



THE EXAMINATION OF BRAND TRUST AND PERCEIVED RISK IN THE
RELATIONSHIP BETWEEN CONSUMER SATISFACTION AND BRAND
LOYALTY:
A STUDY OF A LEADING SHAMPOO BRAND IN THAILAND

By
KANJIANA PINTHAVEEKIAT

A Thesis submitted in partial fulfillment
of the requirements for the degree of

Master of Business Administration

Graduate School of Business
Assumption University
Bangkok, Thailand

August
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Abstract

The concept of brand loyalty is a very important concept for business practitioners as it directly impacts business profitability. Traditionally, satisfaction has been perceived as a key driver of brand loyalty. However, there are arguments that satisfaction cannot solely build brand loyalty. Consequently, a number of studies have incorporated other variables to examine the concept of brand loyalty. Nevertheless, the body of knowledge is still inadequate.

This research study aimed to provide more understanding on how to retain brand-loyal consumers by focusing on the roles of brand trust and perceived risk in the relationship between consumer satisfaction and brand loyalty. The conceptual framework of this study was constructed with four variables including consumer satisfaction, brand trust, perceived risk and brand loyalty. Brand trust and perceived risk was postulated as mediating variables in the framework.

This research focused on shampoo as the product category for the study. The Sunsilk brand was chosen as tested brand because it was the leader in Thailand's shampoo market. The primary data were collected and analyzed from 397 respondents who were the Sunsilk brand-loyal consumers residing in Bangkok. Two statistical methods consisting of the linear regression analysis and the structural equation modeling (SEM) were employed to test the existences of the relationships between variables in the framework and the model fit respectively. The descriptive statistics

including percentage and frequency were also used to present the characteristics of the research's respondents.

The results indicated that there is a significant relationship between variables in each hypothesis posited. The model fit indices showed that brand trust plays a crucial role as a mediating variable in the relationship between consumer satisfaction and brand loyalty. Although, perceived risk does not play a crucial role as a mediating variable in the relationship between consumer satisfaction and brand loyalty, it is significantly related to brand loyalty as an antecedent. Based on the findings, the author suggests several strategies for businesses to improve brand loyalty amongst their consumers.



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Chapter I

Introduction

This chapter presents the background of this study from a global and Thai perspective. It also includes the market information of the Thai shampoo market and a leading Thai shampoo brand, Sunsilk. Furthermore, research objectives, statement of the problem, scope of the research, and limitations of the study are presented. Finally, the last section is constructed with a definition of terms for each of the variables of this study.

1.1 Background of the Study

It is quite clear among academics and practitioners about the importance of brand loyalty in sustaining a firm's competitive advantages (Gounaris & Stathakopoulos, 2004) and being an excellent indicator of the profitability due to many favorable behaviors produced by brand-loyal consumers. For instance, brand-loyal consumers show repurchase behavior, emotional attachment to certain brands, less sensitivity to competitors' allurements i.e. promotions (Modeen, 2002), price tolerance (Giddens, 2005; Wernerfelt, 1991), and positive word-of-mouth (WOM) (Gounaris & Stathakopoulos, 2004). Consequently, these positive behaviors lead to an increase in company profits because of the increase of sales (Giddens, 2005) and the reduction of costs (Giddens, 2005; Kotler, 1994).

Loyalty is traditionally believed to be achievable through satisfaction, but there are arguments that satisfaction may not be able to solely construct loyalty (Alonso, 2000, Oliver, 1999; Stewart, 1991). There is some kind of reinforcement needed in the development process of a satisfied consumer to become a loyal consumer. A number of evidences showed inadequate power of satisfaction to retain a customer and predict a customer loyalty behavior (Alonso, 2000; Oliver, 1999). Many researchers suggested trust as one mediating variable that link between satisfaction and loyalty (Alonso, 2000, Bloemer & Oderkerken-schroder, 2002, Delgado-Ballester & Munuera-Aleman, 2001, Kosolsirisukkul, 2005, Selnes, 1998). A superiority of trust in retaining customers was empirically suggested. Despite a customer satisfaction, the mean retention rate of customers is low unless there is a high level of trust (Ranaweera & Prabhu, 2003). A linkage between trust and loyalty may be explained by a risk concept. Das and Teng (2004) asserted closely related concept of trust and risk and described the two concepts are like mirror images to each other. Both concepts describe probabilities with contrasting mentalities. Trust assesses probability to get favorable outcomes from the trustee, whereas perceived risk assesses probability to get unfavorable outcomes. These concepts imply an inverse relationship between trust and risk because when one perceives a probability of getting favorable outcomes the perception of getting unfavorable outcomes reduced. In this sense, when trust level is high, perceived risk level consequently is low. The low risk level leads consumers to be loyal. Based on Peter and Ryan (1976), people are risk averse. Additionally, they have risk taking behavior. They, therefore, prefer to stay with a low risk situation rather than involve with a high risk situation (Das and Teng, 2004). Similarly, a number of researchers also suggested this inverse relationship between perceived risk and loyalty (Mitchell & Groatorex, 1993; Mitra,

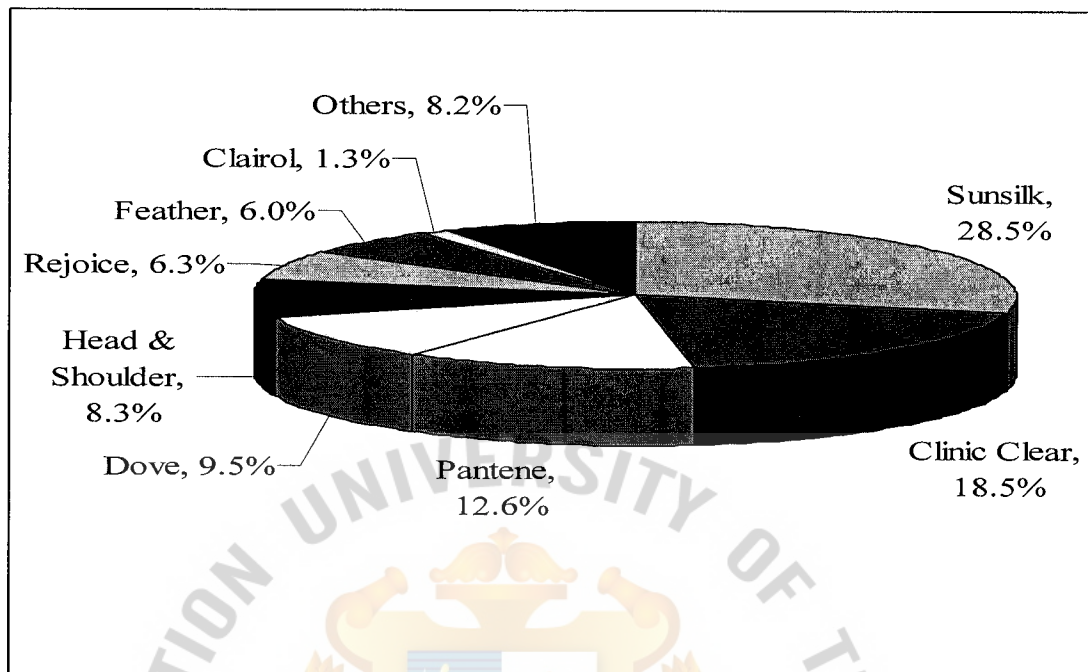
Reiss, & Capella, 1999; Puto, Patton III, & King, 1985; Roselius, 1971). Although there have had increasing number of studies investigating loyalty notion, the investigation of the roles of trust and perceived risk in the relationship between consumer satisfaction and loyalty has not yet been extensively conducted. This circumstance led the author to examine these relationships.

