

**E-COMMERCE BRANDING TOWARDS CUSTOMER LOYALTY**

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This thesis is submitted in fulfilment of the requirements for the award of Bachelor of  
Technopreneurship.

**Faculty of Technology Management of Technopreneurship  
UNIVERSITI TEKNIKAL MALAYSIA MELAKA (UTeM)**

**2024**

## DECLARATION OF ORIGINAL WORK

“I admit that this report is the result of my own, except certain explanations and passages where every of it is cited with source clearly.

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## **DEDICATION**

I would like to dedicate this research to my beloved parents who have raised me up, siblings, companion in love who always give encouragement and guidance through my journey to complete study. Besides, I would like to thank Dr Mohd Amin

Bin Mohamad who guide me all the way to complete my thesis.

## **ACKNOWLEDGEMENT**

I am grateful and would like to express my sincere gratitude to my supervisor, Dr Mohd Amin Bin Mohamad for his invaluable guidance, continuous encouragement and constant support in making this research possible. I truly appreciate her guidance from the early stage to the final level that enabled me to develop an understanding of this thoroughly. Without her advice, assistant and selfless sharing about finance knowledge, it would be much tougher to completion of thesis. I also sincerely thank her for the time spent proofreading and correcting my mistakes. I would like to send my gratitude to beloved family, for all the supports in all sense that act as my motivation to finish this final year project. Lastly, thanks to any person which contributes to my final year project directly or indirectly. I would like to acknowledge their comments and suggestions, which was crucial for the successful completion of this study.

## ABSTRACT

E-commerce businesses are facing the challenge of developing and maintaining customer loyalty in the continuously evolving electronic marketplace. The study discusses that the e-commerce businesses encounter to develop and maintain customer loyalty in the fast-paced digital industry. This study aims to fill this gap by investigating the detailed connection between e-commerce branding strategies and the concept of customer loyalty, with an emphasis on brand identity, brand image, and the general customer experience.

This study aims to investigate various aspects of e-commerce branding and customer loyalty, such as analysing brand elements and examining the relationship between branding factors and customer loyalty. The study will thoroughly examine e-commerce branding techniques and their impact on digital customer loyalty. The quantitative method used to collect the data of questionnaire survey. The research questions are on understanding the connections between brand aspects, brand awareness, brand experience, and customer loyalty in the e-commerce industry.

The study is organised into many chapters, including an introduction, literature review, research methodology, data analysis and interpretation, discussion of findings, and conclusions. This study aims to provide a significant contribution to the current understanding of e-commerce branding and consumer loyalty. It seeks to provide valuable insights that can be used by professionals in the field.

In conclusion, the findings proof that the hypothesis, which was there is a significant relationship between brand awareness and customers loyalty in e-commerce, and there is a significant relationship between brand experience and customers loyalty in e-commerce.

Keyword: E-commerce, Brand Element, Brand Awareness, Brand Experience, Customer Loyalty



## ABSTRAK

Perniagaan e-dagang menghadapi cabaran untuk membangun dan mengekalkan kesetiaan pelanggan dalam pasaran elektronik yang terus berkembang. Kajian itu membincangkan bahawa perniagaan e-dagang yang dihadapi untuk membangun dan mengekalkan kesetiaan pelanggan dalam industri ini. Kajian ini bertujuan untuk mengisi jurang ini dengan menyiasat hubungan antara strategi penjenamaan e-dagang dan konsep kesetiaan pelanggan, dengan penekanan pada identiti jenama, imej jenama, dan pengalaman pelanggan.

Kajian ini bertujuan untuk menyiasat pelbagai aspek penjenamaan e-dagang dan kesetiaan pelanggan, seperti menganalisis elemen jenama dan mengkaji hubungan antara penjenamaan dan kesetiaan pelanggan. Kajian itu mengkaji secara menyeluruh teknik penjenamaan e-dagang dan kesannya terhadap kesetiaan pelanggan digital. Kaedah kuantitatif digunakan untuk mengumpul data tinjauan soal selidik. Soalan kajian adalah tentang memahami hubungan antara aspek jenama, kesedaran jenama, pengalaman jenama dan kesetiaan pelanggan dalam industri e-dagang.

Kajian ini disusun termasuk pengenalan, tinjauan literatur, metodologi penyelidikan, analisis dan tafsiran data, perbincangan penemuan dan kesimpulan. Kajian ini bertujuan untuk memberikan sumbangan yang signifikan kepada pemahaman semasa tentang penjenamaan e-dagang dan kesetiaan pengguna. Ia bertujuan untuk memberikan pandangan berharga yang boleh digunakan oleh profesional dalam bidang tersebut.

Kesimpulannya, dapatan membuktikan bahawa hipotesis, iaitu terdapat hubungan yang signifikan antara kesedaran jenama dengan kesetiaan pelanggan dalam e-dagang, dan terdapat hubungan yang signifikan antara pengalaman jenama dengan kesetiaan pelanggan dalam e-dagang.

Kata kunci: E-dagang, Elemen Jenama, Kesedaran Jenama, Pengalaman Jenama, Kesetiaan Pelanggan

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## LIST OF ABBREVIATIONS AND SYMBOL

<b>ABBREVIATIONS</b>	<b>MEANING</b>	<b>PAGE</b>
IV	Independent Variable	15
DV	Dependent Variable	15
Ho	Null Hypothesis	15
H1,H2,H3	Alternative Hypothesis	15
BE	Brand Element	21
BA	Brand Awareness	21
BX	Brand Experience	22
CL	Customer Loyalty	22
SPSS	Statistical Package for the Social Science	24
ANOVA	Analysis of Variance	47

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# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

The rapid expansion of e-commerce has changed the way in which businesses interact with consumers by providing convenience, accessibility, and an extensive variety of products and services. As competition in the digital marketplace grows more intense, e-commerce companies face a critical challenge in establishing and sustaining consumer loyalty. Branding has traditionally been acknowledged as a powerful tool for fostering customer loyalty in physical retail business settings, but its efficacy in the environment of e-commerce remains largely unexplored.

E-commerce companies are confronted with the challenge of differentiating themselves from their competitors and developing meaningful relationships with their clientel as a direct result of the growing popularity of online purchasing. The formation of consumer views and attitudes towards a particular company is significantly influenced by branding, which includes many different aspects of a brand, such as its identity, image, and experience with the brand. The goal of a branding strategy is to develop distinctive brands that can be distinguished from those of the competitors and, as a result, lessen the amount of options available to consumers as replacements in the market (Sammuto-Bonnici, 2014).

E-commerce branding initiatives, on the other hand, face a unique set of obstacles as a result of the distinctive qualities of the digital environment, such as the lack of opportunities for direct physical connection and the plethora of available options. As a direct result of this, there is a growing demand for research that explores the impact that branding has on the level of consumer loyalty in the context of e-commerce.

## 1.2 Background of Study

E-commerce has transformed corporate operations and client relations in recent years. E-commerce enterprises must cultivate client loyalty as online purchasing becomes more popular and convenient. To attract and retain customers, brands must have a distinct digital presence. E-commerce branding tactics' ability to build client loyalty is still under investigation. E-commerce brands that build consumer loyalty are crucial for digital enterprises. In e-commerce, website design, user experience, social media interaction, personalisation, and customisation can drive customer loyalty. These characteristics affect customer perceptions, behaviours, and loyalty, but more research is needed.

According to Davis (2017), the phrase "branding" is frequently used as a catch-all to define a variety of different things, ranging from the overall marketing of a product to the development of a new name or logo. To create a brand that is successful over the long term, one must have an in-depth knowledge of the operations of the company, organisation, or person in question. Branding and consumer loyalty in brick-and-mortar retail have been thoroughly studied. They emphasise brand image, awareness and customer experience. However, the e-commerce world requires a focused consideration of online branding techniques.

This research tries to fill this gap by researching the relationship between digital e-commerce branding tactics and consumer loyalty. According to Kumar and Christodouloupoulou (2014), there are many research studies, like those mentioned previously, that look at how brands work only in competitive industrial markets. Still, there are lacking much of studies that looks at this gap between academic research and management practices and talks about it. The study examines major branding aspects and their effects on consumer loyalty to help e-commerce organisations create branding strategies that build customer loyalty. This study may advance e-commerce branding and customer loyalty research. They can help e-commerce organisation to make branding initiatives and customer loyalty strategy. In the ever-changing digital market, understanding e-commerce branding dynamics and consumer loyalty can help e-commerce enterprises succeed and survive.

### **1.3 Problem Statement**

Establishing customer loyalty to a brand in today's highly competitive e-commerce sector is one of the most critical challenges facing businesses. In the rapidly changing environment of e-commerce, there has been not much study conducted regarding the field on how branding strategies can develop customer loyalty.

According to Smilansky (2017), the study determined the crucial role of branding as a differentiator in today's competitive environment. In the field of business, commoditization refers to the process of unique brands and products competing against one another. In the beginning stages of marketing and advertising, businesses placed a primary emphasis on differentiating their offerings on the basis of the characteristics and benefits of their products. Branding has evolved into an essential component for the success of businesses, organisations, and even people. It is now intertwined with the operations of a company to such a degree that if a brand takes a hit, the firm will also face the consequences (Davis et al., 2017). On the other hand, the worth of the company can be increased through the development of a powerful brand.

Although it has been demonstrated that branding has an effect towards consumer loyalty in traditional retail business settings, there has been relatively little research on it. So, the research problem is to investigate on how e-commerce businesses may effectively use branding to build and sustain customer loyalty in the world of e-commerce.

### **1.4 Research question**

This research will focus on how branding can influence the customer loyalty in E-commerce industry. The following shows the research questions of the research:

- 1) What is the effect of brand element of e-commerce towards customers loyalty?
- 2) How brand awareness of e-commerce affects the customers loyalty?
- 3) What is the effect of brand experience of e-commerce towards customers loyalty?

## **1.5 Research Objectives**

The objectives aim to investigate various aspects of e-commerce branding and customer loyalty. These aspects include the key branding elements utilised by successful e-commerce businesses, the affect of branding on customer retention and repeat purchases, the relationship between customer satisfaction and loyalty, and practical recommendations for e-commerce businesses to enhance their branding strategies. Below shows the main objective of the research:

- 1) To determine the effect of e-commerce brand element towards customers' loyalty.
- 2) To identify the effect of e-commerce brand awareness towards customer loyalty.
- 3) To determine the effect of brand experience to e-commerce customer loyalty.

## **1.6 Scope and Limitation**

### **1.6.1 Scope of Study**

The purpose of this study, which will be called "E-commerce Branding Towards Customer Loyalty," will be to investigate the connection between e-commerce branding strategies and customer loyalty in the context of the digital marketplace. It will cover a variety of facets of e-commerce branding, including brand identification, brand image, customer experience, and their influence on consumer perceptions, behaviours, and loyalty results, among other things. E-commerce customers from a variety of demographics will be the focus of the study, with the objective of gathering a representative cross-section of consumer opinion through the collection of a broad sample. The research will be carried out utilising quantitative method, principally by means of a survey questionnaire that will be sent out to clients of e-commerce websites. The study will provide insights and recommendations to help e-commerce organisations establish effective branding strategies that boost consumer loyalty in order to increase client retention.

### **1.6.2 Limitation of Study**

In spite of the breadth and significance of the study, it is necessary to admit that there are some significant limitations. First, the conclusions of the study will be based on data from a self-reported survey, which may be prone to answer biases and inaccuracies. Secondly, the results of the study will be presented in a table format. In addition, the research will only be conducted inside the realm of e-commerce; as a result, further caution may be required before the findings are extrapolated to other fields or applied in traditional retail settings. The research will also be hampered by a lack of time and resources, both of which may have an effect on the sample size and the level of analysis performed. In conclusion, because the research is predicated on quantitative methods, it is possible that the study may not convey the richness and depth of client experiences and viewpoints that are provided by qualitative methods.

### **1.7 Significance of Study**

Implications for e-commerce business looking to increase customer loyalty in the digital marketplace. This study has important implications for e-commerce companies looking to increase customer loyalty in the digital marketplace. According to Koe and Sakir (2020), e-commerce is crucial to IR 4.0's knowledge society and cashless business environment. Not all Malaysian entrepreneurs are ready for digital business. SME entrepreneurs are slow to adopt e-commerce, and the ecosystem is still developing.. The purpose of this study is to provide a contribution to the digital business of information on the topic by investigating the relationship between e-commerce branding techniques and the loyalty of customers. The findings will provide significant insights into the key aspects of branding that have an influence on the loyalty of customers in the setting of e-commerce. This information can be used to inform the decision-making processes of firms regarding investments in branding, marketing tactics, and efforts relating to customer relationship management. In the conclusion, the findings of the study have the potential to contribute to the long-term profitability and sustainability of businesses that engage in e-commerce by assisting those organisations in the development of efficient branding strategies that build enduring consumer loyalty.

## 1.8 Structure of Research

The format for this research will be structured, and it will consist of several chapters and important components. The research structure is show in the table 1.1 as below:

Table 1.1 Structure of Research

Chapter	Description
Chapter 1	This chapter discussed the research issue, including the study's background, the problem statement, the research objectives and problems, the study's scope and limitations, and its importance.
Chapter 2	The purpose of this chapter was to identify the dependent and independent variables in order to explain and achieve the study's objectives.
Chapter 3	This chapter detailed the method implemented by the researcher during the study process.
Chapter 4	The data will be evaluated in this chapter in order to meet the study objectives set forth in Chapter 2.
Chapter 5	This chapter will provide a summary of the findings that were v obtained from this research.

