderators (Consumer Spending Self-Control and Attractiveness of Alternatives) is expected to better explain specific construct relationships (strengthen/weaken the relationship) in the Customer Satisfaction—Ultimate Customer Loyalty Link.

Practical Contribution

Firstly, this research is expected to help the marketers to differentiate between spurious loyalty (a type of Simple Customer loyalty) and Ultimate Customer Loyalty, thus enabling marketers to create different positioning strategies to address different customer segments.

Secondly, the general conceptualization of the Customer Satisfaction—Simple Attitudinal Customer Loyalty and Simple Behavioural Customer Loyalty—Ultimate Customer Loyalty Link is expected to provide entities a viable basis by which they can enhance customer loyalty for their products/services (i.e. food products, financial services, pharmaceutical, fashion, consumer electronics etc).

Thirdly, the validation of the Customer Satisfaction—Simple Attitudinal Customer Loyalty and Simple Behavioural Customer Loyalty—Ultimate Customer Loyalty Link in the research is expected to provide marketers, especially in the mobile phone brand industry, some insights on the prediction of Ultimate Customer Loyalty which should did the marketers to make improvement to enlarge their ultimate loyalty customer base.

Fourthly, the identified moderators (Consumer Spending Self-Control and Attractiveness of Alternatives) in the Customer Satisfaction—Simple Attitudinal Customer Loyalty and Simple Behavioural Customer Loyalty—Ultimate Customer Loyalty Link are expected to help the marketers to solve the problem of brand switching behaviour, thus leading to long-term customer loyalty.

Finally, this research is expected to provide government, a guideline to make policies that can better stimulate the economy.

1.8 Scope of the Study

This research first presents a conceptual framework on the Customer Satisfaction—Simple Attitudinal and Behavioural Loyalty—Ultimate Customer Loyalty Link, which hopes to provide a general conceptualization which can be applied to different types of products and services. However, in terms of data findings, this research is limited to the context of brand loyalty in mobile phones; it advances the theoretical model in a static, content specific context, i.e. ‘all other variables remaining constant’.

Section 1.4 clarifies that this research adopts Dick & Basu’s (1994) definition of the word “entity” which refers to a product, service, brand, employee, and store (*Vide* Section 2.2.2 p.38). The word “entity” is used in order to provide a catch-all term for the different business-loyalty contexts. However, since *products, services, brands, employees and stores* have their own unique characteristics, an investigation into all contexts would be too broad a scope and beyond the capacity of this research. Therefore, for the purpose of this research, the word “entity” is taken to refer only to *brands*. Investigations into the contexts shall be left for later investigation.

Lastly, this research focuses on loyal customers who purchase the entity at least twice and they are committed to repurchase again. However, those new customers who only bought the entity for the first time and those ex-customers who no longer purchase the entity anymore are not recognized as loyal customers. Therefore, these new- and ex-customers are excluded in this research.

1.9 Overview of Mobile Phone Industry

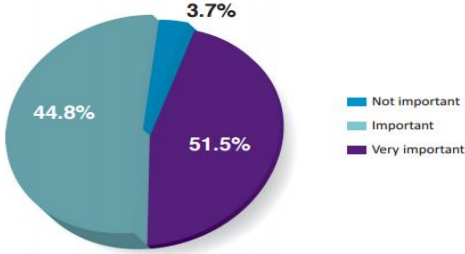
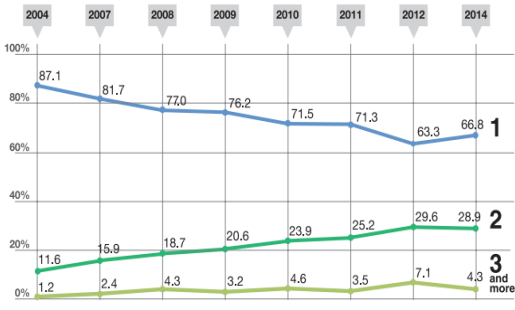
Mobile phones are small, lightweight and portable devices (Sung, Chang, & Yang, 2015). According to Euromonitor (2016), the brand share of mobile phones in Malaysia are as follows: Samsung (43.5%), Iphone (22.2%), Oppo (7.2%), Nokia (3.6%), Asus (3.5%), HTC (3.3%), Lenovo (3.1%), Huawei (2.7%), Xiaomi (2.6%), ZTE (2.3%), Sony (1.6%), Blackberry (1.0%), LG (0.6%), Lumia (0.2%) and others (2.6%). Besides that, these mobile phones are mostly adapted with operating systems such as iOS, Android, BlackBerry OS, and Windows mobile.

The reason mobile phones are chosen as the research context is because there are limited studies on the customer loyalty on mobile phones (Kim et al., 2016) and the consumption of mobile phones has been growing tremendously and become an indispensable part of modern day life. Recent data shows that the number of mobile phone users have increased to about 10 times from about 500 million in the year of 2000 to 5 billion in the year 2014 (accounting for 63.5% of global population) with a fraction of 1.75 billion being smartphone users (Barra, Casanova, Narducci, & Ricciardi, 2015; Sarath, Bonda, Mohanty, & Nayak, 2015). Furthermore, the World Bank (2012) and Euromonitor (2013) as cited in Wong (2014) show that the mobile phone penetration in Malaysia is about 140%. The Statistic Portal (2017) estimated that the number of smartphone users in Malaysia will increase from 14.5 million in 2015 to 21.3 million in 2021. In addition, the Malaysian Communications and Multimedia Commission (2015) shows that the majority of them claim that mobile phones are highly important to them. Therefore, this research is expected to produce important insights that might be useful to researchers and marketers because they are considered to be highly involved products to all Malaysians.

Besides that, the rapid advancement in technology has forced rigorous improvement to provide customers with better models and shorten the life span of mobile devices to an average of 2-3 years, thus forcing customers to change their mobile devices more often (Sarath, Bonda, Mohanty, & Nayak, 2015). Hence, this rapid changing of mobile devices is expected to contribute to the Malaysia's gross domestic product.

In addition, the Malaysian Communications and Multimedia Commission (2015) has reported that Malaysians have increased the number of hand phones owned from owning one mobile phone previously to two or three mobile phones currently. The recent trend shows that 87.1% of users who carry one mobile phone in the year of 2004 has decreased to 66.8% in the year of 2014, 11.6% of users who carry two mobile phones has increased to 28.9% in the year of 2014 and 1.2% of users who carry three and more mobile phones in the year of 2004 has increase to 4.3% in the year of 2014. Therefore, from this statistic, customers are decreasing in their uni-product loyalty (users who possess only one mobile phone) but leading to multi-product loyalty (users who possess more than one mobile phone or who have changed brands). Table 1.1 shows key statistic of mobile users in Malaysia.

Table 1.1: Key Statistics of Mobile Users in Malaysia

No.	Description	Statistic	Source
1.	Mobile Phone Penetration	140%	(Wong, 2014)
3.	Importance of Mobile Phone	 <p>(Malaysian Communications and Multimedia Commission, 2015)</p>	
3.	Trend of mobile phone ownership from 2004 to 2014	 <p>(Malaysian Communications and Multimedia Commission, 2015)</p>	

Lastly, mobile phones especially smartphones enable social bonding among users and the rapid advancement in technology enables innovative mobile phone brands to develop superior products to create ultimate loyal customers who buy only the same brand in all purchases. Therefore, mobile phones as the context in this research is expected to provide some insights to the customer loyalty literature.

1.10 Organization of the Study

This research comprises six (6) chapters. Chapter Two (2) reviews the past literature of Ultimate Customer Loyalty, Simple Customer Loyalty (Simple Attitudinal Customer Loyalty and Simple Behavioural Customer Loyalty), Customer Satisfaction, Consumer Spending Self-Control, and Attractiveness of Alternatives. Chapter Three (3) depicts the proposed theoretical framework with hypothesis illustrated. Chapter Four (4) presents the methodology used in this research. Chapter Five (5) discusses the data analysis and results and finally Chapter Six (6) presents the discussion and conclusion of the research.

1.11 Chapter Summary

This chapter introduces the research which provides an overview of the background of the study; problem statements; definition of terms; research questions; research objectives; significance of study (Theoretical and Practical Contributions); the scope of the study; and the overview of mobile phone industry. The issues discussed in this chapter, set the tone for all the discussions in the rest of this thesis.