In Thailand, consumer satisfaction has basically been the main answer for brand loyalty questions of most shampoo manufacturers. Consumer satisfaction, however, would be an insufficient answer to explain the retention of the shampoo consumers. Thai shampoo consumers still switch brand due to satisfaction seeking as is evident in a Thai shampoo consumer survey. From the survey, 50% of the shampoo users are ready to switch to other brands immediately if those brands offer what they need (*Manager*, 2005). This survey indicates that consumer satisfaction is a weak bondage for a consumer to be loyal to a particular brand. Consumers have high potential to switch shampoo brands as long as they find a better choice of satisfaction. This circumstance led researcher to question whether consumer satisfaction is an adequate factor to explain the formation of brand loyalty. Is there any reinforcement for satisfied consumers to become loyal-consumers for a particular brand? From this perspective, the author aims to examine the roles of brand trust and perceived risk in the relationship between satisfaction and brand loyalty. For the study, a leading Thai shampoo brand, Sunsilk, was selected due to it has been the leader in this market. The leading position indicates an existence of brand-loyal consumers for this brand to the study.

1.2 An Overview of Thailand Shampoo Market and the Sunsilk Shampoo Brand

Shampoo is the larger of the two main categories (shampoo and conditioner) of hair care market in Thailand. The shampoo market size accounts for 6,507 million Baht (75.0% of the hair care market) in 2003 and 6,731 million Baht (74.7% of the hair care market) in 2004 (*Positioning Magazine*, 2005). This market is a large market and in the market maturity stage as is evident by a full penetration rate, 100 percent (*Manager*, 2005). As it is a large market, many shampoo brands compete in this market including Clinic Clear, Dove, Feather, Head & Shoulder, Pantene, Sunsilk, and Rejoice (*Positioning Magazine*, 2005). A piece of market information presented that Sunsilk was the shampoo leader acquiring 28.5% market share of the shampoo market, followed by Clinic Clear (18.5%), Pantene (12.6%), Dove (9.5%), Head and Shoulder (8.3%), Feather (6.0%), Rejoice (6.3%), Clairol (1.3%) and Others (8.2%) (see Figure 1.1) (*BrandAge*, 2005). Since this market has high competition due to a large number of shampoo competitors, several kinds of promotional strategies has been consequently launched into the market such as price reduction, redemption, free sampling, to compete for a leading market position (*Manager Weekly*, 2005). These promotion strategies were used more often when the market situation was in declination stage such as in an oil crisis. The shampoo competitors use these promotions to generate the consumer's impulse buying (*Business Thai*, 2004). Other marketing strategies used by the shampoo manufacturers were the use of presenters in advertising campaigns, launching of new innovative products, and recently product repositioning (*Manager Weekly*, 2005).

Figure 1.1: The Market Share of the Shampoo Brand (s) in Thailand Shampoo Market
(2005)



Source: Derived from "Clear Concept Clear Idea" (2005, November). BrandAge.

Retrieved August 24, 2006, from

http://www.brandage.com/issue/edn_detail.asp?id=1694

1.3 Statement of the Problem

Even though there is a large number of literature that suggests the strong linkage between satisfaction and loyalty, there has had a growing number of literature that seek to explain development process of satisfaction to become loyalty by incorporating some kind of reinforcements into this relationship i.e. trust and reputation. Despite the increase number of this kind of literature, the formal model explaining the steps between satisfaction and loyalty is, however, still missing (Alonso, 2000). This thesis, therefore, seeks to examine a model which would greater

explain the roles of brand trust and perceived risk in the middle of the relationship between satisfaction and loyalty.

This thesis aims to shed a light to the concept that satisfaction needed some kind of reinforcements in its development process to become loyalty by emphasizing on the roles of brand trust and perceived risk as the reinforcements.

1.4 Research Objectives

The goal of this study is to examine the roles of brand trust and perceived risk in the relationship between consumer satisfaction and brand loyalty. Consequently, a set of objectives was proposed as follows:-

- To identify the relationship between consumer satisfaction and brand trust.
- To identify the relationship between brand trust and perceived risk.
- To identify the relationship between perceived risk and brand loyalty.
- To identify the relationship between consumer satisfaction and brand loyalty.
- To identify the relationship between brand trust and brand loyalty.
- To identify the roles of brand trust and perceived risk in the relationship between consumer satisfaction and brand loyalty.

1.5 Scope of the Research

As stated earlier, this research aims to examine the roles of brand trust and perceived risk in the relationship between consumer satisfaction and brand loyalty. This goal was achievable through a survey of brand-loyal consumers. A structured questionnaire was employed as the research instrument and interviewers were trained

by the researcher to assist respondents by clarifying questions where necessary. The interviewers also screened respondents and helped in the questionnaire completion processes. The qualified respondents had been screened to identify Sunsilk brand-loyal consumers. The survey was conducted in five high-traffic areas in Bangkok, including Bangkapi, Siam, Silom, Ladprao, and Raminthra. These areas were chosen because of the high possibility for the interviewers to access the respondents randomly and conveniently. The research budget and time constraints are also the reasons that influenced the selection of the locations in metropolitan Bangkok instead of those in regional areas.

1.6 Limitations of the Research

This research is not exempted from limitations. First limitation of this research deals with the changes of consumer behaviors relevant to the changes of times. This change causes the need to conduct further research to identify possible changes in consumer behaviors. Second limitation deals with the limited capability of the study coverage. This study is unable to cover all relevant variables relating to brand loyalty such as; variety seeking, availability of substitute brands, social group influences, peers' recommendation, and others. As a result, further research may need to be undertaken to cover these variables. Furthermore, time constraint is a factor that limits the use of a longitudinal study for this study. The longitudinal study is a study method in which data is gathered at several points in time. Rather than using longitudinal study, a cross-sectional study which uses less time was employed instead. However, the longitudinal study may be more suitable to investigate the brand loyalty concept rather than the cross-sectional study. This research could be extended by adopting a longitudinal study in the future to produce a more accurate result. Lastly, this study is

limited to cope with different product categories which have different product involvement degrees. However, it is known that consumer perceived risk is related to product category (Bettman, 1973). This research may produce a variation of the results if it is conducted in a different product category. This circumstance may lead other researcher to be interested in extending their investigations into this area.

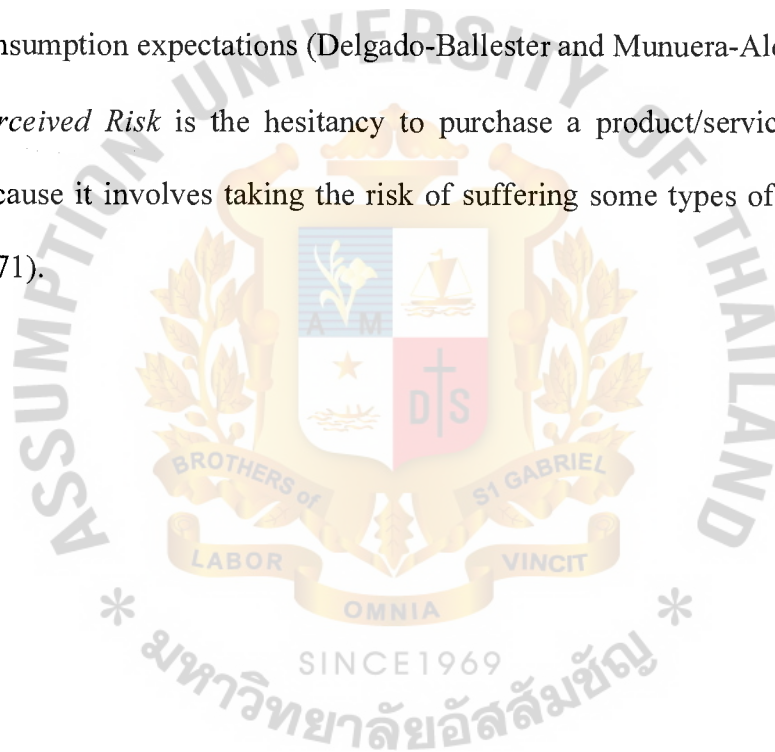
1.7 Significance of the Study

This research aims to contribute findings that are of benefit to businesses and academics. These findings may be applied and extended in real business practices and for further understanding of the notion of brand loyalty. Consequently, the practitioners would be better informed to develop strategies to retain real brand-loyal consumers more appropriately and correctly. In addition, other researchers, who are interested in brand loyalty notion, would benefit from the findings of this research. They can utilize the findings to expand the knowledge that make the theory relates to the notion of brand loyalty having a more robust understanding.