## 1.9 Summary

"E-commerce Branding Towards Customer Loyalty" discusses how e-commerce business can build and maintain client loyalty in the digital marketplace. Branding is beneficial in brick-and-mortar stores, but its use in e-commerce is understudied. E-commerce branding tactics and consumer loyalty are examined through brand element, brand awareness, and brand experience.

The report illustrates how e-commerce has changed corporate operations and customer relations. E-commerce firms require a distinct digital presence to build client loyalty. E-commerce branding methods may enhance customer loyalty, but further research is needed. The problem statement emphasises the need to study how e-commerce companies may use branding to build and retain digital business

customers. The research questions and objective are discussing to investigate various factors of e-commerce branding that affect customer loyalty.

E-commerce branding, customer loyalty, and brand experience are the research objectives. The study examines e-commerce branding tactics and their effects on digital consumer loyalty, but its drawbacks include self-reported data bias, e-commerce focus, and quantitative method constraints. The study is important for e-commerce enterprises trying to build client loyalty online. The findings will help business to make branding investment and customer relationship management decisions by revealing the important branding factors that affect customer loyalty.

The research has an introduction, literature review, methodology, data analysis and interpretation, results discussion, and conclusions. The study seeks to advance e-commerce branding and customer loyalty research and offer practical advice to online retailers.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

The impact of branding on customer loyalty has been extensively studied in traditional retail environments. In the fast-changing world of e-commerce, knowing how branding techniques promote client loyalty is still understudied. According to Smilansky et al.(2017), as competitive brands were increasingly positioned similarly to each other, and differentiation became difficult again, consumers started to demand more than just great branding. Successful companies realized that high-quality service was an excellent way to add value and differentiate themselves from their competitors.

Despite these findings, e-commerce branding effectiveness mechanisms and methods need further study. E-commerce enterprises can use branding in the digital space, but they must adapt to shifting customer habits. Innovative e-commerce branding strategies that build client loyalty need further study. This study examines e-commerce branding aspects and client loyalty. Understanding digital consumer loyalty techniques can help improve e-commerce branding efforts and sustain online growth.

According to Kladou, Kavartzis, Rigopoulou and Salonika (2017), the brand elements' impact on customer behavior are all branding efforts and the investment they need are justified by the brand's ability to influence consumer behavior. Thus, brand characteristics influence behavior intentions. Addressing direct issues about the capacity of brand features to affect the desire to revisit and suggest the destination, the impact of place brand aspects on behavioural decisions was examined.



In conclusion, traditional retail research have shown the relevance of branding in customer loyalty, but e-commerce requires a concentrated analysis of branding methods. Website design, user experience, social media interaction, and personalisation enhance consumer loyalty, according to the literature. E-commerce branding efficacy requires more research into its mechanisms and methods. This study examines major branding characteristics and offers practical advice for e-commerce enterprises to improve their branding strategy and build client loyalty in the digital age.

## **2.2 E-commerce**

The term "electronic commerce" which is frequently shortened as "e-commerce" refers to a broad spectrum of commercial operations that take place online and involve the exchange of goods and services defined from Gupta (2014). Additionally, it refers to any form of business transaction in which the parties interact electronically as opposed to by physical exchanges or direct communication. contact with the body.

Electronic commerce, more commonly known as "e-commerce," refers to the practice of executing any transaction involving the transfer of ownership or rights to use goods or services through a computer-mediated network. This includes buying and selling items over the internet. Even though it is widely used, this description does not go far enough in capturing the current advances that have taken place within this innovative and game-changing corporate phenomena. According to Baker El-Ebiary, Ghassan Kanaan, Pathmanathan, Abdulmajid Alawi, Hatamleh, Aida Jusoh, Aledinat, Aseh and Bamansoor (2021), e-commerce is still seen as something of a new medium in Malaysia, where it was first established. At this point in time, the expansion of information and communication technology is having a significant impact on business companies.

F-commerce can be defined in a more comprehensive manner as the use of digital information processing and electronic communications technology in the context of commercial transactions in order to create, alter, and redefine connections for the purpose of value creation between or among companies, as well as between organizations and individuals.

## 2.3 Branding

According to Holt (2014), branding has become more difficult than ever in the social media and sharing videos era. Things did not work out as planned. Ten years ago, businesses everywhere were announcing the dawn of a brand-new era. To spread their trademarks over the Internet, they employed advertising firms and legions of programmers. The words viral, buzz, meme, stickiness, and form factor have all become common parlance in the world of branding. However, virtually little progress has been made in spite of all the fanfare.

Sammut-Bonnici et al. (2014) defined that a product, service, person, location, or organization's brand can be considered as a collection of both tangible and intangible characteristics that are intended to raise awareness, establish an identity for the entity being marketed, and build its reputation. When a high level of brand equity is generated through the use of brand distinctiveness, the price elasticity of demand drops, which in turn enables the company to raise prices while maintaining or increasing its level of profitability. The frameworks of competitive brand positioning, value chain development, and brand equity management are interdependent on one another and are the foundations around which branding strategies are constructed.

A company's brand is the representation of its aspirations and goals, in addition to being the embodiment of the company's most fundamental values according to Davis et al. (2017). The process of branding provides a backbone for the firm by assisting in the definition of the company's position in its market, including its place among its competitors, as well as a direction and goal for the organisation. After this has been determined, it will be possible to develop a brand strategy that will serve as a blueprint for the company and further define aspects such as the target audience and the brand's core values. The audience's perception of a certain brand, as well as the audience's ability to engage with that brand, is impacted not just by the products and services but also by the people who work for the organisation or business.

## 2.4 Brand Element

According to Kladou et.al (2017), a brand elements serve as identifiers for the purpose of creating an impression on others. The subprocess of impressing, which refers to the manner in which the brand left imprints in the brains of individuals, relies heavily on the brand elements as the primary instruments. It is believed in this context that the symbolic components of the brand, such as the name, the logo, and the tagline, have the ability to leave their 'marks' on the perceptions that individuals have of the branded location. These identifiers give the foundation for remembering the location and for cultivating favorable mental impressions of it.

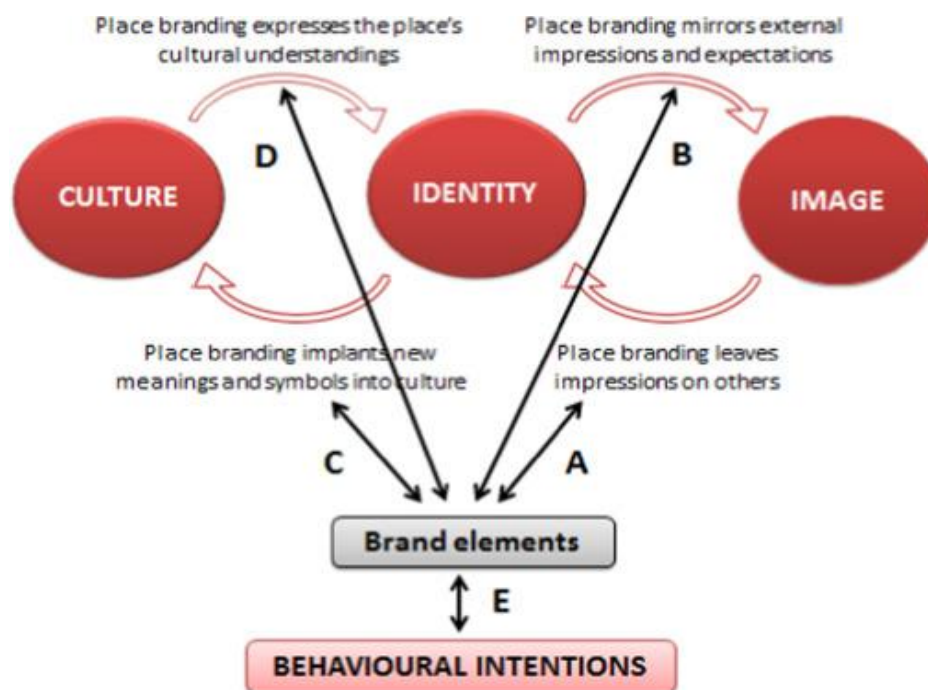


Figure 2.1: Conceptual model of brand element study developed by Kladou et.al (2017)

Based on the conceptual model of brand element study developed by Kladou et.al (2017), shows how brand elements affect the from five construct relationships, which is: firstly, brand elements as impression-makers. The brand's name, logo, and tagline might "mark" people's views of the branded place helps to recall and visualize the brand. Recall and recognition will be tested to determine brand element efficacy. Secondly, brand elements as identifiers of images of others. People are influenced by

what others think when evaluating destination brands. Next, brand elements as cultural markers. Brand elements are also meant to help reflect on how outsiders' ideas and images eventually become part of the destination's culture. It's complicated. Culture must be positive to integrate an identity proposition. The proposition's "positivity" is a good indicator of its positivity.

Additionally, brand elements as vehicles of cultural understandings. Brand elements are also designed to express and share the place's culture. All brand iconography serves this purpose, and destination brands are generally recognized for it. This study used the positioning statement to anchor the destination's culture. The place positioning statement has been used to assess brand aspects' cultural expressivity. Thus, brand aspects conveyed the destination's culture. Lastly, brand elements will affect behavior of customer loyalty. Brands' ability to influence consumer behavior justifies all branding efforts and their cost. Thus, brand characteristics influence behavior intentions. Addressing direct issues about the ability of brand features to affect the desire to revisit and suggest the destination, the impact of place brand aspects on behavioral decisions was examined.

The ability to remember and recognize the elements of the brand will be measured as part of the investigation and determination of the power of those elements (Oliveira & Panyik, 2014). Both place branding and destination branding practice have been criticised heavily for this emphasis on designing new logos and their general focus on visual design.

## **2.5 Brand Awareness**

According to Barreda, Bilgihan, Nusair and Okumus (2016), brand awareness is an important factor to take into account as the first component of brand knowledge. It is referring to the power of the brand node in memory, such as how simple it is for the customer to recall the brand. It is commonly considered to refer to an individual's ability to recognize a brand within the context of a category and under certain circumstances. In its most basic form, brand awareness refers to the level of familiarity to which people are familiar with a brand and its name, and the ease with which they can call it to mind.

Consumer brand awareness influences decision-making processes since brand renown is associated with a higher possibility of a brand being included in a set of possibilities, which has an impact on market outcome. Brand reputation increases the possibility of a brand being part of a set of possibilities, which affects consumer decision-making and market outcome (Marques, da Silva, Davcik and Faria, 2020). The gap in brand awareness literature by claiming that most brand awareness measures only refer to brand name, but other aspects are crucial to brand value. Visual identity and symbols, for instance, greatly impact brand awareness. Thus, private label brand image shift may affect brand awareness (Huang and Sarigollu, 2014).

## 2.6 Brand Experience

Iglesias, Markovic and Rialp (2019) defined the brand experience is referred to as "subjective, internal consumer responses such as sensations, feelings, and cognitions as well as behavioral responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications, and environments." In other words, brand experience refers to the sensations, feelings, and thoughts that consumers have about a certain brand. From this perspective, the brand experience is comprised of four dimensions: the sensory, the affective, the intellectual, and the behavioral. Figure 2.2 below show the framework of brand experience.

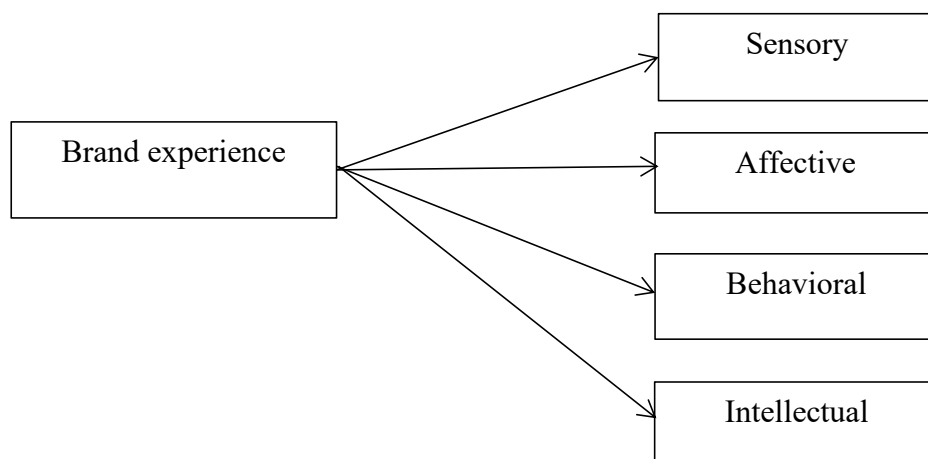


Figure 2.2: Framework of brand experience developed by Iglesias et al. (2019)

According to Morgan-Thomas and Veloutsou (2013), one of the most important characteristics that sets apart a digital business is the environment in which the customer is exposed to the brand. The environments of the internet are typically dynamic, congested market places that are rich in information and characterized by an excessive flow of information and an emphasis on technological innovation.