REFERENCES

- Abfalter, D., Zaglia, M. E., & Mueller, J. (2012). Sense of virtual community: A follow up on its measurement. *Computers in Human Behavior*, 28(2), 400-404. doi: <http://dx.doi.org/10.1016/j.chb.2011.10.010>
- Accenture. (2016). Accenture: Malaysian "switching economy" worth over US\$53 billion in revenue from <https://www.accenture.com/my-en/company-malaysian-switching-economy>
- Agrawal, R., Gaur, S. S., & Narayanan, A. (2012). Determining customer loyalty: Review and model. *Marketing Review*, 12(3), 275-289.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211. doi: [http://dx.doi.org/10.1016/0749-5978\(91\)90020-T](http://dx.doi.org/10.1016/0749-5978(91)90020-T)
- Ajzen, I. (2001). Nature and operation of attitudes. *Annual Review of Psychology*, 52(1), 27-58. doi: 10.1146/annurev.psych.52.1.27
- Aksoy, L., Buoye, A., Aksoy, P., Larivière, B., & Keiningham, T. L. (2013). A cross-national investigation of the satisfaction and loyalty linkage for mobile telecommunications services across eight countries. *Journal of Interactive Marketing*, 27(1), 74-82. doi: <http://dx.doi.org/10.1016/j.intmar.2012.09.003>
- Akter, S., D' Ambra, J., & Ray, P. (2011, August 4th-7th). *An evaluation of PLS based complex models: The roles of power analysis, predictive relevance and GOF index*. Paper presented at the Proceedings of the Seventeenth Americas Conference on Information Systems, Detroit.
- Al-hawari, M. A. (2014). Emotional stability and switching barriers in the retail banking context. *Managing Service Quality: An International Journal*, 24(5), 469-486. doi: 10.1108/msq-12-2013-0280
- Al-Kwafi, O. S., & Ahmed, Z. U. (2015). An intellectual journey into the historical evolution of marketing research in brand switching behavior - past, present and future. *Journal of Management History*, 21(2), 172-193. doi: 10.1108/jmh-03-2014-0076
- Allen, D. R., & Rao, T. R. (2000). *Analysis of Customer Satisfaction Data*.
- Anderson, R. E., & Srinivasan, S. S. (2003). E-satisfaction and e-loyalty: A contingency framework. *Psychology and Marketing*, 20(2), 123-138. doi: 10.1002/mar.10063
- Andreassen, T. W., & Lindestad, B. (1998). Customer loyalty and complex services. *International Journal of Service Industry Management*, 9(1), 7-23. doi: 10.1108/09564239810199923
- Arıkan, E., & Güner, S. (2013). The impact of corporate social responsibility, service quality and customer-company identification on customers. *Procedia - Social and Behavioral Sciences*, 99, 304-313. doi: <http://dx.doi.org/10.1016/j.sbspro.2013.10.498>
- Armitage, C. J., & Conner, M. (2001). Efficacy of the theory of planned behaviour: A meta-analytic review. *British Journal of Social Psychology*, 40, 471-499.
- Ashley, C., Noble, S. M., Donthu, N., & Lemon, K. N. (2011). Why customers won't relate: Obstacles to relationship marketing engagement. *Journal of Business Research*, 64(7), 749-756. doi: <http://dx.doi.org/10.1016/j.jbusres.2010.07.006>
- Aydin, S., Özer, G., & Arasil, Ö. (2005). Customer loyalty and the effect of switching costs as a moderator variable. *Marketing Intelligence & Planning*, 23(1), 89-103. doi: 10.1108/02634500510577492

- Babbie, E. (1990). *Survey Research Methods* (2nd ed.): Wadsworth Publishing Company.
- Bagdonienė, L., & Jakštaitė, R. (2007). Estimation of loyalty programmes from customers' point of view: Cases of three retail store chains *Engineering Economics*, 5(55), 51-58.
- Bahri-Ammari, N. (2012). The effects of loyalty program quality on word of-mouth recommendations intentions. *World Academy of Science, Engineering and Technology*, 6, 817-826.
- Bandyopadhyay, S., & Martell, M. (2007). Does attitudinal loyalty influence behavioral loyalty? A theoretical and empirical study. *Journal of Retailing and Consumer Services*, 14(1), 35-44. doi: <http://dx.doi.org/10.1016/j.jretconser.2006.03.002>
- Bansal, H. S., Irving, P. G., & Taylor, S. F. (2004). A three-component model of customer to service providers. *Journal of the Academy of Marketing Science*, 32(3), 234-250.
- Bansal, H. S., & Taylor, S. F. (1999). The service provider switching model (SPSM): A model of consumer switching behavior in the services industry. *Journal of Service Research*, 2(2), 200-218.
- Bansal, H. S., Taylor, S. F., & James, Y. S. (2005). "Migrating" to new service providers: Toward a unifying framework of consumers' switching behaviors. *Journal of the Academy of Marketing Science*, 33(1), 96-115. doi: 10.1177/0092070304267928
- Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51(6), 1173-1182.
- Barroso, C., & Picón, A. (2012). Multi-dimensional analysis of perceived switching costs. *Industrial Marketing Management*, 41(3), 531-543. doi: <http://dx.doi.org/10.1016/j.indmarman.2011.06.020>
- Baumeister, R. F. (2002). Yielding to temptation: Self-control failure, impulsive purchasing, and consumer behavior. *Journal of Consumer Research*, 28(4), 670-676.
- Baumeister, R. F., Bratslavsky, E., Muraven, M., & Tice, D. M. (1998). Ego depletion: Is the active self a limited resource? . *Journal of Personality and Social Psychology*, 74(5), 1252-1265
- Baumeister, R. F., Vohs, K. D., & Tice, D. M. (2007). The strength model of self-control. *Current Directions in Psychological Science*, 16(6), 351-355.
- Bayesia. (2016). Differences between SEM and PSEM factors. *Structural Equation Models (SEM)*. Retrieved 19th June, 2016, from <http://library.bayesia.com/display/FAQ/Differences+between+SEM+and+PSEM+Factors>
- Bei, L. T., & Chiao, Y. C. (2006). The determinants of customer loyalty: An analysis of intangible factors in three service industries. *International Journal of Commerce and Management*, 16(3/4), 162-177. doi: 10.1108/10569210680000215
- Blanchard, A. L. (2007). Developing a sense of virtual community measure. *CyberPsychology & Behavior*, 10(6), 827-830.
- Blau, P. M. (1964). *Exchange and Power in Social Life*: Wiley.
- Blut, M., Beatty, S. E., Evanschitzky, H., & Brock, C. (2014). The impact of service characteristics on the switching costs-customer loyalty link. *Journal of Retailing*, 90(2), 275-290. doi: <http://dx.doi.org/10.1016/j.jretai.2014.04.003>

- Bolton, R. N., & Lemon, K. N. (1999). A dynamic model of customers' usage of services: Usage as an antecedent and consequence of satisfaction. *Journal of marketing research*, 36, 171-186.
- Bubb, P. L., & van Rest, D. J. (1973). Loyalty as a component of the industrial buying decision. *Industrial Marketing Management*, 3(1), 25-32. doi: [http://dx.doi.org/10.1016/0019-8501\(73\)90015-1](http://dx.doi.org/10.1016/0019-8501(73)90015-1)
- Burnham, T. A., Frels, J. K., & Mahajan, V. (2003). Consumer switching costs: A typology, antecedents, and consequences. *Journal of the Academy of Marketing Science*, 31(2), 109-126.
- Calvo-Porral, C., & Lévy-Mangin, J. P. (2015). Switching behavior and customer satisfaction in mobile services: Analyzing virtual and traditional operators. *Computers in Human Behavior*, 49, 532-540. doi: <http://dx.doi.org/10.1016/j.chb.2015.03.057>
- Cambra Fierro, J., Melero Polo, I., & Sesé Oliván, F. J. (2014). From dissatisfied customers to evangelists of the firm: A study of the Spanish mobile service sector. *BRQ Business Research Quarterly*, 17(3), 191-204. doi: <http://dx.doi.org/10.1016/j.cede.2013.10.001>
- Carew, P. J., & Stapleton, L. (2014). Towards empathy: a human-centred analysis of rationality, ethics and praxis in systems development. *AI & Society*, 29(2), 149-166. doi: <http://dx.doi.org/10.1007/s00146-013-0472-0>
- Celuch, K., Robinson, N. M., & Walsh, A. M. (2014). A framework for encouraging retail customer feedback. *Journal of Services Marketing*, 29(4), 280-292. doi: 10.1108/jsm-02-2014-0062
- Chai, J. C. Y., Malhotra, N. K., & Alpert, F. (2015). A two-dimensional model of trust-value-loyalty in service relationships. *Journal of Retailing and Consumer Services*, 26, 23-31. doi: <http://dx.doi.org/10.1016/j.jretconser.2015.05.005>
- Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2), 81-93.
- Chavis, D. M., Hogge, J. H., McMillan, D. W., & Wandersman, A. (1986). Sense of community through Brunswik's lens: A first look. *Journal of Community Psychology*, 14(1), 24-40. doi: 10.1002/1520-6629(198601)14:1<24::aid-jcop2290140104>3.0.co;2-p
- Chen, C. W., & Lin, C. S. (2014). Building a sense of virtual community: The role of the features of social networking sites. *Cyberpsychology, behavior, and social networking*, 17(7), 460-465.
- Chen, G. L., Yang, S. C., & Tang, S. M. (2013). Sense of virtual community and knowledge contribution in a P3 virtual community: Motivation and experience. *Internet Research*, 23(1), 4-26. doi: 10.1108/10662241311295755
- Chen, S. C. (2012). The customer satisfaction-loyalty relation in an interactive e-service setting: The mediators. *Journal of Retailing and Consumer Services*, 19(2), 202-210. doi: <http://dx.doi.org/10.1016/j.jretconser.2012.01.001>
- Chin, W. W. (1998). Commentary: Issues and opinion on structural equation modeling. *MIS Quarterly*, 22(March), vii-xvi.
- Chin, W. W., & Newsted, P. R. (1999). Structural equation modeling analysis with small samples using partial least squares. In R. Hoyle (Ed.), *Statistical Strategies for Small Sample Research* (pp. 307-341). Thousand Oaks, CA: Sage Publications.
- Chinomona, R., & Sandada, M. (2013). Customer satisfaction, trust and loyalty as predictors of customer intention to re-purchase south african retailing industry. *Mediterranean Journal of Social Sciences*, 4(14), 437.