This research was conducted in Thailand emphasizing on a Thai brand. Therefore, the research findings should produce more benefits for Thai businesses and academics than for other countries. This is of particular interest for the businesses in shampoo industry and also in FMCG (fast moving consumer goods) that has the similar product characteristics as the shampoo.

1.8 Definition of Terms

- *Brand Loyalty* is a consumer behavior toward a brand which relates to purchase behavior, emotional attachment, and normative influences (Gounaris & Stathakopoulos, 2004).
- *Consumer Satisfaction* is an evaluation of the perceived discrepancy between prior expectations and the actual performances of the product (TSE and Wilton, 1988).
- *Brand Trust* is a feeling of security of a consumer that a brand will meet its consumption expectations (Delgado-Ballester and Munuera-Aleman, 2001).
- *Perceived Risk* is the hesitancy to purchase a product/service of a consumer because it involves taking the risk of suffering some types of losses (Roselius, 1971).



Chapter II

Review of Related Literature and Empirical Studies

This chapter provides an overview and a discussion of relevant literature relating to consumer satisfaction, brand trust, perceived risk, and brand loyalty. In addition, it also provides a critical review on brand loyalty and a summary of previous empirical researches and methodologies.

2.1 Consumer Satisfaction

The concept of consumer satisfaction has been basically established in marketing literature (Anderson, 1973; Block & Roering, 1979; Hawkins, Best, & Coney, 1983; Swan & Combs, 1976; TSE & Wilton, 1988). Consumer satisfaction and dissatisfaction are crucial factors, for most marketers, to ensure that customers repurchase the same brand (Block & Roering, 1979; Hawkins et al., 1983). For example, a result of a durable goods study suggested that almost 100 percent of dissatisfied customers are unlikely to repurchase the dissatisfied brand [54 percent of customers discontinue their purchases and 45 percent of customers spread negative word-of-mouth (WOM) about the brand to their friends] (Hawkins et al., 1983). This study shows an evidence of dissatisfaction with brands that consequently affects the loss of future sales, which is potentially derived from existing and future customers. This study is an example of the critical effect of satisfaction and dissatisfaction that consequently affects the repurchase behavior of customers.

2.2 Defining Consumer Satisfaction

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- Swan and Combs (1976) depicted consumer satisfaction as a fulfillment of product performance expectations that equal or exceed consumer's expectations.
- TSE and Wilton (1988) defined consumer satisfaction as an evaluation of the perceived discrepancy between prior expectations and the actual performances of the product.

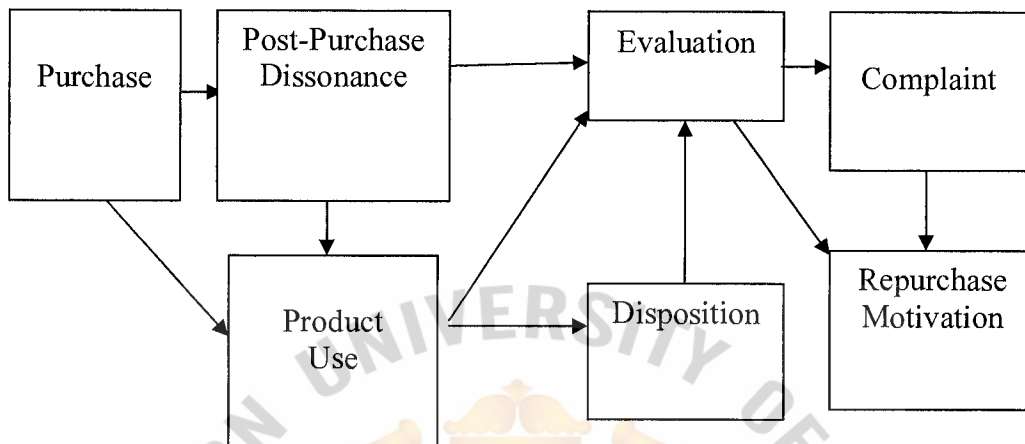
2.3 Antecedents and Consequences of Consumer Satisfaction

Product performance and consumer satisfaction are the variables that relate to each other in the evaluation process of the post purchase process (see post-purchase process in Figure 2.1). Consumers use the evaluation process to measure whether the choices that they made are consistent with their needs (Hawkins et al., 1983). Consumers adopt two variables to evaluate product performances including perceived product performance and expected product performance. This evaluation process produces two bipolar results including consumer satisfaction and dissatisfaction. Consumer satisfaction emerges based on the fulfillment of product performance expectancies that are met or surpassed (Block & Roering, 1979; Hawkin et al., 1983; Kotler, 1994; Swan & Combs, 1976). In contrast, dissatisfaction occurs when product performance expectancies are not met (Kotler, 1994; Swan & Combs, 1976).

The consequences of product performance evaluation (satisfaction and dissatisfaction) affect the beliefs and attitudes of the brands in consumer's long-term memory (Block & Roering, 1979). Where the consumer is satisfied, satisfaction shows the emergence of many variables. For example, reputation (Argenti &

Druckenmiller, 2004; Herbig & Milebicz, 1993; Selnes, 1993), trust (Delgado-Ballester & Munuera-Aleman, 2001; Kosolsirisukkul, 2005).

Figure 2.1: Post-Purchase Process

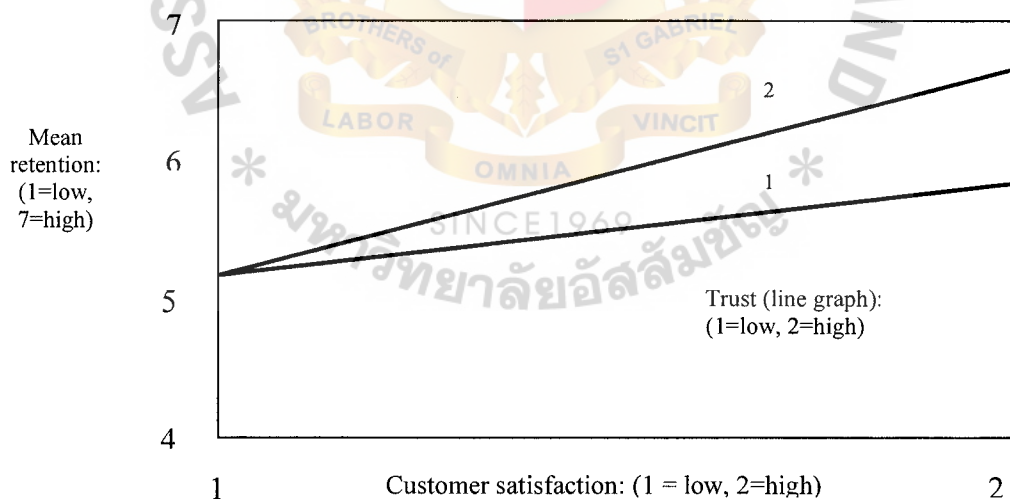


Source: Hawkins, D. I., Best, R. J. & Coney, K. A. (1983). Consumer behavior: Implications for marketing strategy (Rev. ed.). Plano, TX: Business.