## 2.7 Customer Loyalty

Customer loyalty is based on recurring purchases. Repurchase behavior might be due to contentment, a lack of alternatives, convenience, or habit. Thus, this approach may discover "spurious loyalty" or "no loyalty" when a company repurchases despite a poor market image (Martínez & Rodríguez del Bosque, 2013). This study supports customer loyalty as an extension of loyalty. Thus, attitudinal loyalty is examined. Attitudinal loyalty is a good appraisal of the firm and an emotional connection between the consumer and the organization that creates real or potential loyalty.

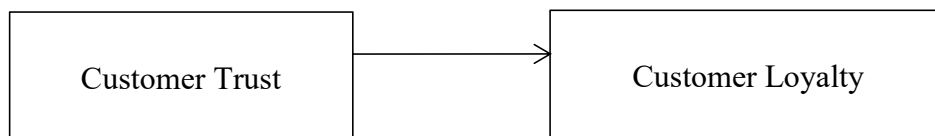


Figure 2.3: Conceptual model of customer loyalty adapted from Nguyen, Leclerc and LeBlanc (2013)

According to Nguyen et al. (2013), figure 2.3 demonstrates factors that build customer loyalty include getting the customer's trust. Although a customer who consistently buys the same brand is an example of a loyal customer, it is not possible to determine a client's level of brand loyalty just based on their purchasing patterns. This is because the choice to purchase a certain brand can be influenced by a variety of other factors, including social standards. The definition of trust describes it as the degree of reliability guaranteed by one party to another within the context of a specific exchange relationship. When discussing business, the concept of trust is typically connected to the consumer's expectations regarding the company's ability to fulfill its commitments and fulfill the promises it makes. Expertise is what we mean when we talk about competence, and when it comes to clients, it displays the

company's ability to fulfill their requests and fulfill their expectations.

The approach of enhancing a customer's loyalty is essential to the art of customer retention. The term "customer loyalty" refers to the whole ultimate result as well as the accumulated experience that customers have had with the company from the beginning (Khadka, Maharjan, Städtjänster & Trivsel, 2017).

## 2.8 Proposed Conceptual Framework

The two parameters are independent and dependent variables, respectively. The aspects brand element, brand awareness, brand experience are considered independent variables. customer loyalty is considered a dependent variable. Figure 2.4 shows the study framework.

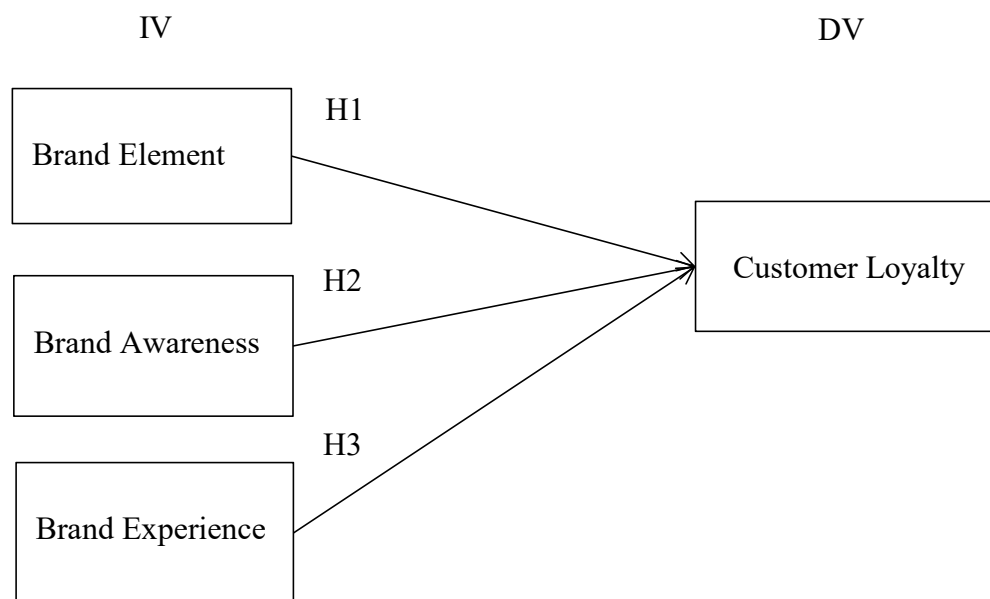


Figure 2.4 : Research Framework of Branding Factors Influencing Customer Loyalty of E commerce Business

## 2.9 Hypothesis Development

According to the factors which were derived from the theoretical framework, the following hypothesis were suggested.

### **Hypothesis 1**

H1: There is a significant relationship between brand element and customers loyalty in e commerce.

### **Hypothesis 2**

H2: There is a significant relationship between brand awareness and customers loyalty in e commerce.

### **Hypothesis 3**

H3: There is a significant relationship between brand experience and customers loyalty in e commerce.

## **2.10 Summary**

In summary, studies conducted on traditional retail settings have shown that the importance of branding in maintaining consumer loyalty. However, the characteristics that are exclusive to e-commerce call for a more in-depth investigation of branding tactics. The research that was looked through emphasizes the significance of personalization, user experience, social media involvement, and website design in the process of establishing and maintaining client loyalty. However, additional study is required in order to gain a deeper understanding of the exact mechanisms and techniques that drive the effectiveness of e-commerce branding. This study intends to contribute to the current body of knowledge by investigating the key aspects of branding and providing practical recommendations for e-commerce enterprises to improve their branding strategy and foster long-term consumer loyalty in the digital era. These recommendations will be provided in the form of a set of guidelines.



## CHAPTER 3

### RESEARCH METHODOLOGY

#### 3.1 Introduction

According to Jayanta and Priyanka (2015), methodology is a research method that converts ontological and epistemological ideas into guidelines that explain how research is to be conducted as well as rules, processes, and practises that govern research. These guidelines show how research should be conducted. There is not one approved research methodology that can be used for all research problems; rather, there are many different research methodologies. The research process as a planned sequence that consists of the following six steps:

1. Developing a statement of the research question
2. Developing a statement of the research hypothesis
3. Defining the instrument
4. Gathering the data
5. Analysing the data
6. Drawing conclusions regarding the hypothesis

The research will employ a quantitative research approach to investigate the relationship between e-commerce branding and customer loyalty, focusing solely on quantitative data collection methods. The study will evaluate e-commerce branding and consumer loyalty literature. This literature review will establish a theoretical framework and identify study variables and parameters. This study will reveal how e-commerce branding affects client loyalty. Quantitative data collecting and statistical analysis will enable systematic analysis of variables and customer loyalty outcomes. This study will advance e-commerce branding research and inform digital firms.

### 3.2 Research Design

According to Akhtar (2016), the method, approach, course of action, and structure that are utilised to carry out an investigation and arrive at results are referred to as the research design. The proposed study will employ a quantitative research approach to investigate the relationship between e-commerce branding and customer loyalty, focusing solely on quantitative data collection methods. The study will evaluate e-commerce branding and consumer loyalty literature. This literature review will establish a theoretical framework and identify study variables and parameters.

Jayanta et al.(2015) defined that A research design is the systematic and logical planning and direction of the research. The design is the consequence of applying a general scientific model to diverse research issues. In practise, however, it typically consists of a generally vague and preliminary study plan. As the study progresses and comprehension of it grows, it endures numerous modifications and changes. The research design is a comprehensive plan for collecting data in an empirical research endeavour. It is a "blueprint" for empirical research intended to answer specific research queries or test specific hypotheses, and it must outline at least three processes:

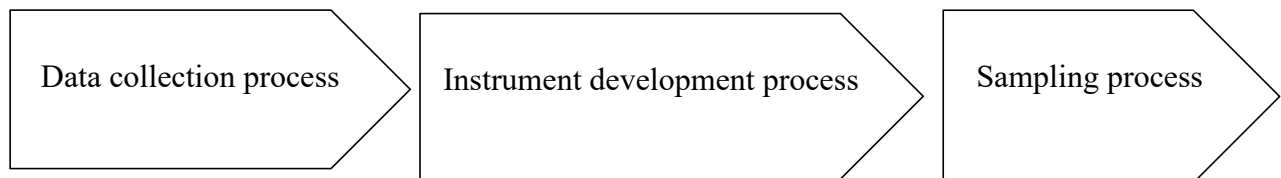


Figure 3.1: Process of research design adapted from Jayanta et al.(2015)

### 3.3 Methodology Choices

Research techniques are taught in courses such as psychology, sociology, communications and business, education, social work, consulting, and even in closely related fields that can benefit from a social science study. This review of fundamental research methodology is included in research techniques (Patten & Newhart, 2018). The methodical approach to overcoming the difficulties presented by the research is referred to as research methodology. Quantitative and qualitative research procedures are the two primary categories of research methodologies.

The researcher decided to use the quantitative approach as the methodology of choice for this particular study. The researcher devised a list of inquiries that needed to be answered by the respondents in order to acquire a deeper comprehension of the factors associated with branding that influence consumer loyalty with regard to e-commerce companies. A component of the questionnaire contained a number of questions about the respondents' demographics, the branding variables that affect consumer loyalty with the experience of utilizing an e-commerce business, and the experience itself.

### **3.4 Data Sources**

Showkat and Parveen (2017) argue that data collection is the most important part of any research design. Data assembly, entails collecting pertinent data with as little room for error as feasible to give responses that make sense and can be relied on. There are two basic categories of information gathered: primary data and secondary data.

#### **3.4.1 Primary Data**

Primary data are data that are obtained specifically for the research problem that is currently being worked on, utilizing methods that are the most appropriate fit for the research problem, according to Hox and Boeije (2005). When primary data are obtained, new data are added to the existing store of social knowledge. This happens whenever primary data are collected. This information, which was produced by other researchers and is now referred to as secondary data, is increasingly being made available to the entire research community so that it can be reused.

Primary data refers to the information that is gathered on the aspects of the study issue that are either directly by academics or indirectly under their direction and/or supervision (H. R. and Aithal, 2022). Since this kind of information is gathered either directly by the researchers who are conducting the research or under their direct supervision or direction, it should be unique, genuine, trustworthy, objective, valid, but more crucially, never before reported elsewhere.

### **3.4.2 Secondary Data**

According to Aithal et al. (2022), the term "secondary data" refers to information that has already been compiled by researchers based on prior research and/or knowledge that has already been compiled by others. When conducting research, it is necessary to collect this kind of information in order to support or verify the background and motivation for crafting the study topic. Secondary data can only provide general information about the variables of the research question, and they have previously been published by other researchers or agencies and are available to the general public. Secondary data can also only be found online. On the other hand, collecting secondary data doesn't cost very much money, it's not hard to get, and it works well for the Introduction chapter or section of a research paper or thesis.

## **3.5 Research Strategy**

A research strategy is a researcher's plan of action for responding to a research question and achieving their aims (Saunders, 2016). The research strategy is based on surveys. In essence, the survey method is used in management and business research to address questions of "what," "who," "where," "how many," and "how much." By using questionnaires, the survey approach enabled the collection of standardised data from a large population in a highly cost-effective manner.

### **3.5.1 Questionnaire Design**

According to Jayanta et al. (2015), a questionnaire is a research tool that asks respondents standardised questions. A questionnaire is a "tool" for gathering and recording information about a topic. Questions are asked on a questionnaire. It uses a self-filled form to get answers. It is a systematic collection of questions asked of a population sample. The questionnaire consists of three sections A which is demographic profile, section B is branding factors of e-commerce business and section C is customer loyalty, the respondent need to complete answering all the questions in both sections for obtaining the data for the analyse process to generate final result.

## Section A: Demographic Profile

This section of the survey contains questions regarding topics such as gender, age group, race, marital status, employment position, and income level. The researcher came to the conclusion that it would be helpful to begin the questionnaire with some fundamental questions. The most fundamental questions in the questionnaire are shown first in order to pique the attention of respondents in continuing to fill out the remainder of the form and answering more questions.

## Section B: Branding Factors of E-Commerce Business

The independent variables are included in this section which ask questions that are related to the branding factors influencing customer loyalty . The variables include brand element, brand awareness and brand experience. The respondents required to answer the questions by Likert scale which indicates the level of agreement of respondents starting from 1 to 5.

### Brand Element

No Item	Statement
BE 1	I can easily recognize e-commerce brand name.
BE 2	I can easily recognize e-commerce brand logo.
BE 3	I can recognize e-commerce brand tagline.
BE4	I can recall the positive brand image when using on e-commerce platform.

### Brand Awareness

No Item	Statement
BA 1	I can recall the image when using of e-commerce business brand.
BA 2	I can understanding the value of e-commerce brand.
BA 3	I always find out the promotion campaign in e-commerce brand.
BA 4	When I think of e-commerce brand, I think of certain advantages or benefits.

## Brand Experience

No Item	Statement
BX 1	I have a good impression on e-commerce shopping experience.
BX 2	This brand is user friendly when using it.
BX 3	I find this brand interesting in a sensory way.
BX 4	I believe the good quality of product or services purchase using e-commerce.

## Section C: Customer Loyalty of E-Commerce Business

Next, the dependent variable are display in Section C of the questionnaire is about the customer loyalty using e-commerce brand and the items in statement is adapted from Marques et al. (2020). In this section, respondents also required to answer the questions by Likert scale which indicates the level of agreement of respondents starting from 1 to 5.