- Cho, Y. C., & Song, J. (2012). The effects of customer dissatisfaction on switching behavior in the service sector. *Journal of business & economics research*, 10(10), 579-591.
- Chodzaza, G. E., & Gombachika, H. S. H. (2013). Service quality, customer satisfaction and loyalty among industrial customers of a public electricity utility in malawi. *International Journal of Energy Sector Management*, 7(2), 269-282. doi: 10.1108/ijesm-02-2013-0003
- Choi, S. L., & Khalafinezhad, R. (2012). Customer satisfaction and loyalty: A literature review in the perspective of customer relationship management. *Journal of Applied Business and Finance Researches*, 1(1), 6-13.
- Chua, Y. P. (2012). *Mastering Research Methods*: McGraw-Hill.
- Clemes, M. D., Gan, C., & Zhang, D. (2010). Customer switching behaviour in the chinese retail banking industry. *International Journal of Bank Marketing*, 28(7), 519-546. doi: 10.1108/02652321011085185
- Cohen, J. (1988). *Statistical Power Analysis for the Behavioral Sciences* (2nd ed.): Lawrence Erlbaum Associates
- Colgate, M., & Lang, B. (2001). Switching barriers in consumer markets: an investigation of the financial services industry. *Journal of Consumer Marketing*, 18(4), 332-347. doi: 10.1108/07363760110393001
- Colley, R. H. (1961). *Defining advertising goals for measured advertising results*: New York : Association of National Advertisers.
- Cooper, R., G. (1994). New products: The factors that drive success. *International Marketing Review*, 11(1), 60-76. doi: 10.1108/02651339410057527
- Copeland, M. T. (1923). Relation of consumers' buying habits to marketing methods. *Harvard Business Review*, 1, 282-289.
- Cropanzano, R., & Mitchell, M. S. (2005). Social exchange theory: An interdisciplinary review. *Journal of Management History*, 31(6), 874-900.
- Cunningham, S. M. (1967). Perceived Risk and Brand Loyalty. *Risk-taking and Information Handling in Consumer Behavior* (pp. 507-523). Boston, MA: Harvard University Press.
- Curran, J. M., & Healy, B. C. (2014). The loyalty continuum: Differentiating between stages of loyalty development. *Journal of Marketing Theory & Practice*, 22(4), 367-384.
- Cyr, D. (2008). Modeling web site design across cultures: relationships to trust, satisfaction, and e-loyalty. *Journal of Management Information Systems*, 24(4), 47-72.
- Dagger, T. S., & David, M. E. (2012). Uncovering the real effect of switching costs on the satisfaction-loyalty association. *European Journal of Marketing*, 46(3/4), 447-468. doi: 10.1108/03090561211202558
- Dawson, J. F. (2014). Moderation in management research: What, why, when, and how. *Journal of Business and Psychology*, 29(1), 1-19. doi: 10.1007/s10869-013-9308-7
- Day, G. S. (1969). A two-dimensional concept of brand loyalty. *Journal of Advertising Research*, 9(3), 29-35.
- de Matos, C. A., Henrique, J. L., & de Rosa, F. (2009). The different roles of switching costs on the satisfaction-loyalty relationship. *International Journal of Bank Marketing*, 27(7), 506-523. doi: 10.1108/02652320911002331
- Delcourt, C., Gremler, D. D., van Riel, A. C. R., & van Birgelen, M. (2013). Effects of perceived employee emotional competence on customer satisfaction and loyalty. *Journal of Service Management*, 24(1), 5-24. doi: 10.1108/09564231311304161

- Demoulin, N. T. M., & Zidda, P. (2009). Drivers of customers' adoption and adoption timing of a new loyalty card in the grocery retail market. *Journal of Retailing*, 85(3), 391-405. doi: <http://dx.doi.org/10.1016/j.jretai.2009.05.007>
- Dick, A. S., & Basu, K. (1994). Customer loyalty: Toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, 22(2), 99-113.
- Dowling, G. R., & Uncles, M. (1997). Do customer loyalty programs really work? *Sloan Management Review*, 38(4), 71-82.
- Duffy, D. L. (2003). Internal and external factors which affect customer loyalty. *Journal of Consumer Marketing*, 20(5), 480-485. doi: 10.1108/07363760310489715
- Durukan, T., Gökdeni, İ., & Bozaci, İ. (2012). Situational factors affecting customer complaining propensity to firm. *Business Management Dynamics*, 2(2), 26-32.
- Dwayne, B., Coelho, P. S., & Machás, A. (2004). The role of communication and trust in explaining customer loyalty. *European Journal of Marketing*, 38(9/10), 1272-1293. doi: 10.1108/03090560410548979
- Dyché, J. (2002). *The CRM Handbook: A Business Guide to Customer Relationship Management*: Addison-Wesley.
- Edward, M., & Sahadev, S. (2011). Role of switching costs in the service quality, perceived value, customer satisfaction and customer retention linkage. *Asia Pacific Journal of Marketing and Logistics*, 23(3), 327-345. doi: 10.1108/13555851111143240
- Efron, B., & Tibshirani, R. J. (1993). *An introduction to the bootstrap*: Chapman & Hall.
- Erciş, A., Ünal, S., Candan, F. B., & Yıldırım, H. (2012). The effect of brand satisfaction, trust and brand commitment on loyalty and repurchase intentions. *Procedia - Social and Behavioral Sciences*, 58, 1395-1404. doi: <http://dx.doi.org/10.1016/j.sbspro.2012.09.1124>
- Etemad-Sajadi, R., & Rizzuto, D. (2013). The antecedents of consumer satisfaction and loyalty in fast food industry. *International Journal of Quality & Reliability Management*, 30(7), 780-798. doi: 10.1108/IJQRM-May-2012-0069
- Euromonitor. (2016). Brand Shares (Global - Historical Owner). Retrieved December 15, 2016, from <http://www.portal.euromonitor.com/portal/statistics/changemeasure>
- Eye, A. v., & Bogat, A. (2004). Testing the assumption of multivariate normality. *Psychology Science*, 46(2), 243-258.
- Farrell, D., & Rusbult, C. E. (1981). Exchange variables as predictors of job satisfaction, job commitment, and turnover: The impact of rewards, costs, alternatives, and investments. *Organizational Behavior and Human Performance*, 28(1), 78-95. doi: [http://dx.doi.org/10.1016/0030-5073\(81\)90016-7](http://dx.doi.org/10.1016/0030-5073(81)90016-7)
- Faul, F., Erdfelder, E., Lang, A.-G., & Buchner, A. (2007). G*Power 3: A flexible statistical power analysis program for the social, behavioral, and biomedical sciences. *Behavior Research Methods*, 39(2), 175-191.
- Field, A. (2009). *Discovering Statistics Using SPSS* (3rd ed.): SAGE Publications.
- Fornell, C., Johnson, M. D., Anderson, E. W., Cha, J., & Bryant, B. E. (1996). The american customer satisfaction index: Nature, purpose, and findings. *Journal of Marketing*, 60(4), 7-18.
- Fournier, S. (1998). Consumers and their brands: developing relationship theory in consumer research. *Journal of Consumer Research*, 34(4), 343-373.

- Fraering, M., & Minor, M. S. (2006). Virtual community in financial institutions: development of the virtcomm scale. *Marketing Management Journal*, 16(2), 13-25.
- Fraering, M., & Minor, M. S. (2013). Beyond loyalty: customer satisfaction, loyalty, and fortitude. *Journal of Services Marketing*, 27(4), 334-344. doi: 10.1108/08876041311330807
- Frank, B., Herbas Torrico, B., Enkawa, T., & Schvaneveldt, S. J. (2015). Affect versus cognition in the chain from perceived quality to customer loyalty: The roles of product beliefs and experience. *Journal of Retailing*, 90(4), 567-586. doi: <http://dx.doi.org/10.1016/j.jretai.2014.08.001>
- Friedman, M., Vanden Abeele, P., & De Vos, K. (1993). Boorstin's consumption community concept: A tale of two countries. *Journal of Consumer Policy*, 16(1), 35-60. doi: 10.1007/bf01024589
- Furnham, A., & Ahmetoglu, G. (2014). Personality, ideology, intelligence, and self-rated strengths. *Psychology*, 5(8), 908-917.
- Garner, B. A. (Ed.) (2011) (Fourth ed.). West Publishing Co.
- Gawronski, B., & Creighton, L. A. (2013). Dual Process Theories In D. E. Carlston (Ed.), *The Oxford handbook of social cognition* (pp. 282-312). New York: Oxford University Press.
- Gee, R., Coates, G., & Nicholson, M. (2008). Understanding and profitably managing customer loyalty. *Marketing Intelligence & Planning*, 26(4), 359-374. doi: 10.1108/02634500810879278
- Gold, A. H., Malhotra, A., & Segars, A. H. (2001). Knowledge management: An organizational capabilities perspective. *Journal of Management Information Systems*, 18(1), 185-214.
- Goldberg, L. R. (1990). An alternative "description of personality": The big-five factor structure *Journal of Personality and Social Psychologists*, 59(6), 1216-1229
- Gonçalves, H. M., & Sampaio, P. (2012). The customer satisfaction-customer loyalty relationship. *Management Decision*, 50(9), 1509-1526. doi: 10.1108/00251741211266660
- Gonçalves, H. M. M. (2013). Multi-group invariance in a third-order factorial model: Attribute satisfaction measurement. *Journal of Business Research*, 66(9), 1292-1297. doi: <http://dx.doi.org/10.1016/j.jbusres.2012.02.028>
- Gounaris, S., & Stathakopoulos, V. (2004). Antecedents and consequences of brand loyalty: An empirical study. *J Brand Manag*, 11(4), 283-306.
- Gremler, D. D., & Brown, S. W. (1996). Service loyalty: its nature, importance, and implications. *Advancing service quality: A global perspective*, 171-180.
- Guenzi, P., Johnson, M. D., & Castaldo, S. (2009). A comprehensive model of customer trust in two retail stores. *Journal of Service Management*, 20(3), 290-316. doi: 10.1108/09564230910964408
- Gustafsson, A., Johnson, M. D., & Roos, I. (2005). The effects of customer satisfaction, relationship commitment dimensions, and triggers on customer retention. *Journal of Marketing*, 69(4), 210-218. doi: 10.1509/jmkg.2005.69.4.210
- Ha, H.-Y., & Son, H.-Y. (2014). Investigating temporal effects of risk perceptions and satisfaction on customer loyalty. *Managing Service Quality: An International Journal*, 24(3), 252-273. doi: 10.1108/msq-07-2013-0136
- Haenlein, M., & Kaplan, A., M. . (2012). The impact of unprofitable customer abandonment on current customers' exit, voice, and loyalty intentions: an empirical analysis. *Journal of Services Marketing*, 26(6), 458-470. doi: 10.1108/08876041211257936

- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2009). *Multivariate Data Analysis* (7th ed.): Prentice Hall.
- Hair, J. F., Bush, R. P., & Ortinau, D. J. (2003). *Marketing Research: Within a Changing Information Environment* (2nd ed.): McGraw-Hill
- Hair, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2014). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*: Sage Publications.
- Hair, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2017). *A primer on partial least squares structural equation modeling (PLS-SEM)* (Second ed.): SAGE Publications.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice*, 19(2), 139-152. doi: 10.2753/mtp1069-6679190202
- Han, H., & Hwang, J. (2015). Norm-based loyalty model (NLM): Investigating delegates' loyalty formation for environmentally responsible conventions. *International Journal of Hospitality Management*, 46, 1-14. doi: <http://dx.doi.org/10.1016/j.ijhm.2015.01.002>
- Han, H., & Hyun, S. S. (2013). Image congruence and relationship quality in predicting switching intention: Conspicuousness of product use as a moderator variable. *Journal of Hospitality & Tourism Research*, 37(3), 303-329.
- Han, H., Kim, Y., & Kim, E. K. (2010). Cognitive, affective, conative, and action loyalty: Testing the impact of inertia. *International Journal of Hospitality Management*, 30(4), 1008-1019. doi: <http://dx.doi.org/10.1016/j.ijhm.2011.03.006>
- Hancock, G. R., & Liu, M. (2012). Bootstrapping standard errors and data - Model fit statistics in structural equation modeling. In R. H. Hoyle (Ed.), *Handbook of structural equation modeling* (pp. 296-306): Guildford Press.
- Harary, F., & Lipstein, B. (1962). The dynamics of brand loyalty: A markovian approach. *Operations Research*, 10(1), 19-40. doi: 10.1287/opre.10.1.19
- Harrington, D. (2009). *Confirmation Factor Analysis*. New York: Oxford University Press.
- Harris, L. C., & Goode, M. M. H. (2004). The four levels of loyalty and the pivotal role of trust: a study of online service dynamics. *Journal of Retailing*, 80(2), 139-158.
- Härtel, C. E. J., & Russell-Bennett, R. (2010). Heart versus mind: The functions of emotional and cognitive loyalty. *Australasian Marketing Journal*, 18(1), 1-7.
- Haumann, T., Quaiser, B., Wieseke, J., & Rese, M. (2014). Footprints in the sands of time: A comparative analysis of the effectiveness of customer satisfaction and customer-company identification over time. *Journal of Marketing*, 78(6), 78-102.
- Haws, K., Bearden, W., & Nenkov, G. (2012). Consumer spending self-control effectiveness and outcome elaboration prompts. *Journal of the Academy of Marketing Science*, 40(5), 695-710. doi: 10.1007/s11747-011-0249-2
- Haws, K. L. (2007). *The impact of consumer spending self-control on consumption behaviors*. (3272452), University of South Carolina, Ann Arbor. Retrieved from <http://search.proquest.com/docview/304821463?accountid=27932>
- Helgesen, Ø. (2006). Are loyal customers profitable? Customer satisfaction, customer (action) loyalty and customer profitability at the individual level. *Journal of Marketing Management*, 22(3/4), 245-266.
- Henseler, J., Ringle, C., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43, 115-135.

- Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). The use of partial least squares path modeling in international marketing *New Challenges to International Marketing* (Vol. 20, pp. 277-319): Emerald Group Publishing Limited.
- Hirschman, A. (1970). *Exit, Voice, and Loyalty: Responses to Decline in Firms, Organizations, and States* Harvard University Press
- Hoare, R. J., & Butcher, K. (2008). Do chinese cultural values affect customer satisfaction/loyalty? *International Journal of Contemporary Hospitality Management*, 20(2), 156-171. doi: 10.1108/09596110810852140
- Hoch, S. J., & Loewenstein, G. F. (1991). Time-inconsistent preferences and consumer self-control. *Journal of Consumer Research*, 17(4), 492-507.
- Hollebeek, L. D. (2011). Demystifying customer brand engagement: Exploring the loyalty nexus. *Journal of Marketing Management*, 27(7/8), 785-807.
- Homans, G. C. (1958). Social Behavior as Exchange. *American Journal of Sociology*, 63(6), 597-606.
- Homans, G. C. (1961). *Social behavior: Its elementary forms*: Oxford, England: Harcourt, Brace
- Howard, J. A., & Sheth, J. N. (1969). *The Theory of Buyer Behavior*: Wiley.
- Huang, C. C., Fang, S. C., Huang, S. M., Chang, S. C., & Fang, S. R. (2005). The impact of relational bonds on brand loyalty: the mediating effect of brand relationship quality. *Managing Service Quality: An International Journal*, 24(2), 184-204. doi: 10.1108/msq-04-2013-0072
- Huang, F., & Ngoc, D. A. (2009). *The role of involvement and satisfaction in loyalty formation in service*. Paper presented at the 2009 International Conference on Knowledge-based Economy and Global Management Tainan, Taiwan. <http://dx.doi.org/10.1002/mar.20163>
- Hur, W.-M., Park, J., & Kim, M. (2010). The role of commitment on the customer benefits-loyalty relationship in mobile service industry. *Service Industries Journal*, 30(14), 2293-2309.
- Izogo, E. E. (2015). Determinants of attitudinal loyalty in nigerian telecom service sector: Does commitment play a mediating role? *Journal of Retailing and Consumer Services*, 23, 107-117. doi: <http://dx.doi.org/10.1016/j.jretconser.2014.12.010>
- Jacoby, J., & Chestnut, R. W. (1978). *Brand Loyalty, Measurement and Management*: New York: John Wiley & Sons.
- Jain, D. M., & Khurana, R. (2016). A framework to study vendors' contribution in a client vendor relationship in information technology service outsourcing in India. *Benchmarking: An International Journal*, 23(2), 338-358. doi: 10.1108/bij-04-2014-0029
- Jarvis, L. P., & Wilcox, J. B. (1977). True vendor loyalty or simply repeat purchase behavior? *Industrial Marketing Management*, 6(1), 9-14. doi: [http://dx.doi.org/10.1016/0019-8501\(77\)90027-X](http://dx.doi.org/10.1016/0019-8501(77)90027-X)
- Jones, M. A., Mothersbaugh, D. L., & Beatty, S. E. (2000). Switching barriers and repurchase intentions in services. *Journal of Retailing*, 76(2), 259-274. doi: [http://dx.doi.org/10.1016/S0022-4359\(00\)00024-5](http://dx.doi.org/10.1016/S0022-4359(00)00024-5)
- Jones, T. O., & Sasser, W. E. (1995). Why satisfied customers defect. *Harvard Business Review*, 73(6), 88-91.
- Jooyoung, K., Morris, J. D., & Swait, J. (2008). Antecedents of true brand loyalty *Journal of Advertising*, 37(2), 99-117.
- Kahneman, D. (2003). Maps of bounded rationality: Psychology for behavioral economics, 93, 1449-1475.