As stated earlier, satisfaction is not able to solely affect the formation of loyalty. It requires other kind of reinforcements to develop itself into loyalty (Alonso, 2000; Oliver, 1999) as is evident in a number of research studies in the areas of brand loyalty, customer retention, and relationship marketing (Bloemer and Oderkerken-Schroder, 2002; Delgado-Ballester and Munuera-Aleman, 2001; Kosolsirisukkul, 2005; Ranaweera and Prabhu, 2003; Selnes, 1993; Selnes, 1998). For example, Ranaweera and Prabhu (2003) suggested that satisfied customers generally trust their service providers. They show their high level of satisfactions through a complement of trust. Trust level is related to customer retention rate more so than satisfaction level does. Despite high satisfaction, the potential that customers will be retained in the relationship is low if the trust level is low (as illustrated in Figure 2.2). The study by

Bloemer and Odekerken-schroder (2002) on store satisfaction and store loyalty also suggested the similar relationships. They asserted that ^{declared that} there is a positive linkage between satisfaction and trust. Trust acts as a ^{bring about} mediating variable between satisfaction and loyalty. Satisfaction leads to trust which in turn is related to customer loyalty. Kosolsirisukkul (2005) ^{declared} asserted that consumer satisfaction is a factor that creates consumer's brand trust. This trust in the brand ^{will consequently} consequently generates brand loyalty. Some scholar suggested a direct effect of satisfaction on brand loyalty in a specific situation. Selnes (1993) explained that if consumers used to experience the evaluation of a product by themselves and the results of that evaluation are not ambiguous, this situation will lead to the emergence of brand loyalty with a direct effect of satisfaction experience. On the other hand, other reinforcement i.e. brand reputation will play a crucial role to influence brand loyalty if that evaluation is ambiguous.

Figure 2.2 The Relationship Between Satisfaction, Trust, and Mean Retention Rate.



Source: Ranaweera, C. & Prabhu, J. (2003). On the relative importance of customer satisfaction and trust as determinants of customer retention and positive word of mouth. Journal of Targeting, Measurement and Analysis for Marketing, 12, 82-90.

2.4 Brand Trust

In many studies, the notion of trust has been used in the understanding of relationship marketing (Garbarino & Johnson, 1999; Hart & Johnson, 1999; Morgan & Hunt, 1994; Selnes, 1998), loyalty, and customer retention (Bloemer & Odekerken-Schroder, 2002; Chaudhuri & Holbrook, 2001, 2002; Delgado-Ballester & Munuera-Aleman, 2001; Kosolsirisukkul, 2005; Ranaweera & Prabhu, 2003). These researcher identified trust as a mediator that links between two or more variables in each of the frameworks. For example, trust links satisfaction and loyalty (Bloemer & Oderkerken-Schroder, 2002; Kosolsirisukkul, 2005; Selnes, 1998).

2.5 Defining Brand Trust

- Moorman, Zaltman, and Deshpande (1992) defined brand trust as the willingness of the average consumer to rely on the ability of the brand to perform its stated function (as cited in Chaudhuri and Holbrook, 2002, p. 37).
- Delgado-Ballester and Munuera-Aleman (2001) defined brand trust as a feeling of security that the brand will meet its consumption expectations.

2.6 Antecedents and Consequences of Brand Trust

Many research studies presented trust as a central variable that links satisfaction to loyalty, customer retention, or relationship continuity and enhancement.

In the brand loyalty context, Delgado-Ballester & Munuera-Aleman (2001) asserted that overall satisfaction is related to brand trust, which in turn is related to brand loyalty. This relationship is also evident in Kosolsirisukkul (2005). The author

found that trust in the brand leads to brand loyalty. Customer satisfaction is one of the four factors relating to brand trust. Bloemer & Oderkerken-Schroder (2002) also portrayed that the satisfied customers trust the store that makes them satisfied, which in turn translates to store loyalty.

The retention of the customers is obtainable through trust that is built. In the context of customer retention studies it is suggested that trust level is more related to a customer mean retention rate than a satisfaction level is (Ranaweera & Prabhu, 2003). In the area of relationship marketing, Selnes (1998) suggested that trust has a crucial role to enhance and continue a relationship between a supplier and a buyer. When trust is created by the satisfaction to the buyers, they will keep continuing the relationship and also increase their commitments with their suppliers. Besides supplier-buyer relationship, trust also plays a central role in many other relationships such as, employee-to-customer relationship (Hart & Johnson, 1999), and business-to-business relationship (Morgan & Hunt, 1994). Morgan and Hunt (1994) affirmed that the relationship commitment concept is similar to the brand loyalty concept. Trust is the variable related to relationship commitment. Trust is therefore reasonably related to brand loyalty.

Trust has a close relationship with perceived risk as Das and Teng (2004) suggested that they are like mirror images to each other. They both are related to probability, but in a contrast way. Trust involves with probability of getting favorable outcomes. In contrast, perceived risk involves with probability of getting unfavorable outcomes. This indicates an inverse relationship between them. Some scholar concluded about the ambiguous relationship between trust and perceived risk that “it

is unclear whether risk is an antecedent of trust, is trust, or is an outcome of trust (Mayer, Davis, & Schoorman, 1995, p.711).” Nevertheless, it has some evidences to believe that perceived risk is a consequence of trust. Since perceived risk has two major elements including uncertainty of the outcome and possibility to get losses (Das & Teng, 2004; Mitra et al., 1999). There is empirical evidence showed that trust can reduce the uncertainty of decision making (Morgan and Hunt, 1994). As a result, perceived risk is reduced after trust is obtained (Das & Teng, 2004).

Besides satisfaction as precursor of trust, effective communication also plays a role in trust building (Hart & Johnson, 1999; Morgan & Hunt, 1994; Selnes, 1998). Selnes (1998) suggested that honest and timely communications have a strong effect on trust. Communication is a mediating tool that indirectly transfers supplier’s competence to create buyer trust. Conversely, trust is able to manifest positive communication such as WOM (Chiou et al., 2002) due to strong emotional attachment that is created by trust (Ranaweera & Prabhu, 2003). Furthermore, Kosolsirisukkul (2005) added more factors that correlate to brand trust. Those factors include brand liking, company trust, and brand predictability.

2.7 Perceived Risk

Consumers perceive risk of some losses (e.g., time, money) when they conduct a purchase as Roselius (1971) stated that buyers often face the dilemma of wanting to purchase the products, but they hesitate to purchase because they fear to suffer from some types of losses. Gounaris & Stathakopoulos (2004) explained that when consumers perceive those risks, they normally tend to avert those perceived risks with a behavior called “risk aversion.” Risk aversion behavior is a consumer

driver that is empirically related to brand loyalty (Gounaris & Stathakopoulos, 2004). This relationship between loyalty and risk aversion behavior is also evident in a number of areas of research that were conducted to investigate the relationship between perceived risk and loyalty: i.e., the investigation of this relationship in the context of service market (Mitchell & Greatedorex, 1993; Mitchell & Greatedorex, 1993; Mitchell & McGoldrick, 1995; Mitra et al., 1999) and in the context of industrial market (Puto et al., 1985). Risk aversion behavior is beneficial to provide the explanations for the relationship between consumer's perceived risk and consumer's brand loyalty.

2.8 Defining Perceived Risk

- Hawkins et al. (1983) defined perceived risk as the perception of risk associates to the dissatisfaction of product performances: psychological or instrumental product performance.
- Roselius (1971) described perceived risk as the hesitancy to purchase a product or service because it involves taking the risk of suffering some types of losses.