## Customer Loyalty

No Item	Statement
CL 1	I consider myself to be loyal to e-commerce.
CL 2	E-commerce platform would be my first choice to purchase.
CL 3	I will not purchase purchase using e-commerce if others physical product or services are available.
CL 4	If physical store have discounts, I will not purchase using e-commerce.
CL 5	I would recommend using e-commerce to my family or friends.

### 3.5.2 Research Location

There has been more than half a century since the formation of the Federation of Malaysia in 1963. The comparatively complacent attitude of the populace has been

helped along by Malaysia's strong economic performance (Andaya, 2017).

The research will be carried out in Melaka. According to Muhamad, Amir Husaini and Amirah (2023), the state government of Melaka has enacted a number of forward-thinking economic plans as part of the Melakaku Maju Jaya 2035 (PSMJ 2035) strategic plan. These plans are designed to stimulate the local economy and raise the amount of revenue from taxes collected by the state. This shows the economy in Melaka are raising and it is suitable to become the strategic location of research due to the well development e-commerce industry that benefits from the economic plan.

### **3.5.3 Sampling Technique**

There are two primary approaches to sampling, which are known as probability sampling and non-probability sampling. Both of these methods have their advantages and disadvantages. According to Etikan and Bala (2017), the term "probability sampling" refers to another name for probability sampling. This is a method of sampling that gives every single thing in the universe an equal probability of being included in the sample. In this study, we utilize the method of probability sampling, and the approach that we apply to select a random sample is known as simple probability sampling. This is a method for choosing the sample size from the sampling population, with the stipulation that each sample has an equal and independent probability of being selected.

E-commerce users in Melaka are the focus of the survey's intended responses from the local population. Based on the demographic statistic from Department Of Statistic Malaysia Official Portal, Melaka has reached 1,015,600 population in the fourth quarter of year 2022. The data will be collected using Google Form to allow the respondent to answer the questionnaire. According to Hair (2018) suggests that a sample size of more than 100 is necessary to provide reliable estimate. However, when the sample sizes expand to around 400 or more, the technique becomes more sensitive, and any variation is recognised, leading to goodness of fit metrics suggesting a poor match. Therefore, it is recommended that the sample size should fall within the range of 100 to 400 respondents.





### **3.6.2 Pilot Test**

Pilot test is a well-defined as well as study in preparing for a larger study to evaluate research procedures, data gathering instruments, sample enrolment tactics, and other research activities (Zailinawati, 2014). The goal of carrying out the pilot test is to measure the comprehension level of the responders towards the questions provided in the questionnaire. In addition, pilot testing is also used to discover any difficulties that may bring impact to the performance of the findings. In this research, the pilot test is conducted by involving 30 respondents that used e-commerce. They are asked to answer and offer opinion to the questionnaire. Pilot test is encouraged to have a sample size of at least 30 respondents since the researcher would tough to detect numerous potential flaws if the sample size is less than 30 respondents.

### **3.6.3 Descriptive Statistics**

The purpose of descriptive statistics is to provide a meaningful description of a variable through the use of statistical analysis. The measures of tendency (mean, mode, and median) and the measures of dispersion (range, standard deviation, and variance) are used to describe the variables. The mean, mode, and median are examples of measures of tendency. Statistics that are descriptive break down enormous volumes of data into more manageable chunks. In this study, descriptive statistics are applied to the task of analyzing the demographic data of respondents as well as the independent variables, which comprise a range of economic, social, and technological aspects.

### **3.6.4 Pearson's Correlation Coefficient**

This study measures the linear relationship between two numerical variables using Pearson's correlation coefficient. This coefficient assumes linearity, two variables are related to independent and dependent, and both variables have independent causes to achieve normal distribution. Pearson's correlation coefficient is  $+1$ – $-1$ . The positive value indicates the positive correlation between two variables while the negative value indicates negative correlation between two variables. The data deviates from the best fit line more as coefficient approaches 0. Zero coefficients

indicate no association between variables. The figure below displays the Pearson's Correlation Coefficient value and its relationship.

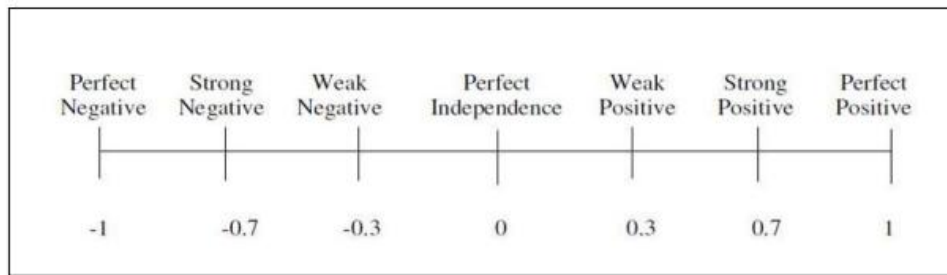


Figure 3.3: Pearson's Correlation Coefficient (Saunders et al., 2016)

### 3.6.5 Multiple Regression Analysis

A statistical method called multiple regression is used to forecast the association between a particular dependent variable and a group of independent variables by applying the analysis of variance (ANOVA) technique. An explanation of the strength of the relationship between one continuous dependent variable and two or more independent variables can be obtained through the use of multiple regression analysis. In this study, the regression analysis was performed on three independent variables, including economic, social, and technological aspects. The objective of developing a regression equation is to demonstrate how well the independent variables fit together as a whole and to investigate the relative contribution of each predictor to the overall variance. The equation for multiple regression can be written down as follows:

$$\text{Equation: } Y = a + bX_1 + cX_2 + dX_3$$

Y	Dependent variable (Consumer spending by using credit cards)
a	Constant or other influence
b	Influence of X <sub>1</sub> (Economy)
c	Influence of X <sub>2</sub> (Social)
d	Influence of X <sub>3</sub> (Technology)
X <sub>1</sub> , X <sub>2</sub> , X <sub>3</sub>	Independent variables

Table 3.3: Equation of Multiple Regression Analysis (Saunders et al., 2016)

### **3.7 Time Horizon**

The research undertaken in this study covers a defined time period, from April 7, 2023, to January 20, 2024. This temporal framework establishes a defined time span within which the study takes place. The selection of this specific duration is deliberate, as it enables a concentrated analysis of the dynamics of e-commerce branding and their impact on client loyalty in the digital realm. The research aims to capture a momentary view of the changing dynamics in the digital marketplace and the potential shifts in e-commerce branding strategies and customer behaviours that may occur within the specified timeframe. The temporal horizon provides a contextual background, allowing for a detailed comprehension of the phenomena being studied within the selected era.

### **3.8 Summary**

In this section, the researcher outlines the procedures that employed in order to evaluate both the independent variable and the dependent variable in order to achieve the objectives of the study. In addition, this chapter explores the design of the questionnaire, which, like the design of the questionnaire itself, draws from a range of sources.

## **CHAPTER 4**

### **ANALYSIS AND DISCUSSION**

#### **4.1 Introduction**

In this chapter, we will analyse the data we have collected and examine the consequences for the research inquiries implementing a questionnaire from Google Form. In this section, we analyse the patterns and findings that resulted from our study on e-commerce branding towards customer loyalty. Whether presented as statistical information or reports, the data provides significant evidence, and our responsibility is to analyse it and establish the essential correlations to understand the reasons and methods behind our findings.

This chapter discusses the findings of a study that examines the elements that impact customer loyalty with e-commerce branding. A total of 188 individuals in Malacca contributed the data for the study. The data acquired is evaluated using SPSS version 27.0, which is a statistical package for social science. The questionnaire is split into three distinct sections: Section A comprises six questions pertaining to demographic information and the gathering of respondents' personal details. Section B and C encompass a total of 17 questions that explore the branding factors that impact customers' loyalty with the experience on using e-commerce platform.

As assessing the data, the aim is to identify significant findings, correlations, and patterns. Our discussion extends from description and includes the interpretation of our findings within the conceptual framework of e-commerce branding towards customer loyalty and an analysis of how they relate to our previous knowledge.

## 4.2 Pilot Test

A pilot test is a specifically defined study conducted prior to a larger study, with the purpose of examining research procedures, data collection tools, sample enrollment tactics, and other research practices (Zailinawati et al., 2014). The objective of doing the pilot test is to evaluate the respondents' level of understanding on the questions presented in the questionnaire. Furthermore, pilot testing is employed to detect potential faults that could significantly affect the performance of the findings. The pilot test of this research included 30 respondents who uses e-commerce to provide a response and opinion in answer to the research. A pilot test is recommended to have a minimum sample size of 30 respondents, as the researcher might find it difficult to identify various potential problems if the sample size is below 30 respondents. The guidelines for Cronbach's Alpha were presented in Table 4.1 as shown below.

**Table 4.1: Guideline for Cronbach's Alpha**

<b>Range</b>	<b>Association Strength</b>
0.9	Excellent
0.8 to < 0.9	Good
0.7 to < 0.8	Acceptable
0.6 to < 0.7	Questionable
0.5 to < 0.6	Poor
< 0.5	Unacceptable

(Source: Olaniyi, 2019)

Cronbach's Alpha frequently appears as a decimal ranging from .00 to 1.0. A number of 0.00 signifies a lack of consistency in measurement, whereas a value of 1.0 implies complete and perfect consistency in measurement. The acceptable range of values falls within 0.70 to 0.90 or above, depending upon the nature of the research. A Cronbach's Alpha value of 0.70 is considered acceptable for studies that are exploratory, whereas values of 0.80 and 0.90 are considered acceptable in basic

research and applied scenarios, respectively (Olaniyi, 2019).

**Table 4.2 Reliability Statistics For Pilot Test**

<b>Case Processing Summary</b>			
		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.760	17

*(Source : Output of SPSS)*

The outcome of the pilot test was displayed in Table 4.2. The pilot test generated a Cronbach's Alpha result of 0.760, indicating that the researcher's questionnaire is reliable and acceptable since the number above 0.7. This also indicated that the majority of the participants had an excellent understanding of the questionnaire constructed by the researcher, suggesting that it is appropriate for use in a full-scale study.

### **4.3 Respondents Demographic Analysis**

Throughout all, there are 188 individuals that participated in the study and need to be investigated. Each and every study question that was collected by the execution of online surveys that were created using Google Form. Comprehensive details on the descriptive analysis is included in the table next following.

**Table 4.3 Summary of the Demographic Details of the Respondents**

<b>Demographic</b>	<b>Demographic Details</b>	<b>Frequency</b>	<b>Percentage</b>
Gender	Male	79	42%
	Female	109	58%
Age	Below 20 years	24	12.8%
	20 - 29 years	98	52.1%
	30 - 39 years	44	23.4%
	40 - 49 years	22	11.7%
	50 years and above	0	0%
Education level	SPM	2	1.1%
	STPM/A-	3	1.6%
	Level/Matrikulasi	78	41.5%
	Diploma	105	55.9%
	Degree/Master/Phd		
Occupation	Public sector	25	13.3%
	Private sector	71	37.8%
	Self-employed	24	12.8%
	Student	68	36.2%
	Retired / Homemaker	0	0%
	Unemployed	0	0%
Frequent on using the E commerce	Everyday	3	1.6%
	A few times a week	14	7.4%
	A few times a month	142	75.5%
	A few times a year	29	15.4%
	A few years once	0	0%
E-commerce platforms usually used	Carousell	70	37.2%
	Shopee	59	31.4%
	Lazada	84	44.7%
	Shein	1	0.5%
	TaoBao	45	29.9%
	TikTok Shop	66	35.1%
	Zalora	3	1.6%
	11th Street	45	23.9%

### 4.3.1 Gender

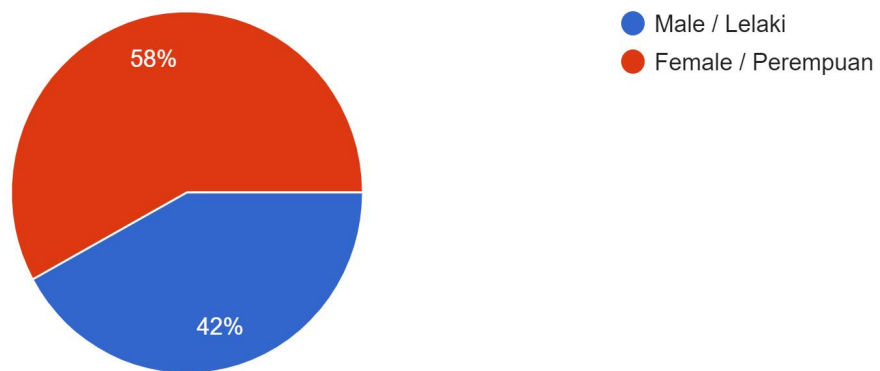
**Table 4.4 Gender**

<b>Gender / Jantina</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male / Lelaki	79	42	42.0	42.0
	Female/ Perempuan	109	58	58.0	100.0
	Total	188	100.0	100.0	

*(Source: Output of SPSS)*

Gender / Jantina

188 responses



**Figure 4.1 Gender**

The study consisted of 79 male respondents, accounting for 42% of the total, and 109 female respondents, representing 58%. The study's gender breakdown indicates a somewhat greater proportion of female respondents. Comprehending these gender proportions is crucial for evaluating the study results, as it enables prospective insights into any gender-related trends or disparities in answers. It guarantees that the study encompasses a wide range of viewpoints and may be more widely applicable.