- Keaveney, S. M. (1995). Customer switching behavior in service industries: An exploratory study. *Journal of Marketing*, 59(2), 71-82. doi: 10.2307/1252074
- Keh, H. T., & Xie, Y. (2009). Corporate reputation and customer behavioral intentions: The roles of trust, identification and commitment. *Industrial Marketing Management*, 38(7), 732-742. doi: <http://dx.doi.org/10.1016/j.indmarman.2008.02.005>
- Keiningham, T. L., Frennea, C. M., Aksoy, L., Buoye, A., & Mittal, V. (2015). A five-component customer commitment model: Implications for repurchase intentions in goods and services industries. *Journal of Service Research*, 1-18.
- Kelley, H. H., & Thibaut, J. W. (1978). *Interpersonal Relations: A Theory of Interdependence*. New York: Wiley-Interscience.
- Keng, C. J., Ting, H. Y., & Chen, Y. T. (2011). Effects of virtual-experience combinations on consumer-related "sense of virtual community"? *Internet Research*, 21(4), 408-434. doi: 10.1108/10662241111158308
- Khan, I., & Rahman, Z. (2016). E-tail brand experience's influence on e-brand trust and e-brand loyalty: The moderating role of gender. *International Journal of Retail & Distribution Management*, 44(6), 588-606. doi: 10.1108/ijrdm-09-2015-0143
- Kim, M.-J., & Park, J. (2014). Mobile phone purchase and usage behaviours of early adopter groups in Korea. *Behaviour & Information Technology*, 33(7), 693-703. doi: 10.1080/0144929x.2013.796001
- Kim, M.-K., Wong, S. F., Chang, Y., & Park, J.-H. (2016). Determinants of customer loyalty in the Korean smartphone market: Moderating effects of usage characteristics. *Telematics and Informatics*, 33(4), 936-949. doi: <http://dx.doi.org/10.1016/j.tele.2016.02.006>
- Kim, M., Chang, Y., Park, M.-C., & Lee, J. (2015). The effects of service interactivity on the satisfaction and the loyalty of smartphone users. *Telematics and Informatics*, 32(4), 949-960. doi: <http://dx.doi.org/10.1016/j.tele.2015.05.003>
- Kim, W. G., Lee, C., & Hiemstra, S. J. (2004). Effects of an online virtual community on customer loyalty and travel product purchases. *Tourism Management*, 25(3), 343-355. doi: [http://dx.doi.org/10.1016/S0261-5177\(03\)00142-0](http://dx.doi.org/10.1016/S0261-5177(03)00142-0)
- King, G. W. (1975). An analysis of attitudinal and normative variables as predictors of intentions and behavior. *Speech Monographs*, 42(3), 237-244. doi: 10.1080/03637757509375899
- Klemperer, P. (1995). Competition when consumers have switching costs: An overview with applications to industrial organization, macroeconomics, and international trade. *The Review of Economic Studies*, 62(4), 515-539.
- Kline, R. B. (2011). *Principles and Practice of Structural Equation Modeling*. New York: Guilford Press.
- Kock, N., & Lynn, G. (2012). Lateral collinearity and misleading results in variance-based SEM: An illustration and recommendations. *Journal of the Association for Information Systems*, 13(7), 546-580.
- Koh, J., & Kim, Y. G. (2003). Sense of virtual community: A conceptual framework and empirical validation. *International Journal of Electronic Commerce*, 8(2), 75-93. doi: 10.1080/10864415.2003.11044295
- Kumar, J. A., Muniandy, B., & Wan Yahaya, W. A. J. (2012). The relationship between emotional intelligence and students' attitude towards computers: A study on polytechnic engineering students. *International Journal of Modern Education and Computer Science*, 4(9), 14-22.
- Kumar, V., Pozza, I. D., & Ganesh, J. (2013). Revisiting the satisfaction-loyalty relationship: empirical generalizations and directions for future research.

- Journal of Retailing*, 89(3), 246-262. doi: <http://dx.doi.org/10.1016/j.jretai.2013.02.001>
- Kuppelwieser, V. G., & Sarstedt, M. (2014). Exploring the influence of customers' time horizon perspectives on the satisfaction-loyalty link. *Journal of Business Research*, 67(12), 2620-2627. doi: <http://dx.doi.org/10.1016/j.jbusres.2014.03.021>
- Lam, S. Y., Shankar, V., Erramilli, M. K., & Murthy, B. (2004). Customer value, satisfaction, loyalty, and switching costs: An illustration from a business-to-business service context. *Journal of the Academy of Marketing Science*, 32(3), 293. doi: 10.1177/0092070304263330
- Lavine, H., Thomsen, C. J., Zanna, M. P., & Borgida, E. (1998). On the primacy of affect in the determination of attitudes and behavior: The moderating role of affective-cognitive ambivalence. *Journal of Experimental Social Psychology*, 34(4), 398-421. doi: 10.1006/jesp.1998.1357
- Lawrence, R. J. (1966). Models of consumer purchasing behaviour. *Journal of the Royal Statistical Society. Series C (Applied Statistics)*, 15(3), 216-233. doi: 10.2307/2985301
- Lee, C. L., & Huang, M. K. (2014). A nonlinear relationship between the consumer satisfaction and the continued intention to use sns services: The moderating role of switching cost. *International Journal of Electronic Business Management*, 12(2), 90-101.
- Lee, D., Moon, J., Kim, Y. J., & Yi, M. Y. (2015). Antecedents and consequences of mobile phone usability: Linking simplicity and interactivity to satisfaction, trust, and brand loyalty. *Information & Management*, 52(3), 295-304. doi: <http://dx.doi.org/10.1016/j.im.2014.12.001>
- Lee, J., Lee, J., & Feick, L. (2001). The impact of switching costs on the customer satisfaction-loyalty link: mobile phone service in France. *Journal of Services Marketing*, 15(1), 35-48. doi: 10.1108/08876040110381463
- Lee, M., & Cunningham, L. F. (2001). A cost/benefit approach to understanding service loyalty. *Journal of Services Marketing*, 15(2), 113-130. doi: 10.1108/08876040110387917
- Lee, W. O., & Wong, L. S. (2016). Determinants of mobile commerce customer loyalty in Malaysia. *Procedia - Social and Behavioral Sciences*, 224, 60-67. doi: <http://dx.doi.org/10.1016/j.sbspro.2016.05.400>
- Leonidou, L. C., Talias, M. A., & Leonidou, C. N. (2008). Exercised power as a driver of trust and commitment in cross-border industrial buyer-seller relationships. *Industrial Marketing Management*, 37(1), 92-103. doi: <http://dx.doi.org/10.1016/j.indmarman.2007.08.006>
- Li-Wei, W., & Chung-Yu, W. (2012). Satisfaction and zone of tolerance: the moderating roles of elaboration and loyalty programs. *Managing Service Quality: An International Journal*, 22(1), 38-57. doi: 10.1108/09604521211198100
- Lin, T. C., Huang, S. L., & Hsu, C. J. (2015). A dual-factor model of loyalty to IT product - The case of smartphones. *International Journal of Information Management*, 35(2), 215-228. doi: <http://dx.doi.org/10.1016/j.ijinfomgt.2015.01.001>
- Liu, C. T., Guo, Y. M., & Lee, C. H. (2011). The effects of relationship quality and switching barriers on customer loyalty. *International Journal of Information Management*, 31(1), 71-79. doi: <http://dx.doi.org/10.1016/j.ijinfomgt.2010.05.008>

- Livesey, F. (1973). Brand loyalty and the television rental market. *European Journal of Marketing*, 7(3), 218-231. doi: 10.1108/eum0000000005115
- Loewenstein, G. F., Weber, E. U., Hsee, C. K., & Welch, N. (2001). Risk as feelings. *Psychological Bulletin*, 127(2), 267-286.
- Lopes, E. L., & da Silva, M. A. (2015). The effect of justice in the history of loyalty: A study in failure recovery in the retail context. *Journal of Retailing and Consumer Services*, 24, 110-120. doi: <http://dx.doi.org/10.1016/j.jretconser.2015.03.003>
- Loureiro, S. M. C., Miranda, F. J., & Breazeale, M. (2014). Who needs delight? *Journal of Service Management*, 25(1), 101-124. doi: 10.1108/josm-06-2012-0106
- Mägi, A. W. (2003). Share of wallet in retailing: the effects of customer satisfaction, loyalty cards and shopper characteristics. *Journal of Retailing*, 79(2), 97-106. doi: [http://dx.doi.org/10.1016/S0022-4359\(03\)00008-3](http://dx.doi.org/10.1016/S0022-4359(03)00008-3)
- Malaysian Communications and Multimedia Commission. (2015). Hand phone users survey 2014. Retrieved 4th February, 2016, from <http://www.skmm.gov.my/skmmgovmy/media/General/pdf/MCMC-Hand-Phone-User19112015.pdf>
- Martínez-Lorente, A. R., Dewhurst, F., & Dale, B. G. (2008). Total quality management: origins and evolution of the term. Retrieved from: <http://repositorio.upct.es/bitstream/handle/10317/441/tqm2.pdf?sequence=1&isAllowed=y>
- Martínez, P., & Rodríguez del Bosque, I. (2013). CSR and customer loyalty: The roles of trust, customer identification with the company and satisfaction. *International Journal of Hospitality Management*, 35, 89-99. doi: <http://dx.doi.org/10.1016/j.ijhm.2013.05.009>
- Martos-Partal, M., & González-Benito, Ó. (2013). Studying motivations of store-loyal buyers across alternative measures of behavioural loyalty. *European Management Journal*, 31(4), 348-358. doi: <http://dx.doi.org/10.1016/j.emj.2013.01.010>
- Massy, W. F., Frank, R. E., & Lodahl, T. M. (1968). *Purchasing Behavior and Personal Attributes*: Philadelphia: University of Pennsylvania Press.
- Masterson, R., & Pickton, D. (2014). *Marketing: An Introduction* (3rd ed.): SAGE Publications
- Matthews, D. R., Son, J., & Watchravesringkan, K. (2014). An exploration of brand equity antecedents concerning brand loyalty: A cognitive, affective, and conative perspective. *Journal of Business & Retail Management Research*, 9(1), 26-39.
- Matzler, K., Grabner-Kräuter, S., & Bidmon, S. (2008). Risk aversion and brand loyalty: the mediating role of brand trust and brand affect. *Journal of Product & Brand Management*, 17(3), 154-162. doi: 10.1108/10610420810875070
- Matzler, K., Strobl, A., Thurner, N., & Füller, J. (2015). Switching experience, customer satisfaction, and switching costs in the ICT industry. *Journal of Service Management*, 26(1), 117-136. doi: 10.1108/josm-04-2014-0101
- Mazodier, M., & Merunka, D. (2012). Achieving brand loyalty through sponsorship: the role of fit and self-congruity. *Journal of the Academy of Marketing Science*, 40(6), 807-820.
- McAlexander, J. H., Schouten, J. W., & Koenig, H. F. (2002). Building brand community. *Journal of Marketing*, 66(1), 38-54. doi: 10.1509/jmkg.66.1.38.18451