2.9 Antecedents and Consequences of Perceived Risk

Perceived risk is associated with two main elements; 1) the uncertainty involved in a purchase decision and 2) the potential of taking unfavorable consequences (Mitra et al., 1999). Roselius (1971) depicted that consumers perceive a risk when they are in the purchase process. They hesitate to buy a product/service because of some perceptions of losses. Perceived risk in this situation therefore occurs due to the perceptions of the uncertainty to get the unfavorable outcomes.

Perceived risk has been suggested to involve in consumer's purchase decision making of both new product trials and repeated purchases. Schiffman (1972) examined the relationships of perceived risk and new product trial behavior of a new salt brand. The study showed strong relationship of perceived taste risk to the purchase trial of the new salt brand. When consumers perceived low risk to get a different taste from the new salt brand, they highly adopt the new brand by making the purchase trial. From this perspective, we can see that consumers are willing to minimize perceived risk as much as possible from a purchase. Because consumers are risk averse people (Peter & Ryan, 1976), they therefore prefer to stay with low risk situations than high risk situations (Das & Teng, 2004). In case of repeated purchase, this concept of risk aversion behavior is also applicable. It is empirically suggested a linkage between risk aversion behavior and brand loyalty (Gounaris & Stathakopoulos, 2004). Consumers use brand loyalty as a method to reduce their perceived risk. It is evident in many studies such as, in consumer goods market study (Roselius, 1971), in service market study (Mitchell & Greatedorex, 1993; Mitra et al., 1999), and in industrial market study (Puto et al., 1985). Consumers rank brand loyalty as the number one risk-reducing method (Roselius, 1971; Mitchell & Greatedorex, 1993). Consumers stay with the current service provider due to the higher perceived risk in switching to another provider (Mitra et al., 1999). Perceived risk is therefore postulated as an antecedent of the formation of brand loyalty. This circumstance is driven by a consumer driver that is consumer's risk aversion behavior.

As stated earlier, perceived risk assesses the possibility of getting unfavorable outcomes, whereas trust assesses the possibility contradictorily. These rationale

induced Das and Teng (2004) to assert an inverse relationship between an element of trust and perceived risk. Consumers who have high trust perceive high possibility to get preferable outcomes. It consequently reduces the probability of getting unfavorable outcomes, perceived risk therefore declines. This reduction of perceived risk seemingly is a result of an increase of certainty to get favorable outcomes in consumer's perception. This linkage is empirically evident in Morgan & Hunt (1994) that trust which is a crucial variable in a success of a relationship is related to the reduction of the uncertainty of a purchase decision [which is an element of perceived risk (Mitra et al., 1999)]. Trust is therefore positively related to the reduction of perceived risk.

2.10 Defining Brand Loyalty

Brand loyalty refers to the “tendency of consumers to consistently purchase a particular brand over time” (Block & Roering, 1979, p. 535).

Brand loyalty is considered to be the “proportion of total purchases within a given product category devoted to the most frequently purchased brand or set of brands” (Block & Roering, 1979, p. 536).

Brand loyalty implies as a “psychological commitment to the brand (much like friendship), whereas repeat purchasing behavior simply involves the frequent repurchase of the same brand (perhaps because it is the only one available, is generally the least expensive, and so forth)” (Hawkins et al., 1983, p. 598).

However, Block and Roering (1979) and Hawkins et al. (1983) agreed that brand loyalty definition provided by Jacoby and Kyner (1973) is a complete one. According to Jacoby and Kyner (1973), brand loyalty is “(1) a biased (e.g. nonrandom), (2) behavior response (e.g. purchase), (3) expressed over time, (4) by some decision-making unit, (5) with respect to one or more alternative brands out of a set of such brands, and (6) is a function of psychological (decision-making, evaluative) processes.”

Oliver (1999, p. 34) defined brand loyalty as the “deeply held commitment to re-buy or re-patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior.”

Recently a brand loyalty definition concept was proposed by Gounaris and Stathakopoulos (2004) as consumer behavior towards the brand that relates to three factors: purchase behavior, emotional commitment, and normative influences.

2.11 Brand Loyalty

As stated earlier in the background of the study, brand loyalty produces many favorable consequences for a business that lead to increased profitability and competitive advantages. For these reasons, many firms concentrate on encouraging customers to be loyal to their brands (Hawkins et al., 1983). However, since it is difficult to keep existing customers with the firms, it is crucial to understand the causal path of brand loyalty.

Brand loyalty is traditionally referred to as a repeat purchase behavior of a consumer (Morgan & Hunt, 1994). However, there is an argument that repeat purchase does not adequately explain the differences between non brand-loyal and the real brand-loyal consumers (Hawkins et al, 1983). This perspective is consistent with the brand loyalty classification described by Gounaris and Stathakopoulos (2004). Gounaris and Stathakopoulos (2004) group brand loyalty into four divisions: premium, covetous, inertia, and no loyalty, based on the relevant behaviors that are expressed by each loyalty group: e.g., variety seeking, positive WOM, store change behavior, and purchase postponement or buy nothing behaviors. For instance, an inertia loyalist repurchases the same brand due to the habitual purchase behavior which is driven by purchase convenience, while a premium loyalist repurchases the same brand because of emotional attachment towards that brand. As a result, premium loyalist potentially conducts a store change when the favorable brand is unavailable at the visited store. Therefore, to understand the brand loyalty concept, the attitudinal expression measurement may produce deeper understanding than just measuring repetitive purchase behavior.

2.12 Antecedents and Consequences of Brand Loyalty

Brand loyalty consists of two aspects: attitudinal loyalty and purchase (behavioral) loyalty. Attitudinal loyalty includes a degree of dispositional commitment in terms of some unique value associated with the brand, whereas purchase (behavioral) loyalty consists of repeated purchases of the brand (Chaudhuri & Holbrook, 2001). In case of true loyalty, purchase loyalty is conducted based on attitudinal loyalty (Alonso, 2000). This is consistent with the classification of loyalty groups made by Gounaris & Stathakopoulos (2004) that the best loyalty group is

premium loyalty. It enables the companies to achieve customer retention (Gounaris & Stathakopoulos, 2004). This loyalty shows the behaviors that are related to both attitudinal loyalty (i.e. positive WOM, store change if the preferred brand is unavailable) and behavioral loyalty (repeated purchases). Other loyalty groups have either one or neither of both aspects of brand loyalty.

To generate brand loyalty, Hawkins et al. (1983) suggested that satisfaction experience can influence repurchase feasibility and decrease potential to have external search of consumers. In this circumstance, where consumers gain satisfaction, this positive perception manifests in brands' beliefs and attitudes, which in turn affects brand loyalty in consumers. Satisfaction had been believed for decades as the key predictor for predicting consumer behaviors (Garbino and Johnson, 1999). Nevertheless, Alonso (2000) and Oliver (1999) pointed out that satisfaction is one variable that can be developed to loyalty, but it cannot develop itself alone. It needs other reinforcements to join in the development process. This assertion is evident in a growing number of research studies which incorporate some kind of reinforcements in between satisfaction and loyalty. One of reinforcements is trust (Alonso, 2000; Bloemer & Oderkerken-Schroder, 2002; Delgado-Ballester & Munuera-Aleman, 2001; Kosolsirisukkul, 2005; Ranaweera & Prabhu, 2003; Selnes, 1998). Trust has been suggested to mediate the effect of satisfaction to form loyalty in many relationships; for instance, customer-and-store (Bloemer & Oderkerken-Schroder, 2000), customer-and-car brand (Kosolsirisukkul), and consumer-and-diaper brand (Delgado-Ballester & Munuera-Aleman, 2001). Trust is affirmed as a crucial central variable to create a relationship success (Morgan & Hunt, 1994) and it was shown to retain customers better than satisfaction does (Ranaweera & Prabhu, 2003).