### 4.3.2 Age

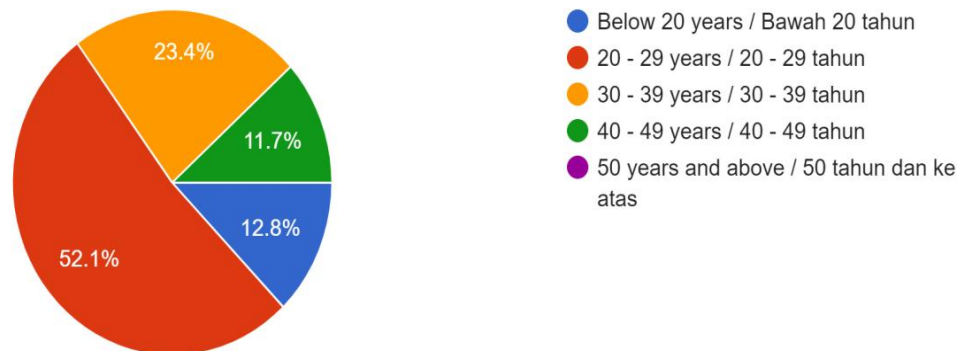
**Table 4.5 Age**



Age / Umur					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 - 29 years / 20 - 29 tahun	98	52.1	52.1	52.1
	30 - 39 years / 30 - 39 tahun	44	23.4	23.4	75.5
	40 - 49 years / 40 - 49 tahun	22	11.7	11.7	87.2
	Below 20 years / Bawah 20 tahun	24	12.8	12.8	100.0
	Total	188	100.0	100.0	

(Source: Output of SPSS)

Age / Umur  
188 responses



**Figure 4.2 Age**

The study data includes the age distribution of the respondents. A total of 98 people, accounting for 52.1% of the sample, belong to the age range of 20 to 29 years. Furthermore, a total of 44 participants, which represents 23.4% of the total, belong to the age group of 30 to 39 years. There are 22 persons in the age bracket of 40 to 49 years, which makes up 11.7% of the total. Finally, a total of 24 respondents, which accounts for 12.8% of the sample, fall into the age category below 20 years old. The sample size comprises 188 individuals, and these percentages provide a concise depiction of the age distribution among the participants.

### 4.3.3 Education level

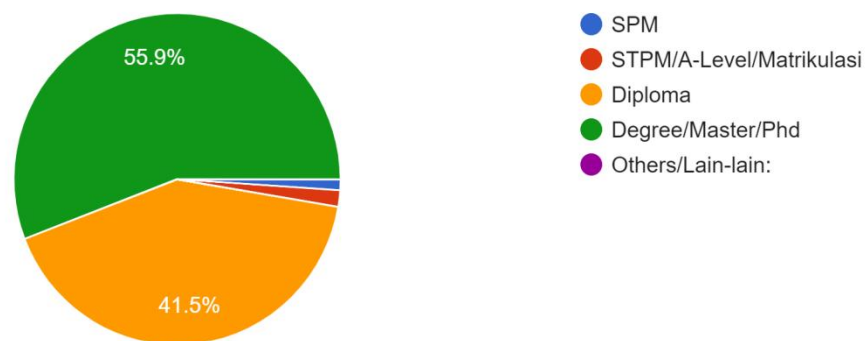
**Table 4.6 Education level**

Education level / Tahap pendidikan					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Degree/Master/Phd	105	55.9	55.9	55.9
	Diploma	78	41.5	41.5	97.3
	SPM	2	1.1	1.1	98.4
	STPM/A-Level/Matrikulasi	3	1.6	1.6	100.0
	Total	188	100.0	100.0	

*(Source: Output of SPSS)*

Education level / Tahap pendidikan

188 responses



**Figure 4.3 Education Level**

The study presents the education levels among the respondents as follows: 55.9% of the participants, which is equivalent to 105 persons, have a Degree, Master's, or Ph.D. Out of the total responds, 78 individuals or 41.5% possess a Diploma. Only a small proportion, namely 2 persons or 1.1%, said that they have an SPM certification. In addition, 3 respondents, or 1.6% of the total, reported having STPM/A-Level/Matrikulasi qualifications. The study included a total of 188 individuals, and these percentages provide useful insights into the varied educational backgrounds of

the sample and allows researchers to investigate possible connections between levels of education, leading to a more thorough knowledge of the study's conclusions.

#### 4.3.4 Occupation

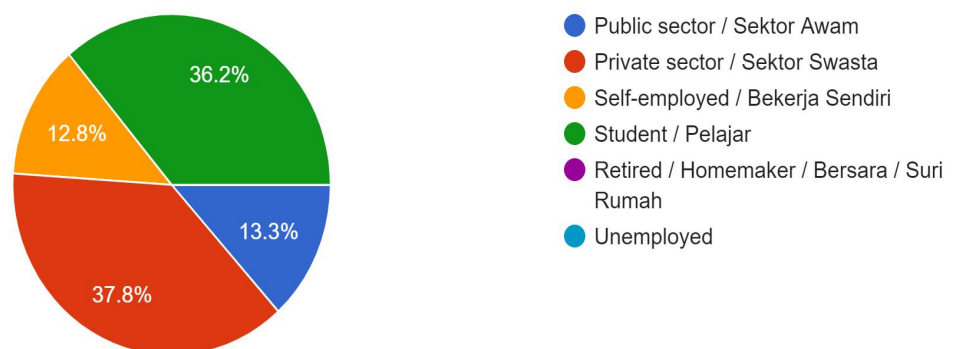
**Table 4.7 Occupation**

Which of the following best describe your current occupation?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Private sector / Sektor Swasta	71	37.8	37.8	37.8
	Public sector / Sektor Awam	25	13.3	13.3	51.1
	Self-employed / Bekerja Sendiri	24	12.8	12.8	63.8
	Student / Pelajar	68	36.2	36.2	100.0
	Total	188	100.0	100.0	

*(Source: Output of SPSS)*

Which of the following best describe your current occupation? Yang mana daripada yang berikut paling menggambarkan kerjaya anda sekarang?

188 responses



**Figure 4.4 Occupation**

The study outlines the breakdown of respondents' current occupational position as shown in the table above. Out of the participants, 71 persons, which accounts for

37.8% of the total, are working in the private sector. In addition, 25 respondents, accounting for 13.3% of the total, are engaged in the public sector. 24 persons, or 12.8% of the total, claimed being self-employed. Furthermore, a significant proportion of the sample, namely 68 individuals or 36.2%, self-identified as students. The sample size comprises 188 individuals, and these percentages provide useful insights into the varied employment backgrounds of the participants.

#### 4.3.5 Frequency on using E-commerce

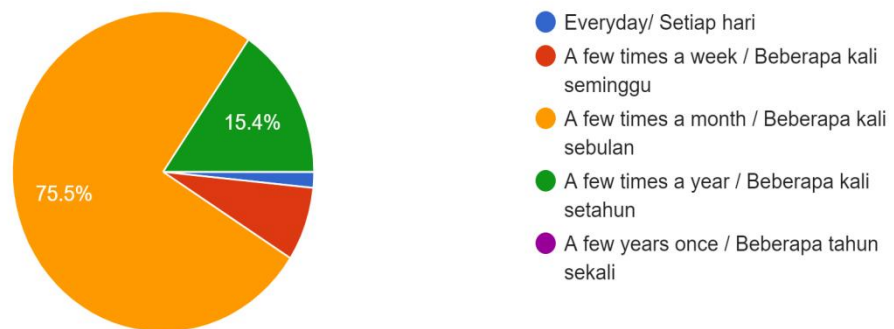
**Table 4.8 Frequency on using E commerce**

Frequency on using E-commerce					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A few times a month / Beberapa kali sebulan	142	75.5	75.5	75.5
	A few times a week / Beberapa kali seminggu	14	7.4	7.4	83.0
	A few times a year / Beberapa kali setahun	29	15.4	15.4	98.4
	Everyday/ Setiap hari	3	1.6	1.6	100.0
	Total	188	100.0	100.0	

*(Source: Output of SPSS)*

How frequent have you using the E commerce? / Berapa kerap anda menggunakan menggunakan E-perdagangan?

188 responses



**Figure 4.5 Frequency on using E commerce**

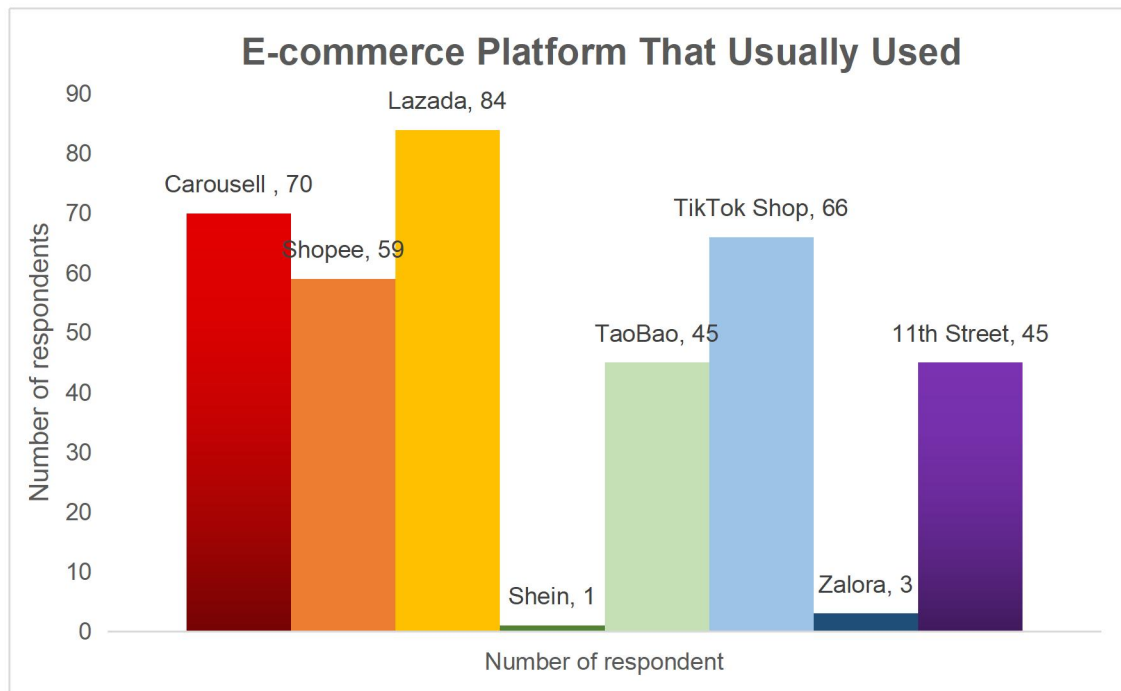
The frequency of E-commerce use among the study participants is as follows: 75.5% of the participants, which is equivalent to 142 persons, reported utilising E-commerce a few times a month. Out of the total number of responses, 14 individuals or 7.4% reported use E-commerce on a few times each week. In addition, a total of 29 people, or 15.4% of the sample, reported utilising E-commerce a few times each year. Only a small fraction of participants, namely 3 persons or 1.6%, said that they use E-commerce on a daily basis. The whole sample size consists of 188 individuals, and these percentages provide valuable insights on the diverse frequency of E-commerce activity among the participants.

#### 4.3.6 E-commerce platform that always used

**Table 4.9 E-commerce platform that always used**

<b>E commerce platform that usually used</b>				
		Frequency	Percent	Valid Percent
Valid	Carousell	70	37.2	37.2
	Shopee	59	31.4	31.4
	Lazada	84	44.7	44.7
	Shein	1	0.5	0.5
	TaoBao	45	29.9	29.9
	TikTok Shop	66	35.1	35.1
	Zalora	3	1.6	1.6
	11th Street	45	23	23

Above displays the table which the e-commerce platform that always used by the respondents and with its frequency, percent and valid percent. In questionnaire that distributed, this question can be answered with multichoice by repondents. While below shows the figure that the graph of total number of e-commerce platform user that used frequently.



**Figure 4.6 E-commerce platform that respondent usually used**

When examining the respondents' preferences for E-commerce platforms, a clear ranking becomes apparent when evaluating the frequency of use in decreasing order. Lazada is leading the way in the digital shopping industry, with 84 respondents showing the greatest preference for it. Carousell and TikTok Shop have significant positions in the online retail industry, with 70 and 66 respondents, respectively, indicating their large presence. Shopee and TaoBao, with 59 and 45 replies respectively, exemplify the wide range of options available in this fiercely competitive sector. The equal use frequency of 11th Street and TaoBao, each with 45 participants, highlights the detailed choices made by customers. Zalora, with a total of 3 respondents, has a unique position, whilst Shein, with just 1 responder, highlights the different levels of platform popularity.