- McCain, C. S.-L., Jang, S., & Hu, C. (2005). Service quality gap analysis toward customer loyalty: practical guidelines for casino hotels. *International Journal of Hospitality Management*, 24(3), 465-472. doi: <http://dx.doi.org/10.1016/j.ijhm.2004.09.005>
- McConnell, J. D. (1968). The development of brand loyalty: An experimental study. *Journal of marketing research*, 5(1), 13-19. doi: 10.2307/3149788
- McDonald, R. P. (1996). Path analysis with composite variables. *Multivariate Behavioral Research*, 31(2), 239-270. doi: 10.1207/s15327906mbr3102_5
- McKenna, B. (1998). Virtual community. *Online and CD-Rom Review*, 22(6), 399-402. doi: 10.1108/eb024696
- McMillan, D. W., & Chavis, D. M. (1986). Sense of community: A definition and theory. *Journal of Community Psychology*, 14(1), 6-23. doi: 10.1002/1520-6629(198601)14:1<6::aid-jcop2290140103>3.0.co;2-i
- McMullan, R. (2005). A multiple-item scale for measuring customer loyalty development. *Journal of Services Marketing*, 19(7), 470-481. doi: 10.1108/08876040510625972
- Meyer, J. P., & Herscovitch, L. (2001). Commitment in the workplace: toward a general model. *Human Resource Management Review*, 11(3), 299-326. doi: [http://dx.doi.org/10.1016/S1053-4822\(00\)00053-X](http://dx.doi.org/10.1016/S1053-4822(00)00053-X)
- Mittal, B. (2016). Retrospective: why do customers switch? The dynamics of satisfaction versus loyalty. *Journal of Services Marketing*, 30(6), 569-575. doi: 10.1108/jsm-07-2016-0277
- Moisescu, O. I. (2014). *Assessing customer loyalty: A literature review*. Paper presented at the Proceedings of the Multidisciplinary Academic Conference on Economics, Management and Marketing (MAC-EMM), Prague.
- Moreira, A. C., & Silva, P. M. (2015). The trust-commitment challenge in service quality-loyalty relationships. *International Journal of Health Care Quality Assurance*, 28(3), 253-266. doi: 10.1108/ijhcqa-02-2014-0017
- Morgan, M. S., & Dev, C. S. (1994). An empirical study of brand switching for a retail service. *Journal of Retailing*, 70(3), 267-282. doi: [http://dx.doi.org/10.1016/0022-4359\(94\)90036-1](http://dx.doi.org/10.1016/0022-4359(94)90036-1)
- Muniz, A. M., & O'Guinn, T. C. (2001). Brand community. *Journal of Consumer Research*, 27(4), 412-432.
- Ndubisi, N. O., Chan, K. W., & Ndubisi, G. C. (2007). Supplier-customer relationship management and customer loyalty. *Journal of Enterprise Information Management*, 20(2), 222-236. doi: 10.1108/17410390710725797
- Neal, W. D. (1999). Satisfaction is nice, but value drives loyalty. *Marketing Research*, 11(1), 20-23.
- Neuman, W. L. (2014). *Social Research Methods : Qualitative and Quantitative Approaches*. Harlow: Pearson.
- Ngobo, P. V. (2016). The trajectory of customer loyalty: an empirical test of Dick and Basu's loyalty framework. *Journal of the Academy of Marketing Science*, 1-22. doi: 10.1007/s11747-016-0493-6
- Niko, M. A., Askarinia, M. H., Khalafi, A. A., & Joyami, E. N. (2015). Investigating the effect of the relationship marketing tactics on customer's loyalty. *Academic Journal of Economic Studies*, 1(1), 5-21.
- Nimako, S. G., & Kumasi, W. (2012). Consumer switching behaviour: A theoretical review and research agenda *Research Journal of Social Science & Management*, 2(3), 74-82.

- Nordstrom, R. D., & Swan, J. E. (1976). Does a change in customer loyalty occur when a new car agency is sold? *Journal of marketing research*, 13(2), 173-177. doi: 10.2307/3150854
- Noyan, F., & Şimşek, G. G. (2014). The antecedents of customer loyalty. *Procedia - Social and Behavioral Sciences*, 109, 1220-1224. doi: <http://dx.doi.org/10.1016/j.sbspro.2013.12.615>
- Nunnally, J. C., & Bernstein, I. H. (1994). *Psychometric Theory*: McGraw-Hill.
- Odin, Y., Odin, N., & Valette-Florence, P. (2001). Conceptual and operational aspects of brand loyalty: an empirical investigation. *Journal of Business Research*, 53(2), 75-84. doi: [http://dx.doi.org/10.1016/S0148-2963\(99\)00076-4](http://dx.doi.org/10.1016/S0148-2963(99)00076-4)
- Oliver, R. L. (1981). Measurement and evaluation of satisfaction processes in retail settings. *Journal of Retailing*, 57(3), 25-48.
- Oliver, R. L. (1997). *Satisfaction: A Behavioral Perspective on the Consumer*: New York: McGraw-Hill.
- Oliver, R. L. (1999). Whence Consumer Loyalty? *Journal of Marketing*, 63(4), 33-44.
- Olsen, S. O. (2007). Repurchase loyalty: The role of involvement and satisfaction. *Psychology & Marketing*, 24(4), 315-341.
- Olson, J. C., & Jacoby, J. (1974). Measuring multi-brand loyalty. *Advances in Consumer Research*, 1, 447-448.
- Omar. (2012). 20 important customer experience statistics for 2012. Retrieved 23rd April, 2016, from <https://fonolo.com/blog/2012/03/customer-experience-statistics-2012/>
- Omar, N. A., Che Wel, C. A., Abd Aziz, N., & Alam, S. S. (2013). Investigating the structural relationship between loyalty programme service quality, satisfaction and loyalty for retail loyalty programmes: evidence from Malaysia. *Measuring Business Excellence*, 17(1), 33-50. doi: 10.1108/13683041311311356
- OPPO. (2016). About OPPO. Retrieved June 17, 2017, from <http://www.oppo.com/my/about-us>
- Oxford. (2017). English: Oxford living dictionaries. Retrieved March 30th, 2017, from <https://en.oxforddictionaries.com/definition/vendor>
- Pan, Y., Sheng, S., & Xie, F. T. (2012). Antecedents of customer loyalty: An empirical synthesis and reexamination. *Journal of Retailing and Consumer Services*, 19(1), 150-158. doi: <http://dx.doi.org/10.1016/j.jretconser.2011.11.004>
- Park, J. Y., & Jang, S. (2014). Why do customers switch? More satiated or less satisfied. *International Journal of Hospitality Management*, 37, 159-170. doi: <http://dx.doi.org/10.1016/j.ijhm.2013.11.007>
- Patterson, P. G. (2007). Demographic correlates of loyalty in a service context. *Journal of Services Marketing*, 21(2), 112-121. doi: 10.1108/08876040710737877
- Peat, J., & Barton, B., (2005). *Medical Statistics: a guide to data analysis and critical appraisal*. Singapore: Blackwell Publishing.
- Pérez, A., & Rodríguez del Bosque, I. (2015). An integrative framework to understand how CSR affects customer loyalty through identification, emotions and satisfaction. *Journal of Business Ethics*, 129(3), 571-584.
- Perugini, M., & Bagozzi, R. P. (2001). The role of desires and anticipated emotions in goal-directed behaviours: Broadening and deepening the theory of planned behaviour. *British Journal of Social Psychology*, 40(1), 79-98. doi: 10.1348/014466601164704
- Peterson, C., Park, N., Pole, N., D'Andrea, W., & Seligman, M. E. P. (2008). Strengths of character and posttraumatic growth. *Journal of Traumatic Stress*, 21(2), 214-217. doi: 10.1002/jts.20332