Trust and perceived risk are closely related as explained by Das and Teng (2004) that these two concepts are like mirror images to each other. They approach a same concept, probability, but in different angles. Trust approaches probability positively, whereas perceived risk approaches probability negatively. This circumstance results in an inverse relationship between trust and perceived risk.

As mentioned, perceived risk is a variable related to loyalty as an antecedent. Perceived risk assesses probability to get unfavorable outcomes (Das & Teng, 2004). When perceived risk is low, which means there is low possibility to get unfavorable outcomes, consumers therefore stay with a particular brand that provides low perceived risk. This circumstance occurs because consumers are risk averse people (Peter & Ryan, 1976) and they have risk taking behavior. They prefer a low risk situation than a high risk situation because it portrays the probability of losing is lowered (Das & Teng, 2004). It is empirically evident that this consumer driver is related to brand loyalty (Gounaris & Stathakopoulos, 2004). In the literatures that investigate the linkage between perceived risk and loyalty suggested that loyalty is the most popular method which consumers use for reducing their perceived risk (Mitchell & Greatedorex, 1993; Roselius, 1971), and consumers tend to stay with current service provider due to consideration to switch costs higher risk than stay loyal (Mitra et al., 1999).

Furthermore, Gounaris and Stathakopoulos (2004) suggested that social group influence is a driver related to the formation of premium loyalty. Pimpai boon (2001)

identified product quality, product necessity, and price acceptability as the top three factors relating to brand loyalty.

2.13 A Critical Review on Brand Loyalty

Kotler (1994, p. 560) stated that “outstanding companies go all out to retain their customers.” This situation is driven by the need to maintain and increase profitability. As suggested earlier, brand loyalty has many benefits to increase profit. Brand loyalty can also lead to the reduction of companies’ costs as Kotler (1994, p. 559) stated that “high customers churn involve higher costs than if the companies retained all 100 customers and acquired no new ones. Kotler (1994, p.560) also explained that “offensive marketing typically costs more than defensive marketing because it takes a great deal of effort and spending to coax satisfied customers away from competitors.” Brand loyalty also leads to more sales since loyal consumers help spread positive WOM to other persons about the brand (Gounaris & Stathakopoulos, 2004). Hence, new customers are coming to the businesses. More importantly, loyal consumers themselves also repeatedly purchase the brand to which they loyal.

It is noteworthy that each brand loyalty group: premium, covetous, inertia, and no loyalty, have different kinds of drivers to generate its loyalty. Moreover, each group has different kinds of expressions to present its loyalty (Gounaris and Stathakopoulos, 2004). However, sometimes some loyalty groups may have similar expressions: e.g., repetitive purchase, despite different attitudes toward the brands. For example, inertia loyalty repeatedly purchases the same brand due to the habitual purchase, while premium loyalty has emotional attachment to a brand and repurchases it because they really want that brand. Thus, the measurement of repeat purchase

behavior may not be sufficient for measuring brand loyalty concept. Chaudhuri & Holbrook (2001) suggested two aspects of brand loyalty including attitudinal and behavioral loyalty. True loyalty consists of both aspects. The behavioral loyalty is expressed based on attitudinal loyalty (Alonso, 2000).

Relevant literature suggested that satisfaction is the main variable related to the formation of loyalty. The satisfaction concept has been of interest for the researchers since 1970s. It however has been evident a weak predictability of satisfaction on customer retention as there have had reported the losses of consumers who claim they are satisfied (Alonso, 2000; Oliver, 1999). In this sense, it has shown the shifting of study interest to other factors that have greater explanation to the relationship between satisfaction and loyalty; for example, the studies of trust as mediating variable between satisfaction and loyalty (Bloemer & Oderkerken-Schroder, 2002; Delgado-Ballester and Munuera-Aleman, 2001; Kosolsirisukkul, 2005; Selnes, 1998); the studies of trust and commitment as mediating variables between satisfaction and loyalty (Alonso, 2000); the studies of brand reputation as mediating variable between satisfaction and loyalty (Selnes, 1993).

From literature review, trust and perceived risk have a close relationship to each other. Particularly, they both are related to the formation of loyalty. This thesis believed that in the development process of a satisfied consumer to become loyal-consumers needed some kind of reinforcements to involve in the process. Trust has been suggested as one of those reinforcements. However, the investigation of the roles of trust and perceived risk in the middle of the relationship between satisfaction and brand loyalty has not been extensively conducted. Thus, this thesis aims to examine

the roles of trust and perceived risk that reinforce satisfied consumers to become brand-loyal consumers.

2.14 Previous Empirical Research and Methodologies

This section presents some empirical researches to present their studied variables and methodologies. A summary of the researches is provided in Table 2.1.

Table 2.1: A Summary of Previous Empirical Research and Methodologies.

Authors	Title	Methodologies	Findings
Alonso (2000)	The antecedents and consequences of customer loyalty: The roles of customer satisfaction and consumer trust-commitment.	<ul style="list-style-type: none"> - Mail questionnaire with an incentive (\$1 donation to a selected favorable organization) was research instrument. Four thousand questionnaires had been mailed to 4,000 households. After removing unusable questionnaires, a response rate is 4.95%, is equal to 198 questionnaires. - Factor analysis, correlation analysis, regression analysis, and structural equation modeling (EQS for windows) were statistical methods used. - Surveyed data was in a long-distance phone industry. 	<ul style="list-style-type: none"> - Satisfaction is a necessary step, but not sufficient to the formation of loyalty. - Trust and relationship commitment play a key mediating role between satisfaction and loyalty.
Delgado-Ballester and Munuera-	Brand trust in the context of consumer loyalty	<ul style="list-style-type: none"> - Questionnaire was the research instrument. - Two hundred questionnaires had 	<ul style="list-style-type: none"> - Consumer satisfaction is related to brand trust. Brand trust is

Authors	Title	Methodologies	Findings
Aleman (2001)		<p>been distributed. One hundred and seventy-three questionnaires were usable.</p> <ul style="list-style-type: none"> - Two diaper brands were tested. - Respondents were housewives who had kids age 0-4 years. - Regressions and multivariable analysis were used to test the hypotheses. 	<p>related to brand loyalty.</p> <ul style="list-style-type: none"> - Brand loyalty is related to consumer's price tolerance.
Gounaris and Stathakopoulos (2004)	Antecedents and consequences of brand loyalty: An empirical study	<ul style="list-style-type: none"> - The structure questionnaire with trained interviewer was the research instrument. - The pilot test was conducted to 250 undergraduate students. - Real test was conducted to 850 Greek consumers. - Regression analysis was used to test the hypotheses. 	<ul style="list-style-type: none"> - Risk aversion behavior, brand reputation, and social influences are related to premium brand loyalty. - Positive WOM, store change behavior, and purchase postponement or buy nothing behavior are behavioral consequences related to premium loyalty.
Kosolsirisukul (2005)	A study of correlation between characteristic of trust in Toyota cars and customer brand loyalty	<ul style="list-style-type: none"> - The self-administered questionnaire was the research instrument - Three hundred and ninety questionnaires were usable. - Correlation analysis was statistical method used. 	<ul style="list-style-type: none"> - Brand trust is related to brand loyalty. - Four factors related to brand trust are brand predictability, company trust, brand liking, and customer satisfaction.
Morgan and Hunt (1994)	The commitment-trust theory of relationship marketing	<ul style="list-style-type: none"> - Self-administered questionnaire was the research instrument. - One thousand and one hundred ninety-four questionnaires were mailed, 204 questionnaires were usable. 	<ul style="list-style-type: none"> - Relationship commitment and trust are key mediating variables for the success of relationship marketing. - Trust positively affects relationship

Authors	Title	Methodologies	Findings
		<ul style="list-style-type: none"> - Tire retailers were research respondents. - Correlation analysis and LISREL VII were statistical methods used. 	<p>commitment and negatively affects decision-making uncertainty.</p> <p>Communication positively affects trust.</p>
Pimphiboon (2001)	Marketing factors influencing brand loyalty	<ul style="list-style-type: none"> - The questionnaire was the research instrument. - Two product categories were tested consisting of mobile phone and roll film. - There are three kinds of statistical methods used: rankings, paired sample t-test, and correlation analysis. 	<ul style="list-style-type: none"> - From marketing factors rankings, product quality, product necessity, and price acceptability are ranged as the top three factors correlated to brand loyalty. - Brand loyalty level of consumers towards high-involvement product is lower than brand loyalty level of consumers towards low-involvement product

Chapter III

Theoretical and Conceptual Framework

This chapter presents the conceptual framework of this research, which is constructed by applying two research models. These research models are presented in the theoretical framework section. The conceptual model is provided and discussed in the conceptual framework section. The rest of this chapter presents the research hypotheses and the operationalization of variables.