#### **4.4 Descriptive Analysis**

Descriptive analysis is a statistical technique used to briefly and precisely outline and clarify the key features of a dataset. The main objective of descriptive analysis is to provide a concise summary of the basic elements of the data, assisting researchers and analysts in comprehending and interpreting the information more effectively.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
BE	188	8.00	20.00	16.5479	1.88233
BA	188	10.00	20.00	16.6543	1.70643
BX	188	10.00	20.00	17.1915	1.72603
CL	188	15.00	25.00	20.5000	1.62698
Valid N (listwise)	188				

**Table 4.10 Descriptive Statistics**

*(Source: Output of SPSS)*

The descriptive statistics provide a concise overview of the fundamental attributes of four variables: BE (Brand Element), BA (Brand Awareness), BX (Brand Experience), and CL (Customer Loyalty). The lowest score for the Bachelor of Engineering (BE) programme is 8.00, while the highest score is 20.00. The average score, also known as the mean, is 16.5479, with a standard deviation of 1.88233. BA varies between 10.00 and 20.00, with an average of 16.6543 and a standard deviation of 1.70643. The dataset BX has a range of values between 10.00 and 20.00. The mean of this dataset is 17.1915, and the standard deviation is 1.72603. CL has a minimum score of 15.00, a maximum score of 25.00, a mean score of 20.5000, and a standard deviation of 1.62698. The data presented include information on the average, spread, and general pattern of scores for each variable, based on a sample of 188 instances. These statistics serve as a basis for doing additional research. The valid N (listwise) denotes that all 188 examples were included in the computation of these descriptive statistics.

Likert scales are a series of questions with equal numbers of positive and negative comments about an attitude object provided to a group of individuals. Respondents were asked to rate their agreement or disagreement with each statement. Respondents are given a choice of responses: strongly agree, agreed, neutral, disagree, or strongly disagree (Olaniyi et al., 2019). In the section below shows the respondents using likert scale with favourable views obtain higher scores, while those with unfavourable views receive lower scores.

#### 4.4.1 Independent Variable: Brand Element (BE)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
1. I can easily recognize e-commerce brand name and brand logo.	188	1	5	4.20	.789
2. I can recognize e-commerce brand tagline.	188	1	5	3.94	.946
3. I can recall the positive brand image when using on e-commerce platform.	188	2	5	4.52	.633
4. I find the brand are interesting and including creative content in the e-commerce platform.	188	3	5	3.89	.418
Valid N (listwise)	188				

**Table 4.11 Descriptive Statistics**

*(Source: Output of SPSS)*

The descriptive statistics shown above provide valuable insights into the participants' impressions of e-commerce businesses. The respondents, on average, present a strong ability in identifying e-commerce company names and logos, as shown by a mean score of 4.20 with a standard deviation of 0.789. In addition, the participants demonstrate a moderate level of proficiency in identifying e-commerce brand taglines, as shown by a mean score of 3.94 and a somewhat larger standard deviation of 0.946. In addition, survey participants demonstrate a high capacity to remember favourable brand representations when using online shopping platforms, as shown by an average rating of 4.52 and a very small standard deviation of 0.633. Participants found e-commerce businesses fascinating and like the addition of creative material. The mean score of 3.89 indicates a moderate degree of agreement, with a low standard deviation of 0.418 suggesting consistent replies.



#### 4.4.2 Independent Variable: Brand Awareness (BA)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
1. I can understanding the value of e-commerce that benefits to customer .	188	2	5	4.02	.874
2. I always find out the promotion campaign in e-commerce.	188	2	5	4.78	.623
3. I participate the promotion campaign in e-commerce atively.	188	2	5	3.16	.556
4. When I think of e-commerce, I think of certain advantages or benefits.	188	2	5	4.70	.546
Valid N (listwise)	188				

**Table 4.12 Descriptive Statistics Brand Awareness (BA)**

*(Source: Output of SPSS)*

The table shown above provide valuable information about 188 participants' views and actions towards e-commerce. The respondents, on average, had a favourable perception of the benefits that e-commerce provides to consumers, as shown by a mean score of 4.02. There is a moderate amount of variation in their responses, with a standard deviation of 0.874. In addition, participants demonstrate a proactive approach by actively pursuing and interacting with promotional activities in the field of e-commerce. This is evident from the high average scores of 4.78 and 3.16, respectively, with very little variation in replies (standard deviation = 0.623 and 0.556). Furthermore, when considering e-commerce, survey participants mostly link it to distinct advantages or benefits, as shown by an average score of 4.70 and a small standard deviation of 0.546.

#### 4.4.3 Independent Variable: Brand Experience (BX)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
1. I have a good impression on previous e-commerce shopping experience.	188	2	5	4.46	.790
2. The e-commerce platform is user friendly when using it to purchase item.	188	2	5	4.32	.607
3. I find the brand function effectively on purchasing goods or services. (Example: Process of searching and selecting items, adding to cart, payment, after sales services, etc.)	188	2	5	4.45	.597
4. I believe the good quality of product or services purchase using e-commerce.	188	2	5	3.96	.790
Valid N (listwise)	188				

**Table 4.13 Descriptive Statistics Brand Experience (BX)**

*(Source: Output of SPSS)*

The descriptive statistics above reveal the participants' thoughts about their experiences with e-commerce. The respondents generally had a favourable perception of their past e-commerce buying experiences, as shown by an average score of 4.46 and a standard deviation of 0.790, which suggests some variation in the replies. In addition, participants consider the e-commerce site to be very easy to use when buying things, as shown by an average score of 4.32 and a comparatively small standard deviation of 0.607. The brand's efficacy in many purchase operations, including as searching, picking goods, cart management, payment, and after-sales

services, is well recognised, with an average score of 4.45 and a small standard deviation of 0.597, indicating consistent replies. In addition, survey participants demonstrate a high level of trust in the excellence of goods or services obtained with e-commerce, as seen by a mean score of 3.96 and a standard deviation of 0.790, showing a certain degree of variation in views.

#### 4.4.4 Dependent Variable: Customers Loyalty (CL)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
1. I consider myself to be loyal to use a same e-commerce brand purchasing goods.	188	2	5	4.19	.778
2. E-commerce platform would be my first choice to purchase.	188	1	5	3.94	.841
3. I will not purchase purchase using e-commerce if others physical product or services are available.	188	1	5	4.10	.690
4. If the physical store have discounts, I will not purchase using e-commerce.	188	3	5	4.20	.653
5. I would recommend using e-commerce to my family or friends.	188	3	5	4.07	.746
Valid N (listwise)	188				

**Table 4.14 Descriptive Statistics Customers Loyalty (CL)**

*(Source: Output of SPSS)*

The descriptive statistics shown above provide valuable insights into the views and loyalties of participants when it comes to choosing e-commerce for buying things. The respondents, on average, exhibit a degree of loyalty to a particular e-commerce

company, with a mean score of 4.19 and a standard deviation of 0.778, suggesting that there is some variation in the levels of loyalty. Although the e-commerce platform is usually favoured for purchase (mean = 3.94, SD = 0.841), participants show a significant preference for choosing alternative physical items or services if they are accessible (mean = 4.10, SD = 0.690). Discounts offered at brick-and-mortar businesses do not have significant effects on the adoption of online shopping, as shown by an average score of 4.20 with a standard deviation of 0.653. In addition, the participants show a high probability of suggesting e-commerce to their family or friends, as shown by an average score of 4.07 and a standard deviation of 0.746.

#### 4.5 Reliability Analysis

The reliability test included the assessment of questionnaire consistency, observation, testing, and any other measuring approach. The analysis should be free from any bias that may sway respondents towards choosing a certain answer. The reliability test instrument is capable of use. Cronbach's Alpha is a statistical measure used to assess the internal consistency or reliability of a scale or test. If the instrument has a high degree of dependability, the Cronbach's Alpha value should be reported as follows:

- If Cronbach's Alpha > 0.90 = Very High Reliability
- If Cronbach's Alpha 0.70 to 0.90 = High Reliability
- If Cronbach's Alpha 0.50 to 0.70 = Reliability is Quite High
- If Cronbach's Alpha < 0.50 = Low Reliability

<b>Case Processing Summary</b>			
		N	%
Cases	Valid	188	100.0
	Excluded <sup>a</sup>	0	.0
	Total	188	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.729	17

**Table 4.15 Reliability Analysis**

*(Source: Output of SPSS)*

Cronbach's Alpha is used to evaluate the internal consistency or reliability of the scale in the reliability study. The computed Cronbach's Alpha in this context is 0.729, indicating a relatively good degree of internal consistency across the 17 items and 188 sample of cases analysed. The Cronbach's Alpha coefficient is a numerical measure that varies between 0 and 1, where higher values signify a better level of dependability. The coefficient of 0.729 in this situation suggests a moderately reliable scale, indicating confidence in the consistency of the answers across the tested items.

#### 4.5.1 Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	703.617 <sup>a</sup>	100	.000
Likelihood Ratio	408.338	100	.000
Linear-by-Linear Association	44.440	1	.000
N of Valid Cases	188		
a. 110 cells (90.9%) have expected count less than 5. The minimum expected count is .01.			

**Table 4.16 Chi-Square Tests**

*(Source: Output of SPSS)*

From the table above, the Chi-Square value is 703.617 with 100 degrees of freedom, and the associated p-value was highly significant at 0.000. Similarly, the

Likelihood Ratio Chi-Square produced a statistic of 408.338 with 100 degrees of freedom and a significant p-value of 0.000. Additionally, the Linear-by-Linear Association test resulted in a statistic of 44.440 with 1 degree of freedom and a significant p-value of 0.000. These findings indicate a strong association among the categorical variables. Notably, 110 cells (90.9%) had expected counts less than 5, with the minimum expected count reaching 0.01. Despite this, the overall Chi-Square Tests suggest a robust association among the categorical variables, necessitating further investigation.

#### 4.6 Pearson's Correlation Analysis

Using Pearson Correlation Coefficient analysis is used to measure the link between the independent and dependent variables as well as the strength of the relationship. Table below displays the magnitude of the correlation coefficient (Saunders et al., 2016).

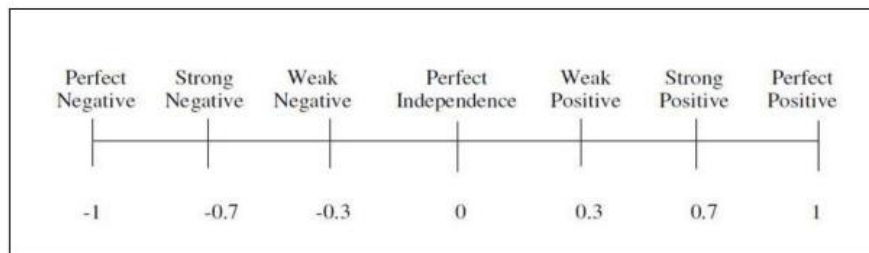


Figure 4.7: Pearson's Correlation Coefficient (Saunders et al., 2016)

The table below provides descriptive statistics for four variables: BE, BA, BX, and CL. The mean (average) values indicate the central tendency of each variable. The number of cases (N) for each variable is 188, indicating the total number of observations or instances considered in the analysis.

Descriptive Statistics			
	Mean	Std. Deviation	N
BE	16.5479	1.88233	188
BA	16.6543	1.70643	188
BX	17.1915	1.72603	188
CL	20.5000	1.62698	188

		<b>Correlations</b>			
		BE	BA	BX	CL
BE	Pearson Correlation	1	.377**	.343**	.413**
	Sig. (2-tailed)		.000	.000	.000
	N	188	188	188	188
BA	Pearson Correlation	.377**	1	.268**	.692**
	Sig. (2-tailed)	.000		.000	.000
	N	188	188	188	188
BX	Pearson Correlation	.343**	.268**	1	.487**
	Sig. (2-tailed)	.000	.000		.000
	N	188	188	188	188
CL	Pearson Correlation	.413**	.692**	.487**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	188	188	188	188

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

**Table 4.17 Pearson's Correlation Analysis**

*(Source: Output of SPSS)*

For instance, the mean of BE is 16.5479, BA is 16.6543, BX is 17.1915, and CL is 20.5000. These values give a sense of the typical magnitude of each variable within the dataset. The standard deviation (Std. Deviation) measures the amount of variability or dispersion in the data. A higher standard deviation indicates greater variability. In this dataset, BE has a standard deviation of 1.88233, BA has 1.70643, BX has 1.72603, and CL has 1.62698. These values provide insights into the spread of the data points around the mean for each variable.

In summary, the table offers a snapshot of the central tendency, variability, and sample size for the variables BE, BA, BX, and CL, providing essential information for a preliminary understanding of the dataset.

The correlation matrix presents the Pearson correlation coefficients for four variables: BE, BA, BX, and CL. Each coefficient measures the strength and direction

of the linear relationship between the corresponding pairs of variables.

For BE, the correlation with itself is 1, as expected. The correlation between BE and BA is 0.377, indicating a moderate positive linear relationship. BE and BX exhibit a correlation of 0.343, suggesting a moderate positive linear relationship. The correlation between BE and CL is 0.413, indicating a moderate positive linear relationship. BA's correlation with itself is 1. The correlation between BA and BX is 0.268, suggesting a weak positive linear relationship. The correlation between BA and CL is 0.692, indicating a strong positive linear relationship. For BX, the correlation between BX and itself is 1. The correlation between BX and CL is 0.487, indicating a moderate positive linear relationship. The correlation between CL and itself is 1. In all cases, these correlations are statistically significant at the 0.01 level (2-tailed), underscoring the reliability of the observed relationships between variables.