- Picón, A., Castro, I., & Roldán, J. (2014). The relationship between satisfaction and loyalty: A mediator analysis. *Journal of Business Research*, 67(5), 746-751. doi: <http://dx.doi.org/10.1016/j.jbusres.2013.11.038>
- Ping, R. A. (1993). The effects of satisfaction and structural constraints on retailer exiting, voice, loyalty, opportunism, and neglect. *Journal of Retailing*, 69(3), 320-352. doi: [http://dx.doi.org/10.1016/0022-4359\(93\)90010-G](http://dx.doi.org/10.1016/0022-4359(93)90010-G)
- Podsakoff, P. M., MacKenzie, S. B., Lee, J.-Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: A critical review of the literature and recommended remedies. *Journal of Applied Psychology*, 88(5), 879-903.
- Podsakoff, P. M., & Organ, D. W. (1986). Self-reports in organizational research: Problems and prospects. *Journal of Management*, 12(4), 531-544. doi: 10.1177/014920638601200408
- Portal, T. S. (2017). Number of smartphone users in Malaysia from 2015 to 2021 (in millions). Retrieved March 22, 2017, from <https://www.statista.com/statistics/494587/smartphone-users-in-malaysia/>
- Powell, T. C. (1995). Total quality management as competitive advantage: A review and empirical study *Strategic Management Journal*, 16(1), 15-37.
- Preacher, K. J., & Hayes, A. F. (2008). Asymptotic and resampling strategies for assessing and comparing indirect effects in multiple mediator models. *Behavior Research Methods*, 40(3), 879-891.
- Qayyum, A., Ba Khang, D., & Krairit, D. (2013). An analysis of the antecedents of loyalty and the moderating role of customer demographics in an emerging mobile phone industry. *International Journal of Emerging Markets*, 8(4), 373-391. doi: 10.1108/IJoEM-02-2011-0019
- Qiu, H., Ye, B. H., Bai, B., & Wang, W. H. (2015). Do the roles of switching barriers on customer loyalty vary for different types of hotels? *International Journal of Hospitality Management*, 46, 89-98. doi: <http://dx.doi.org/10.1016/j.ijhm.2015.01.015>
- Quoquab, F., Mohd Yasin, N., & Dardak, R. A. (2014). A qualitative inquiry of multi-brand loyalty. *Asia Pacific Journal of Marketing and Logistics*, 26(2), 250-271. doi: 10.1108/apjml-02-2013-0023
- Radwin, L. E., Washko, M., Suchy, K. A., & Tyman, K. (2005). Development and pilot testing of four desired health outcomes scales. *Oncology Nursing Forum*, 32(1), 92-96.
- Reichheld, F. F. (1993). Loyalty-based management. *Harvard Business Review*, 71(2), 64-73.
- Reichheld, F. F. (2003). The one number you need to grow. *Harvard Business Review*, 46-54.
- Reichheld, F. F., & Teal, T. (1996). *The Loyalty Effect : The Hidden Force Behind Growth, Profits, and Lasting Value*: Boston, Mass: Harvard Business School Press.
- "Research: U.S. Businesses". (2013). Retrieved 23rd April, 2016, from [http://www.smartcustomerservice.com/Articles/News-Briefs/Research-U.S.-Businesses-Lose-\\$41-Billion-Annually-Due-to-Poor-Customer-Service-93869.aspx](http://www.smartcustomerservice.com/Articles/News-Briefs/Research-U.S.-Businesses-Lose-$41-Billion-Annually-Due-to-Poor-Customer-Service-93869.aspx)
- Reynolds, F. D., Darden, W. R., & Martin, W. S. (1974). Developing an Image of the Store-Loyal Customer. *Journal of Retailing*, 50(4), 73-84.
- Roest, H., & Pieters, R. (1997). The nomological net of perceived service quality. *International Journal of Service Industry Management*, 8(4), 336-351. doi: 10.1108/09564239710174408

- Rosenberg, M. J., & Hovland, C. I. (1960). Cognitive, affective and behavioral components of attitudes. In M. J. Rosenberg, C. I. Hovland, W. J. McGuire, R. P. Abelson, & J. W. Brehm (Eds.), *Attitude Organization and Change: An Analysis of Consistency Among Attitude Components*. New Haven and London: Yale University Press.
- Rowley, J. (2005). The four Cs of customer loyalty. *Marketing Intelligence & Planning*, 23(6), 574-581. doi: 10.1108/02634500510624138
- Rowley, J., & Dawes, J. (2000). Disloyalty: a closer look at non-loyals. *The Journal of Consumer Marketing*, 17(6), 538-549.
- Ruiz Díaz, G. (2017). The influence of satisfaction on customer retention in mobile phone market. *Journal of Retailing and Consumer Services*, 36, 75-85. doi: <http://dx.doi.org/10.1016/j.jretconser.2017.01.003>
- Rusbult, C. E. (1980). Commitment and satisfaction in romantic associations: A test of the investment model. *Journal of Experimental Social Psychology*, 16(2), 172-186. doi: [http://dx.doi.org/10.1016/0022-1031\(80\)90007-4](http://dx.doi.org/10.1016/0022-1031(80)90007-4)
- Şahin, A., Zehir, C., & Kitapçı, H. (2011). The effects of brand experiences, trust and satisfaction on building brand loyalty: An empirical research on global brands. *Procedia - Social and Behavioral Sciences*, 24, 1288-1301. doi: <http://dx.doi.org/10.1016/j.sbspro.2011.09.143>
- Şahin, D. R., Çubuk, D., & Uslu, T. (2014). The effect of organizational support, transformational leadership, personnel empowerment, work engagement, performance and demographical variables on the factors of psychological capital. *Emerging Markets Journal*, 3(3), 1-17. doi: <http://dx.doi.org/10.5195/emaj.2014.49>
- Salegna, G. J., & Fazel, F. (2011). An examination of the relationships and interactions among product, brand, personal and service provider loyalty. *Journal of Consumer Satisfaction, Dissatisfaction & Complaining*, 24, 42-55.
- Sarath, P., Bonda, S., Mohanty, S., & Nayak, S. K. (2015). Mobile phone waste management and recycling: Views and trends. *Waste Management*, 46, 536-545. doi: <http://dx.doi.org/10.1016/j.wasman.2015.09.013>
- Secord, P. F. (1984). Determinism, free will and self-intervention: A psychological perspective. *New Ideas in Psychology*, 2(1), 25-33. doi: [http://dx.doi.org/10.1016/0732-118X\(84\)90030-8](http://dx.doi.org/10.1016/0732-118X(84)90030-8)
- Seiders, K., Voss, G. B., Grewal, D., & Godfrey, A. L. G. (2005). Do satisfied customers buy more? Examining moderating influences in a retailing context. *International Retail and Marketing Review*, 69(October), 26-43.
- Sekaran, U., & Bougie, R. (2010). *Research Methods for Business: A Skill Building Approach* (5th ed.): John Wiley & Sons Ltd.
- Sharifi, S. S., & Esfidani, M. R. (2014). The impacts of relationship marketing on cognitive dissonance, satisfaction, and loyalty. *International Journal of Retail & Distribution Management*, 42(6), 553-575. doi: 10.1108/ijrdm-05-2013-0109
- Sharma, N. (2003). The role of pure and quasi-moderators in services: an empirical investigation of ongoing customer-service-provider relationships. *Journal of Retailing and Consumer Services*, 10(4), 253-262. doi: [http://dx.doi.org/10.1016/S0969-6989\(02\)00020-6](http://dx.doi.org/10.1016/S0969-6989(02)00020-6)
- Sharma, N., & Patterson, P. G. (2000). Switching costs, alternative attractiveness and experience as moderators of relationship commitment in professional, consumer services. *International Journal of Service Industry Management*, 11(5), 470-490. doi: 10.1108/09564230010360182

- Shi, W., Ma, J., & Ji, C. (2015). Study of social ties as one kind of switching costs: a new typology. *Journal of Business & Industrial Marketing*, 30(5), 648-661. doi: 10.1108/jbim-04-2013-0104
- Sikka, P. (2016). A brief history of mobile device market competition. Retrieved 28th March, 2017, from <http://marketrealist.com/2016/05/look-mobile-devices-market-evolved-years/>
- Sivadas, E., & Baker-Prewitt, J. L. (2000). An examination of the relationship between service quality, customer satisfaction, and store loyalty. *International Journal of Retail & Distribution Management*, 28(2), 73-82. doi: 10.1108/09590550010315223
- Smetana, J. G., & Adler, N. E. (1980). Fishbein's value x expectancy model: An examination of some assumptions. *Personality & Social Psychology Bulletin*, 6(1), 89-96.
- So, J. T., Danaher, T., & Gupta, S. (2015). What do customers get and give in return for loyalty program membership? *Australasian Marketing Journal (AMJ)*. doi: <http://dx.doi.org/10.1016/j.ausmj.2015.02.002>
- Srinivasan, S. S., Anderson, R., & Ponnnavolu, K. (2002). Customer loyalty in e-commerce: an exploration of its antecedents and consequences. *Journal of Retailing*, 78(1), 41-50. doi: [http://dx.doi.org/10.1016/S0022-4359\(01\)00065-3](http://dx.doi.org/10.1016/S0022-4359(01)00065-3)
- Stewart, T. A. (1997, July 21). A satisfied customer isn't enough. *Fortune*, 136, 112-113.
- Steyn, P., Pitt, L., Strasheim, A., Boshoff, C., & Abratt, R. (2010). A cross-cultural study of the perceived benefits of a retailer loyalty scheme in Asia. *Journal of Retailing and Consumer Services*, 17(5), 355-373. doi: <http://dx.doi.org/10.1016/j.jretconser.2010.03.017>
- Suryati, L., & Krisna, N. L. (2015). Determinants of customer satisfaction and its implication on customer loyalty (The empirical study of automotive customer in medan). *International Journal of Applied Business and Economic Research*, 13(7), 5045-5066.
- Tan, W. K., Lee, P. W., & Hsu, C. W. (2015). Investigation of temporal dissociation and focused immersion as moderators of satisfaction-continuance intention relationship: Smartphone as an example. *Telematics and Informatics*, 32(4), 745-754. doi: <http://dx.doi.org/10.1016/j.tele.2015.03.007>
- Tangney, J. P., Baumeister, R. F., & Boone, A. L. (2004). High self-control predicts good adjustment, less pathology, better grades, and interpersonal success. *Journal of Personality*, 72(2), 271-324.
- Tariq Khan, M. (2013). Customers loyalty: Concept & definition (A review). *International Journal of Information, Business & Management*, 5(3), 168-191.
- Tarus, D. K., & Rabach, N. (2013). Determinants of customer loyalty in Kenya: does corporate image play a moderating role? *The TQM Journal*, 25(5), 473-491. doi: 10.1108/tqm-11-2012-0102
- Taylor, S. A., Hunter, G. L., & Longfellow, T. A. (2006). Testing an expanded attitude model of goal-directed behavior in a loyalty context *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 19, 18-39.
- Taylor, S. A. P., & Hunter, G. P. (2014). An exploratory investigation into the antecedents of satisfaction, brand attitude, and loyalty within the (B2B) ECRM industry *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 27, 24-42.