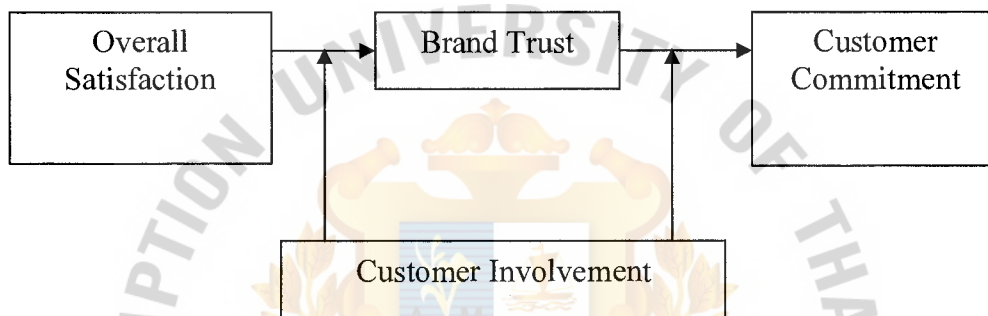
3.1 Theoretical Framework (s)

This research adopts two research models to conceptualize this research framework consisting of the research models by Delgado-Ballester and Munuera-Aleman (2001) and Gounaris & Stathakopoulos (2004).

The first research model is from Delgado-Ballester and Munuera-Aleman (2001). This model focuses on examining the effect of brand trust on customer commitment, which reflects customer loyalty. The authors asserted that their research was one of only a few empirical examinations explicitly considering brand trust in the context of antecedent of brand loyalty. In this model, the authors use the term “customer commitment” to represent brand loyalty. The term commitment that is associated with loyalty was also explained by Quester and Lim (2003) that true brand loyalty implies a commitment to a particular brand and is expressed via repetitive behavior. Therefore, the psychological attachment or commitment that a consumer

has for a particular brand is useful to provide a deeper understanding of brand loyalty. Besides, this model also incorporates the moderating effect of customer involvement to the relationship between overall satisfaction-brand trust-customer commitment paths. The authors asserted that when high customer involvement level is incorporated into this framework, the relationships between variables in this framework are stronger.

Figure 3.1: Brand Trust in the Context of Consumer Loyalty

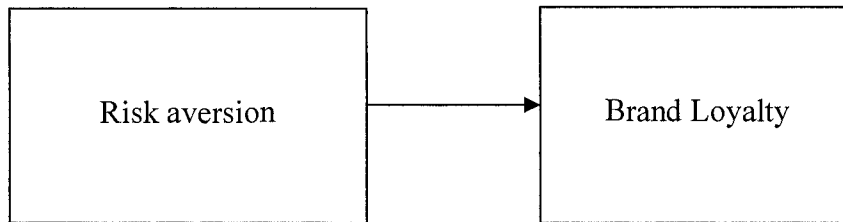


Source: Delgado-Ballester, E. & Munuera-Aleman, J. L. (2001). Brand trust in the context of consumer loyalty. European Journal of Marketing, 35, 1238-1259.

The second model is from Gounaris and Stathakopoulos (2004). The authors studied antecedents and consequences of brand loyalty. The antecedents proposed for this model are categorized into 3 groups including consumer drivers (risk aversion behavior and variety seeking), brand drivers (brand reputation, availability of substitute brands), and social drivers (social group influences, and peer recommendation). From this model, risk aversion behavior is related to brand loyalty (premium loyalty). Risk aversion behavior is a consumer self-driver that reinforces one to stay with a low risk situation. Perceived risk is a perception of a consumer that involves with the possibility to get unfavorable outcomes. When it is low, it leads

consumers to stay loyal. Perceived risk and brand loyalty is therefore negatively related.

Figure 3.2: Antecedents and Consequences of Brand Loyalty



Source: Derive from Gounaris, S. & Stathakopoulos, V. (2004). Antecedents and consequences of brand loyalty: An empirical study. Journal of Brand Management, 11, 283-306.

3.2 Conceptual Framework

The conceptual framework is drawn from the two stated models. This conceptual model consists of four components: consumer satisfaction, brand trust, perceived risk, and brand loyalty.

The researcher first posits that consumer satisfaction is related to brand trust, which in turn is related to brand loyalty. This paradigm is postulated based on Delgado-Ballester & Munuera-Aleman (2001). The authors asserted that there are the relationships between overall satisfaction and brand trust and brand trust and customer commitment (represented as brand loyalty). To support these relationships, the researcher pointed out a number of research studies to advocate these relationships. For example, Bloemer and Oderkerken-Schroder (2002) cited the effect of customer trust in store, created by customer satisfaction, on customer's store

loyalty. Selnes (1998) showed that trust plays a mediating role in the relationship between the variables. Trust created by satisfaction is related to relationship continuity/enhancement of the buyer for the supplier. Ranaweera and Prabhu (2003) asserted that at a satisfaction rate, the more trust level the better the mean customer retention rate. Thus, this shows that consumers are more likely to be retained in the relationship if the trust level is high rather than the sole influence of satisfaction experience. As a result, the researcher affirms the postulation of the relationship between consumer satisfaction and brand trust, which in turn is related to brand loyalty.

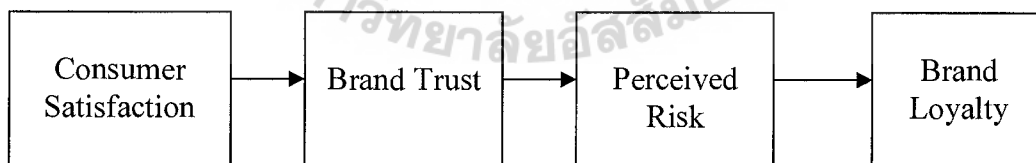
However, as Selnes (1998) suggested, trust can reduce perceived risk, which in turn increases the relationship commitment of the buyer towards the supplier. Thus, the researcher posits that brand trust is negatively related to perceived risk, which in turn is related to brand loyalty. More evidence to support this claim found in the Hart & Johnson (1999) study. Their studies focused on understanding the effects of a trust building program. The investigation of this program showed that customers' brand trust can reduce customers' perceived risks. Morgan and Hunt (1994) also affirmed that trust is related to the reduction of the uncertainty of a decision-making. Since uncertainty is an element of perceived risk (Mitra et al., 1999), hence when consumers gain trust, they consequently have less perceived risk due to less uncertainty of the purchase decision. From these perspectives, it is reasonable to postulate that perceived risk is negatively correlated to brand trust as a consequence.