#### 4.7 Multilinear Regression

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.765 <sup>a</sup>	.585	.578	1.05723
a. Predictors: (Constant), BX, BA, BE				

**Table 4.18 Model Summary**

*(Source: Output SPSS Output)*

The table provides statistics to assess the performance of the multilinear regression model. In this specific instance, the model includes three independent variables: BX, BA, and BE. The table reports the multiple correlation coefficient (R), which is 0.765. The R-squared value, representing the proportion of variance in the dependent variable explained by the predictors is 0.585, as indicate that 58.5% of total variation in constomer loyaltyon e-commerce platforms can be explained by the independent variables. The adjusted R-squared, accounting for the number of predictors and sample size, is 0.578. The value of R Square is greater than 0.5 which is considered a good value because there is less variance towards consumer spending



as the independent variables in regression model. However, there is 41.5% remain unexplained in the variation. Hence, there are other significant reasons that affecting customer loyaltyon using e-commerce not included for this research.

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	289.336	3	96.445	86.286	.000 <sup>b</sup>
	Residual	205.664	184	1.118		
	Total	495.000	187			
a. Dependent Variable: CL						
b. Predictors: (Constant), BX, BA, BE						

**Table 4.19 Anova**

*(Source: Output SPSS Output)*

The analysis of variance (ANOVA) assesses the significance of the overall regression model by partitioning the total variability in the dependent variable (CL) into the variability explained by the regression model and the unexplained residual variability. In this ANOVA table, the "Regression" section represents the explained sum of squares, which is 289.336. The degrees of freedom (df) for regression are 3, and the mean square, obtained by dividing the sum of squares by its corresponding df, is 96.445. Based on the table, the significance value, p-value is 0.000 which is less than the alpha value, 0.05 is statistically significant. The F-value is 86.286, and its associated p-value (Sig.) is statistically significant at the 0.05 level ( $p < 0.05$ ), indicating that the overall regression model is significant.

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.137	1.000		5.138	.000
	BE	.079	.046	.092	1.724	.086
	BA	.550	.050	.577	11.103	.000
	BX	.284	.048	.302	5.885	.000
a. Dependent Variable: CL						

**Table 4.20 Coefficients**

*(Source: Output SPSS Output)*

The "Coefficients" table provides information about the contribution of each predictor variable (BE, BA, BX) and the constant term to the dependent variable (CL). The "Constant" represents the intercept of the regression equation, and its unstandardized coefficient is 5.137 with a standard error of 1.000. The t-statistic is 5.138, and the associated p-value is highly significant at 0.05 level ( $p < 0.05$ ), indicating that the intercept is significantly different from zero.

For the predictor variables, the unstandardized coefficients represent the change in the dependent variable for a one-unit change in the predictor, holding other predictors constant. The unstandardized coefficient for BE is 0.079 with a standard error of 0.046. Although the t-statistic (1.724) is not statistically significant at the conventional 0.05 level ( $p = 0.086$ ), it suggests a marginal effect of BE on the dependent variable. The unstandardized coefficient for BA is 0.550 with a standard error of 0.050, and the associated t-statistic (11.103) is highly significant ( $p < 0.05$ ), indicating a strong positive relationship between BA and CL. Similarly, for BX, the unstandardized coefficient is 0.284 with a standard error of 0.048, and the t-statistic (5.885) is highly significant ( $p < 0.05$ ), suggesting a significant positive impact of BX on CL. Overall, this table provides insights into the strength and significance of each predictor in the regression model for predicting the dependent variable CL.

Referring to table that showed above, there is a positive relationship between brand element, brand awareness and brand experience towards customers' loyalty on e-commerce platform. The equation of multiple regressions is formed and shown as below:

**Equation :**

$$y = a + b_1x_1 + b_2x_2 + b_3x_3$$

$$y = 5.317 + 0.079x_1 + 0.550x_2 + 0.284x_3$$

$$y = \mathbf{5.317 + 0.079 + 1.1 + 0.852}$$

Where

y = Value of customers' loyalty on e-commerce platform

a = constant

b<sub>1</sub>, b<sub>2</sub>, b<sub>3</sub> = Coefficient value

x1 = Brand element  
x2 = Brand awareness  
x3 = Brand experience

To determine the strongest relationship between which independent variable with dependent variable, the researcher compare the standardize beta value obtained in table 4.19. From the table, it showed that the beta value of brand awareness is 0.550 has the strongest relationship with the customer loyalty. Then, it is followed by brand experience with the beta value 0.284 and brand element with the beta value of 0.079. This is the higher the beta value to 1 or -1 indicated the stronger influence of carrying the independent variable to the independent variable. Thus, brand awareness is the most significant factor that influenced customer loyalty using e-commerce.

#### **4.8 Hypothesis Testing**

Hypothesis testing enable researcher to come into conclusion about population by examining samples from the population according to Yanai and Lercher (2020). The hypothesis is chosen between alternative hypothesis and null hypothesis. Where: H<sub>0</sub> is null hypothesis, H<sub>1</sub> is alternative hypothesis. If the significance value is less than 0.05, the null hypothesis will be rejected, and alternative hypothesis will be accepted. If such, the researcher can conclude that there is no homogeneity between the independent variables and dependent variable.

##### **Hypothesis 1: Brand Element (BE)**

H<sub>0</sub> : There is no significant relationship between brand element and customers loyalty in e-commerce.

H<sub>1</sub>: There is a significant relationship between brand element and customers loyalty in e-commerce.

From the table above brand element has significant value of 0.086. As the significant value is higher than 0.05, it represented that not that strongly important to customers' loyalty towards the brand element factors. Hence, the hypothesis H<sub>0</sub> is accepted because the value is higher than 0.05.

### **Hypothesis 2: Brand Awareness (BA)**

Ho : There is no significant relationship between brand awareness and customers loyalty in e-commerce.

H1: There is a significant relationship between brand awareness and customers loyalty in e-commerce.

From the table above the significant value of brand awareness is 0.000. Brand awareness has a significant relationship between brand awareness and customers loyalty in e-commerce since the significant value is less than 0.05. Thus the hypothesis H2 is accepted. Customers are loyal with the brand awareness created by e-commerce platform.

### **Hypothesis 3: Brand Experience (BX)**

Ho : There is no significant relationship between brand experience and customers loyalty in e-commerce.

H1: There is a significant relationship between brand experience and customers loyalty in e-commerce.

As the table above shown the significant value of brand experience is 0.000. Brand awareness has a significant relationship between brand experience and customers loyalty in e-commerce since the significant value is less than 0.05. Thus the hypothesis H2 is accepted. Customers loyalty is well developed with the brand experience of respondents when they are using e-commerce platform.

The null hypothesis (H0) posits that there is no significant relationship between the combined effect of the independent variables (Brand Experience, Brand Awareness, Brand Experience) and the dependent variable (Customer Loyalty). In contrast, the alternative hypothesis (H1) suggests that there is a significant relationship. The observed overall significance of the model ( $F(3, 184) = 86.286, p < 0.001$ ) leads to the rejection of the null hypothesis, supporting the notion that at least one of the independent variables significantly contributes to predicting Customer Loyalty.

## 4.9 Summary

The reliability test in the study aimed to ensure the consistency and dependability of the questionnaire used for data collection. Cronbach's Alpha, a statistical measure of internal consistency, was employed, and the computed value of 0.729 suggests a moderately reliable scale. Following the established criteria, this falls within the range indicating "High Reliability," affirming the consistency of responses across the 17 items and 188 cases.

Multilinear Regression was employed to predict customer loyalty (CL) based on brand elements (BE), brand awareness (BA), and brand experience (BX). The model showed statistical significance ( $F(3, 184) = 86.286, p < 0.001$ ), indicating that at least one of the independent variables significantly contributes to predicting customer loyalty. The R-squared value of 0.585 suggests that 58.5% of the variance in customer loyalty can be explained by the model. ANOVA further supported the overall significance of the regression model. The "Regression" component explained a significant portion of the variance in customer loyalty, with predictors (BX, BA, BE) contributing substantially. Brand awareness (BA) and brand experience (BX) showed strong positive relationships with customer loyalty, as evidenced by their highly significant coefficients. Brand elements (BE) displayed a marginal effect, as reflected in its non-significant p-value.

In conclusion, the study found that brand awareness and brand experience significantly contribute to customer loyalty in the context of e-commerce. While brand elements showed a marginal impact, the overall model is meaningful in explaining customer loyalty variations. The findings provide valuable insights for e-commerce platforms to enhance customer loyalty through strategic emphasis on brand awareness and brand experience.

## **CHAPTER 5**

### **RECOMMENDATION AND ANALYSIS**

#### **5.1 Introduction**

To conclude, the introduction serves as an entry point to the challenging world of e-commerce branding and its interaction with client loyalty. This text clearly acknowledges the difficulties encountered by digital enterprises in establishing enduring customer relationships, highlighting the necessity for inventive branding tactics in the highly competitive digital environment. The introduction establishes important research topics and goals, serving as a foundation for academic investigation and offering practical consequences for industry participants seeking strategic insights.

This introduction is significant for its prescience on the larger implications of the research. In addition to research contributions, it suggests concrete advantages for e-commerce businesses as they navigate the customer loyalty. The study's capacity to provide practical insights for industry professionals emphasises its significance as more than an average academic effort, but rather a strategic blueprint for organisations operating in the realm of digital commerce.

The research provides a well-organized preview of the future parts, which include a thorough examination of existing literature, detailed discussion of research methods, and practical suggestions for action. It acts as a first step in uncovering information that might potentially transform our comprehension of e-commerce branding and its crucial function in encouraging client loyalty.

## **5.2 Summary of Findings**

The comprehensive analysis conducted in this study explored various facets influencing customer loyalty within the e-commerce landscape. The reliability test revealed a moderately reliable scale, as indicated by a Cronbach's Alpha of 0.729, affirming the consistency of responses across the surveyed items and cases. Moving to correlation analysis, significant positive relationships emerged among brand elements (BE), brand awareness (BA), brand experience (BX), and customer loyalty (CL). Notably, BA demonstrated a robust positive correlation with CL, underscoring its substantial impact on fostering customer loyalty. The multilinear regression model, incorporating BE, BA, and BX as predictors, proved statistically significant, providing insights into the collective influence of these variables on customer loyalty. This model elucidated that 58.5% of the variance in customer loyalty can be explained by the interplay of brand elements, brand awareness, and brand experience. The study's findings collectively contribute to a nuanced understanding of the factors shaping customer loyalty in the dynamic of e-commerce platform.

### **5.2.1 Research Objective 1 (To determine the effect of e-commerce brand element towards customers' loyalty.)**

According to Kladou et.al (2017), brand element have the ability to leave their 'marks' on the perceptions that individuals. Based on the research, it appears that the effect of e-commerce brand elements towards customers' loyalty has been partially addressed in the analysis. The element of e-commerce branding might not recall the element such as the name, the logo, and the tagline that strongly. The descriptive statistics offer insights into the central tendencies and variability of the brand element variable and customer loyalty. The correlation analysis provides information on the relationships between variables, including the correlation between brand element and customer loyalty. The multilinear regression analysis further explores the relationship, considering the impact of brand element along with other branding factors on customer loyalty. The coefficients table in the regression analysis provides information on the contribution and significance of each variable, including brand element.

### **5.2.2 Research Objective 2 (To identify the effect of e-commerce brand awareness towards customer loyalty.)**

The second research objective focused on unraveling the influence of e-commerce brand awareness on customer loyalty. Brand awareness, encompassing factors like customer recognition and recall, was explored to understand its impact on fostering customer loyalty. According to Barreda et al. (2016), brand awareness is referring to the power of the brand node in memory, such as how simple it is for the customer to recall the brand. The results indicated a robust positive correlation between brand awareness and customer loyalty, suggesting that a well-established and recognized brand plays a pivotal role in shaping customer loyalty within the e-commerce context.

### **5.2.3 Research Objective 3 (To determine the effect of brand experience to e-commerce customer loyalty.)**

The third research objective delved into examining the effect of brand experience on e-commerce customer loyalty. Brand experience, encompassing various facets of user interaction, website navigation, and overall customer satisfaction, was scrutinized for its role in influencing customer loyalty. According to Iglesias et al. (2019), brand experience refers to the sensations, feelings, and thoughts that consumers have about a certain brand. The outcomes revealed a significant positive correlation, emphasizing that a positive and enriching brand experience contributes substantially to the development of customer loyalty in the e-commerce sector.

## **5.3 Limitations**

While this study aimed to provide comprehensive insights, certain limitations should be acknowledged. Firstly, the research focused on a specific e-commerce context, potentially limiting the generalizability of findings to other industries. The other industry also have the potential to be research on topic that examine its branding factors towards customer loyalty.

Additionally, the reliance on self-reported data introduces the possibility of



response bias. The study's cross-sectional nature offers a snapshot, but a longitudinal approach could provide a more in-depth understanding of customer loyalty dynamics. Moreover, external factors like market trends and economic conditions, not considered in this study, may influence customer loyalty. These limitations underscore the need for cautious interpretation of the findings.