- Tesfom, G., & Birch, N. J. (2011). Do switching barriers in the retail banking industry influence bank customers in different age groups differently? *Journal of Services Marketing*, 25(5), 371-380. doi: 10.1108/08876041111149720
- Thakur, R. (2014). What keeps mobile banking customers loyal? *International Journal of Bank Marketing*, 32(7), 628-646. doi: 10.1108/ijbm-07-2013-0062
- Thibaut, J. W., & Kelley, H. H. (1959). *The social psychology of groups*: New York : Wiley.
- Tierney, J. (2013). Loyalty 360. Retrieved 2nd September, 2015, from <http://loyalty360.org/resources/article/u.k.-companies-lose-about-12-billion-pounds-per-year-due-to-poor-customer-s>
- Torres-Moraga, E., Vásquez-Parraga, A. Z., & Zamora-González, J. (2008). Customer satisfaction and loyalty: start with the product, culminate with the brand. *Journal of Consumer Marketing*, 25(5), 302-313. doi: 10.1108/07363760810890534
- Touzani, M., & Temessek, A. (2009). Brand loyalty: Impact of cognitive and affective variables. *Economics and Applied Informatics*(1), 227-242.
- Tranberg, H., & Hansen, F. (1986). Patterns of brand loyalty: Their determinants and their role for leading brands. *European Journal of Marketing*, 20(3/4), 81-109. doi: 10.1108/eum0000000004642
- Tsai, M. T., Cheng, N. C., & Chen, K. S. (2011). Understanding online group buying intention: the roles of sense of virtual community and technology acceptance factors. *Total Quality Management & Business Excellence*, 22(10), 1091-1104. doi: 10.1080/14783363.2011.614870
- Turner, J. J., & Wilson, K. (2006). Grocery loyalty: Tesco clubcard and its impact on loyalty. *British Food Journal*, 108(11), 958-964. doi: 10.1108/00070700610709995
- Tuu, H. H., & Olsen, S. O. (2013). Consideration set size, variety seeking and the satisfaction-repurchase loyalty relationship at a product category level. *Asia Pacific Journal of Marketing and Logistics*, 25(4), 590-613. doi: 10.1108/apjml-09-2012-0102
- Uncles, M. D., Dowling, G. R., & Hammond, K. (2003). Customer loyalty and customer loyalty programs. *Journal of Consumer Marketing*, 20(4), 294-316. doi: 10.1108/07363760310483676
- van Vliet, R. (2010). *Brand Sensitivity: A Case for Shoes*. (Master degree), Erasmus University Rotterdam
- Veloutsou, C., & McAlonan, A. (2012). Loyalty and or disloyalty to a search engine: the case of young Millennials. *Journal of Consumer Marketing*, 29(2), 125-135. doi: 10.1108/07363761211206375
- Verhoef, P. C. (2003). Understanding the effect of customer relationship management efforts on customer retention and customer share development. *Journal of Marketing*, 67(4), 30-45. doi: 10.1509/jmkg.67.4.30.18685
- Verhoef, P. C., Franses, P. H., & Hoekstra, J. C. (2002). The effect of relational constructs on customer referrals and number of services purchased from a multiservice provider: Does age of relationship matter? *Journal of the Academy of Marketing Science*, 30(3), 202. doi: 10.1177/0092070302303002
- Vinzi, V. E., Chin, W. W., Henseler, J., & Wang, H. (2010). *Handbook of Partial Least Squares: Concepts, Methods and Applications*: Springer Science & Business Media.
- VonRiesen, R. D., VonRiesen, C., & Herndon, N., Jr. (2015). A cross-cultural investigation of relationships among brand attitude, expressed commitment, and expected loyalty. In A. K. Manrai, & H. L. Meadow (Eds.), *Global*

- Perspectives in Marketing for the 21st Century* (pp. 258-266): Springer International Publishing.
- Voss, G. B., Godfrey, A., & Seiders, K. (2010). How complementarity and substitution alter the customer satisfaction-repurchase link. *Journal of Marketing*, 74(6), 111-127. doi: 10.1509/jmkg.74.6.111
- Voss, K. E., Spangenberg, E. R., & Grohmann, B. (2003). Measuring the hedonic and utilitarian dimensions of consumer attitude. *Journal of marketing research*, 40(3), 310-320. doi: 10.2307/30038861
- Vyas, V., & Raitani, S. (2014). Drivers of customers' switching behaviour in Indian banking industry. *International Journal of Bank Marketing*, 32(4), 321-342. doi: 10.1108/ijbm-04-2013-0033
- Walsh, G., Evanschitzky, H., & Wunderlich, M. (2008). Identification and analysis of moderator variables. *European Journal of Marketing*, 42(9/10), 977-1004. doi: 10.1108/03090560810891109
- Wang, C. Y., & Wu, L. W. (2012). Customer loyalty and the role of relationship length. *Managing Service Quality: An International Journal*, 22(1), 58-74. doi: 10.1108/09604521211198119
- Welbourne, J. L., Blanchard, A. L., & Boughton, M. D. (2009). *Supportive communication, sense of virtual community and health outcomes in online infertility groups*. Paper presented at the Proceedings of the fourth international conference on Communities and technologies, University Park, PA, USA.
- Westbrook, R. A., & Reilly, M. D. (1983). Value-percept disparity: An alternative to the disconfirmation of expectations theory of consumer satisfaction. In R. P. Bagozzi, A. M. Tybout, & A. Abor (Eds.), *Advances in Consumer Research* (Vol. 10): MI : Association for Consumer Research.
- Wieringa, J. E., & Verhoef, P. C. (2007). Understanding customer switching behavior in a liberalizing service market: An exploratory study. *Journal of Service Research*, 10(2), 174-186.
- Wikipedia. (2016). Ninetology. Retrieved June 17, 2017, from <https://en.wikipedia.org/wiki/Ninetology>
- Wikipedia. (2017a). OnePlus. Retrieved June 17, 2017, from <https://en.wikipedia.org/wiki/OnePlus>
- Wikipedia. (2017b). Vivo Smartphone. Retrieved June 17, 2017, from https://en.wikipedia.org/wiki/Vivo_Smartphone
- Wikipedia. (2017c). Xiaomi. Retrieved June 17, 2017, from <https://en.wikipedia.org/wiki/Xiaomi>
- Wind, Y. (1970). Industrial source loyalty. *Journal of marketing research*, VII, 450-457.
- Wong, C. (2014). Understanding mobile users, m-commerce, m-payment in Malaysia. Retrieved 4th February, 2016, from <http://www.ecommercemilo.com/2014/03/mobile-users-mcommerce-mpayment-malaysia.html>
- Wu, L. W. (2009). Satisfaction, inertia, and customer loyalty in the varying levels of the zone of tolerance and alternative attractiveness. *Journal of Services Marketing*, 25(5), 310-322. doi: 10.1108/08876041111149676
- Wu, L. W. (2011). Inertia: Spurious loyalty or action loyalty? *Asia Pacific Management Review*, 16(1), 31-50.
- Wu, X., Zhou, H., & Wu, D. (2011). Commitment, satisfaction, and customer loyalty: a theoretical explanation of the 'satisfaction trap'. *The Service Industries Journal*, 32(11), 1759-1774. doi: 10.1080/02642069.2010.550043

- Wulf, K. D., Odekerken-Schröder, G., & Iacobucci, D. (2001). Investments in consumer relationships: A cross-country and cross-industry exploration. *Journal of Marketing*, 65(4), 33-50. doi: 10.1509/jmkg.65.4.33.18386
- Yanamandram, V., & White, L. (2006). Switching barriers in business-to-business services: a qualitative study. *International Journal of Service Industry Management*, 17(2), 158-192. doi: 10.1108/09564230610656980
- Yap, B. W., Ramayah, T., & Shahidan, W. N. W. (2012). Satisfaction and trust on customer loyalty: a PLS approach. *Business Strategy Series*, 13(4), 154-167. doi: 10.1108/17515631211246221
- Yi, Y., & La, S. (2004). What influences the relationship between customer satisfaction and repurchase intention? Investigating the effects of adjusted expectations and customer loyalty. *Psychology and Marketing*, 21(5), 351-373. doi: 10.1002/mar.20009
- Yin, R. K. (2009). *Case Study Research: Design and Methods* (Vol. 5): SAGE Publication.
- Yu, Y. T., & Dean, A. (2001). The contribution of emotional satisfaction to consumer loyalty. *International Journal of Service Industry Management*, 12(3), 234-250. doi: 10.1108/09564230110393239
- Zahra, I., Xia, X., Khuram, S., Liu, H., & Amna, N. (2015). Consumer's brand trust and its link to brand loyalty. *American Journal of Business, Economics and Management*, 3(2), 34-39