#### **5.4 Significance of Research**

This research holds significance in contributing to the existing body of knowledge on customer loyalty in e-commerce. By systematically exploring the impact of brand elements, brand awareness, and brand experience, the study provides valuable insights for e-commerce businesses seeking to enhance their customer loyalty strategies. Understanding these dynamics can empower businesses to tailor their approaches, ultimately fostering stronger connections with customers in the highly competitive e-commerce landscape. If there is high quality of customer loyalty gained by the brand itself, which means the success of their branding factors strategies.

#### **5.5 Recommendations**

Based on the study's findings, several recommendations emerge. E-commerce platforms should prioritize enhancing service quality, website quality, fulfillment quality, and customer service to bolster the other brand elements. Strategic investments in brand awareness campaigns, ensuring consistent and memorable brand communication, are crucial. Furthermore, creating positive and immersive brand experiences through user-friendly interfaces and personalized interactions is pivotal. Regularly monitoring customer feedback and adapting strategies accordingly can further fortify customer loyalty initiatives. However, other than the factors mentioned from above, the future research also can focus on other branding factor and customer relationship factor.

Additionally, the research only focused on a specific e-commerce context, potentially limiting the generalizability of findings to other industries. The other industry has the potential to be an area for research on a topic that investigates the various elements of its branding that make a difference to customer loyalty.

Last but not least, the research only conducted in the Melaka area, the research at other states in Malaysia are encouraged to distribute the survey as well. The other states in Malaysia might have different respondent that having different demographic profile that could contribute a different data collected and findings based on the result of survey.

## **5.6 Summary**

In conclusion, this study provides a comprehensive examination of the factors influencing customer loyalty in e-commerce. The positive correlations identified between brand elements, brand awareness, brand experience, and customer loyalty emphasize the interconnected nature of these variables. The insights gained can guide businesses in formulating effective loyalty-building strategies, ultimately fostering sustainable relationships with their customer base.

To summarize, the study systematically addressed three research objectives, elucidating the impact of brand elements, brand awareness, and brand experience on customer loyalty in e-commerce. The limitations acknowledged underscore the need for cautious interpretation, while the significance of the research lies in its practical implications for businesses. Recommendations emphasize the importance of strategic interventions to enhance various facets influencing customer loyalty. Overall, this research contributes valuable insights to the dynamic field of e-commerce and customer relationship management.

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**APPENDIX 1: GANTT CHART FINAL YEAR PROJECT 1**

<b>Task / Week</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>
<b>First meeting with supervisor</b>	█	█													
<b>Topic discussion</b>		█	█	█	█										
<b>Topic confirmation</b>					█										
<b>Read journals for literature review</b>			█	█	█										
<b>Forming introduction, problem statement, research objectives and questions</b>						█									
<b>Identifying variables and constructing conceptual framework</b>						█	█								
<b>Studying and finding secondary data</b>								█							
<b>Determining methodology used in the research</b>								█	█						
<b>Drafting research proposal</b>										█	█				
<b>Submit draft to supervisor</b>												█			
<b>Revised Chapter 1 to 3</b>												█	█		
<b>Submission FYP 1</b>														█	
<b>Preparing Slide</b>														█	
<b>Presentation of FYP</b>															█

**APPENDIX 2: GANTT CHART FINAL YEAR PROJECT 2**

<b>Task / Week</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>
<b>Constructing of Questionnaire</b>	█														
<b>Revised for Questionnaire</b>		█													
<b>Questionnaire Distribution</b>			█	█	█	█									
<b>Data Collection</b>			█	█	█	█	█								
<b>Data Analysis</b>								█							
<b>Chapter 4- Findings and Discussion</b>									█						
<b>Revised Chapter 4</b>										█					
<b>Chapter 5 – Conclusion</b>										█	█				
<b>Revised Chapter 5</b>												█			
<b>Final Edit FYP Report 2</b>													█	█	
<b>FYP Presentation 2</b>															█
<b>FYP Report Submission 2</b>															█



## APPENDIX 3: Questionnaire



### E-COMMERCE BRANDING TOWARDS CUSTOMER LOYALTY

Dear valued respondents, I am an undergraduate student from the Faculty of Technology Management and Technopreneurship (FPTT), Universiti Teknikal Malaysia Melaka (UTeM). Currently a final year student in Bachelor of Technology Management and Technopreneurship with Honours (BTEC). I would like to invite you to participate in my research survey on **E-COMMERCE BRANDING TOWARDS CUSTOMER LOYALTY**. We kindly request your participation in our survey, as your valuable insights will greatly contribute to our research.

The survey consists of THREE (3) sections: A, B, and C. As part of our commitment to continuous improvement, we would be honored if you could spare a few minutes to complete this survey. Your feedback is instrumental in shaping our future endeavors. I would sincerely appreciate your time and consideration in participating in this survey. Thank you so much for your cooperation and participation.

#### Introduction / Pengenalan

**Definition of E-commerce** : Refer from term "electronic commerce", practice of executing any transaction involving the transfer of ownership or rights to use goods or services through a computer-mediated network, includes buying and selling items over the internet.

**Definisi E-dagang** : Rujuk daripada istilah "perdagangan elektronik", amalan melaksanakan sebarang transaksi yang melibatkan pemindahan pemilikan atau hak untuk menggunakan barangan atau perkhidmatan melalui rangkaian pengantaraan komputer, termasuk membeli dan menjual barangan melalui internet.

#### **ATTENTION / PERHATIAN\*\*\***

If you have **never** used or purchased on an e-commerce, please **AVOID** from answering this survey.

*Jika anda **tidak pernah** menggunakan atau membeli di e-dagang, sila **ELAK** daripada menjawab tinjauan ini.*

### Section A: Demographic Profile / Maklumat Demografi

This section is to collect the information of respondents about the personal background. Please answer the question below by selecting the appropriate option.

*Bahagian ini adalah untuk mengumpulkan maklumat responden tentang latar belakang peribadi. Sila jawab soalan di bawah dengan memilih pilihan yang sesuai.*

#### Gender / Jantina \*

- Male / Lelaki
- Female / Perempuan

#### Age / Umur \*

- Below 20 years / Bawah 20 tahun
- 20 - 29 years / 20 - 29 tahun
- 30 - 39 years / 30 - 39 tahun
- 40 - 49 years / 40 - 49 tahun
- 50 years and above / 50 tahun dan ke atas

#### Education level / Tahap pendidikan \*

- SPM
- STPM/A-Level/Matrikulasi
- Diploma
- Degree/Master/Phd
- Others/Lain-lain:
- Other: \_\_\_\_\_

Which of the following best describe your current occupation? \*

*Yang mana daripada yang berikut paling menggambarkan kerjaya anda sekarang?*

- Public sector / Sektor Awam
- Private sector / Sektor Swasta
- Self-employed / Bekerja Sendiri
- Student / Pelajar
- Retired / Homemaker / Bersara / Suri Rumah
- Unemployed / Tidak Bekerja

How frequent have you using the E commerce? \*

*Berapa kerap anda menggunakan menggunakan E-perdagangan?*

- Everyday/ Setiap hari
- A few times a week / Beberapa kali seminggu
- A few times a month / Beberapa kali sebulan
- A few times a year / Beberapa kali setahun
- A few years once / Beberapa tahun sekali

Which e-commerce platforms do you familiar and usually use for ? \*

*Yang mana aplikasi E-perdagangan anda sentiasa digunakan?*

- Carousell
- Shopee
- Lazada
- Taobao
- Tik Tok Shop
- Zalora
- 11th Street
- Other: \_\_\_\_\_

### **Section B: Branding Factors of E-Commerce Business / Faktor Penjenamaan dalam Perniagaan E-dagang**

This section is to determine the branding factors influencing customer loyalty. Please rate and select the satisfying level (1-5) that best reflects your opinions towards the questions.

*Bahagian ini adalah untuk menentukan faktor penjenamaan yang mempengaruhi kesetiaan pelanggan. Sila nilai dan pilih tahap memuaskan (1-5) yang paling menggambarkan pendapat anda terhadap soalan.*

Strongly Disagree - 1 / Sangat Tidak Setuju - 1

Disagree - 2 / Tidak setuju - 2

Neutral - 3 / Sederhana - 3

Agree - 4 / Setuju - 4

Strongly Agree - 5 / Sangat setuju - 5

## **Brand Element**

1. I can easily recognize e-commerce brand name and brand logo. \*

*Saya boleh mengenali nama dan logo jenama e-dagang dengan mudah.*

1 2 3 4 5

Strongly disagree / Sangat  
Tidak Setuju

Strongly agree / Sangat  
setuju

2. I can recognize e-commerce brand tagline. \*

*Saya boleh mengenali slogan jenama e-dagang.*

1 2 3 4 5

Strongly disagree / Sangat  
Tidak Setuju

Strongly agree / Sangat  
setuju

3. I can recall the positive brand image when using on e-commerce platform. \*

*Saya boleh mengingati imej jenama yang positif apabila menggunakan platform e-dagang.*

1 2 3 4 5

Strongly disagree / Sangat  
Tidak Setuju

Strongly agree / Sangat  
setuju

4. I find the brand are interesting and including creative content in the e-commerce platform. \*

*Saya dapati jenama itu menarik dan termasuk kandungan kreatif dalam platform e-dagang.*

1 2 3 4 5

Strongly disagree / Sangat  
Tidak Setuju

Strongly agree / Sangat  
setuju

## **Brand Awareness**

1. I can understanding the value of e-commerce that benefits to customer . \*

*Saya dapat memahami nilai e-dagang yang memberi manfaat kepada pelanggan.*

1 2 3 4 5

Strongly disagree / Sangat  
Tidak Setuju

Strongly agree / Sangat  
setuju

2. I always find out the promotion campaign in e-commerce. \*

*Saya sentiasa mengetahui kempen promosi dalam e-dagang.*

1 2 3 4 5

Strongly disagree / Sangat  
Tidak Setuju

Strongly agree / Sangat  
setuju

3. I participate the promotion campaign in e-commerce atively. \*

*Saya menyertai kempen promosi dalam e-dagang secara aktif.*

1 2 3 4 5

Strongly disagree / Sangat  
Tidak Setuju

Strongly agree / Sangat  
setuju

4. When I think of e-commerce, I think of certain advantages or benefits. \*

*Apabila saya memikirkan e-dagang, saya memikirkan kelebihan atau faedah tertentu.*

1 2 3 4 5

Strongly disagree / Sangat  
Tidak Setuju

Strongly agree / Sangat  
setuju



## **Brand Experience**

1. I have a good impression on previous e-commerce shopping experience. \*

*Saya mempunyai tanggapan yang baik tentang pengalaman membeli-belah e-dagang sebelum ini.*

1 2 3 4 5

Strongly disagree / Sangat  
Tidak Setuju

Strongly agree / Sangat  
setuju

2. The e-commerce platform is user friendly when using it to purchase item. \*

*Platform e-dagang adalah mesra pengguna apabila menggunakannya untuk membeli barang.*

1 2 3 4 5

Strongly disagree / Sangat  
Tidak Setuju

Strongly agree / Sangat  
setuju

3. I find the brand function effectively on purchasing goods or services. (Example: Process of searching and selecting items, adding to cart, payment, after sales services, etc.) \*

*Saya mendapati fungsi jenama berkesan pada pembelian barangan atau perkhidmatan. (Contoh: Proses mencari dan memilih item, menambah ke dalam trol, pembayaran, perkhidmatan selepas jualan)*

1 2 3 4 5

Strongly disagree / Sangat  
Tidak Setuju

Strongly agree / Sangat  
setuju

4. I believe the good quality of product or services purchase using e-commerce. \*

*Saya percaya kualiti baik pembelian produk atau perkhidmatan menggunakan e-dagang.*

1 2 3 4 5

Strongly disagree / Sangat  
Tidak Setuju

Strongly agree / Sangat  
setuju

**Section C: Customer Loyalty of E-Commerce Business / Kesetiaan Pelanggan dalam Perniagaan E-perdagangan**

**Customer Loyalty**

1. I consider myself to be loyal to use a same e-commerce brand purchasing goods. \*

*Saya menganggap diri saya setia untuk menggunakan barangan pembelian jenama e-dagang yang sama.*

1 2 3 4 5

Strongly disagree / Sangat Tidak Setuju

Strongly agree / Sangat setuju

2. E-commerce platform would be my first choice to purchase. \*

*Platform e-dagang akan menjadi pilihan pertama saya untuk membeli.*

1 2 3 4 5

Strongly disagree / Sangat Tidak Setuju

Strongly agree / Sangat setuju

3. I will not purchase purchase using e-commerce if others physical product or services are available. \*

*Saya tidak akan membeli pembelian menggunakan e-dagang jika produk atau perkhidmatan fizikal lain tersedia.*

1 2 3 4 5

Strongly disagree / Sangat Tidak Setuju

Strongly agree / Sangat setuju

4. If the physical store have discounts, I will not purchase using e-commerce. \*

*Jika kedai fizikal mempunyai diskaun, saya tidak akan membeli menggunakan e-dagang.*

1 2 3 4 5

Strongly disagree / Sangat Tidak Setuju

Strongly agree / Sangat setuju

5. I would recommend using e-commerce to my family or friends. \*

*Saya akan mengesyorkan penggunaan e-dagang kepada keluarga atau kawan saya.*

1 2 3 4 5

Strongly disagree / Sangat Tidak Setuju

Strongly agree / Sangat setuju