Finally, to support the contention that perceived risk is related to brand loyalty, there are a number of researchers that suggested this relationship (e.g.,

Mitchell & Greathouse, 1993, Mitra, et al., 1999, Puto et al., 1985; Roselius, 1971). Loyalty is the most useful risk reducing method people use to diminish their perceived risks (Mitchell & Greathouse, 1993, Mitra, et al., 1999, Puto et al., 1985; Roselius, 1971). Perceived risk is reasonably related to brand loyalty because of a consumer driver that is a risk aversion behavior. Risk aversion behavior in consumers drives them to accept a low-perceived risk brand. In addition, risk aversion behavior is empirically related to brand loyalty (Gounaris & Stathakopoulos, 2004). Based on this, the researcher logically advocates the postulation of a relationship between perceived risk and brand loyalty.

In conclusion, the conceptual framework of this research is a relationship of consumer satisfaction, brand trust, perceived risk, and brand loyalty. Brand trust in this framework mediates consumer satisfaction and perceived risk variables. In addition, perceived risk mediates brand trust and brand loyalty. Figure 3.3 illustrates the conceptual model.

Figure 3.3: Conceptual Framework



3.3 Research Hypotheses

This section consists of the research hypotheses, which are drawn from conceptual framework section. There are five hypotheses included in this study.

A hypothesis can be posited to determine the existence of a significant linear relationship between the X and Y variables by testing whether β_1 which is the population slope equal to 0 (Berenson, Levine, and Krehbiel, 2004). The null and alternative hypotheses are stated as follows:

$$H_0: \beta_1 = 0 \text{ (There is no linear relationship.)}$$

$$H_a: \beta_1 \neq 0 \text{ (There is a linear relationship.)}$$

The following model is the simple linear regression model. β_1 is the slope of the line. β_0 is the Y intercept. When β_1 is not equal to 0, it means there is a relationship between variable X and Y (Berenson et al., 2004).

$$Y_i = \beta_0 + \beta_1 X_i + \varepsilon_i$$

Where: β_0 = Y intercept for the population

β_1 = slope for the population

ε_i = random error in Y for observation i

Hypothesis 1:

H_{10} : Consumer satisfaction is not related to consumer's brand trust ($\beta_1 = 0$)

H_{1a} : Consumer satisfaction is related to consumer's brand trust ($\beta_1 \neq 0$)

Hypothesis 2:

H_{20} : Brand trust is not related to consumer's perceived risk ($\beta_1 = 0$)

H_{2a} : Brand trust is related to consumer's perceived risk ($\beta_1 \neq 0$)

Hypothesis 3:

H3₀: Consumer's perceived risk is not related to brand loyalty ($\beta_1 = 0$)

H3_a: Consumer's perceived risk is related to brand loyalty ($\beta_1 \neq 0$)

Hypothesis 4:

H4₀: Consumer satisfaction is not related to brand loyalty ($\beta_1 = 0$)

H4_a: Consumer satisfaction is related to brand loyalty ($\beta_1 \neq 0$)

Hypothesis 5:

H5₀: Brand trust is not related to brand loyalty ($\beta_1 = 0$)

H5_a: Brand trust is related to brand loyalty ($\beta_1 \neq 0$)

3.4 Operationalization of Variables

This section describes each variable concept, definition, component, and level of measurement, which were adopted for measuring each variable in the research questionnaire.

Table 3.1: Operationalization of Variables

Concept	Concept Definitions	Operational Components	Level of Measurement
Consumer Satisfaction	An evaluation of the perceived discrepancy between prior expectations and the actual performance of the product (TSE & Wilton, 1988).	1) Perceived performance. 2) Subjective disconfirmation. 3) Overall Satisfaction.	Interval Scales
Brand Trust	A feeling of security that the brand will meet consumption	Security feeling of consumer towards following aspects of consumption	Interval Scales

Concept	Concept Definitions	Operational Components	Level of Measurement
	expectations (Delgado-Ballester & Munuera-Aleman, 2001).	expectation for Sunsilk shampoo brand. 1) Offers a consistently high quality. 2) Solves any problem that could occur with the product. 3) Offers new products that may be needed. 4) Interested in consumer satisfaction. 5) Values consumer. 6) Offers recommendation and advice on how to make the most of its product.	
Perceived Risk	The hesitancy to purchase because it involves taking the risk of suffering some types of losses (Roselius, 1971).	Risk perception of consumers towards following losses when they purchase Sunsilk shampoo brand. 1) Time loss 2) Health loss 3) Ego loss 4) Financial loss	Interval Scales
Brand Loyalty	The consumer behavior toward a brand which is related to purchasing behavior, emotional attachment, and normative influences (Gounaris & Stathakopoulos,	Consumers' intentions to conduct following behaviors for Sunsilk shampoo brand. 1) Brand recommendation (Positive WOM). 2) Postpone the purchase or buy nothing if Sunsilk shampoo	Interval Scales

Concept	Concept Definitions	Operational Components	Level of Measurement
	2004).	brand is unavailable. 3) Change store to find and buy Sunsilk shampoo if the store I visit does not have Sunsilk shampoo.	Interval Scales



Chapter IV

Research Methodology

This chapter presents research methodologies used in this study. First, the researcher presents the research methods employed for this research, followed by sampling procedure design which includes target population, sampling unit, sampling method. Then, determining sample size method for this research is presented. Latter parts consist of research instrument design, data collection/gathering procedures, data analysis, and pre-testing. Finally, statistical treatment of the data is presented.

4.1 Research Method

This research employed constructive research as the research method. The constructive research is a very common research method. It involves the evaluation of the construct being developed analytically. The construct is often used to represent a new theory, model, or framework (Wikipedia, 2006).

The investigation aspect of this research was the correlational study. It is an investigating type used to understand the association between variables. It portrays the crucial variables that are associated with the problem. The correlational study is usually conducted in the natural environment with minimal interference to the normal flow of work (Sekaran, 2000). Thus, the field study was selected as study setting to collect the data for this research as stated by Sekaran (2000, p.133) that the

correlational study is invariably conducted in non-contrived settings such as the field study.

4.2 Sampling Procedures

Target Population

Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate (Sekaran, 2000, p.266) so that target population, in this case, was the brand-loyal consumers of Sunsilk shampoo brand who live in Thailand.

Unfortunately, the population frame, which is a listing of all the elements in the population, for this research is hard to define in detail due to the lack of records for the listing of Sunsilk shampoo brand-loyal consumers in Thailand.

Sampling Unit

Sampling units of this research were five areas located in Bangkok region including Bangkokkapi, Ladprao, Raminthra, Siam, and Silom where the researcher aimed to find qualified representative samples randomly and conveniently. These five areas were chosen because they had high density of population which the interviewers could find the respondents conveniently. These five areas also had different social and economic profiles of the respondents to prevent socio-eco bias. Bangkokkapi, Ladprao, and Raminthra were expected to have respondents from lower classes, while Siam and Silom were expected to have respondents from higher classes.

Sampling Method

The researcher applied a convenience sampling method, which is classified as a non-probability sampling method (Sekaran, 2000), to access target respondents. Sekaran (2000, p. 277) stated that “convenience sampling involves collecting information from members of the population who are conveniently available to provide it.”

There were a number of factors that influenced the researcher in selecting this sampling method. First, a probability based sampling (such as stratified random sampling) is inappropriate for this study because a population frame of this research is unknown. Second, the convenience sampling produces convenient and widely approachable respondents for an interviewer.

4.3 Determining Sample Size

The researcher employed the sample-size-determining method presented by Levine, Krehbiel, and Berenson (2000) to calculate the sample size. There are three variables to be considered including Z , p , and e values as shown in the formulation below.

To calculate this research sample size, the desired confidence level is set at 95%, so Z value = 1.96 and e value = .05. In addition, p value is set to .5 as Levine et al. (2000) state that the maximum sample size is achievable by setting p value at .5. Therefore, this research's sample size equals 385 samples.

$$n = \frac{(1.96)^2 (.5) (.5)}{(.05)^2} = 384.16$$

$$n = \frac{Z^2 p (1-p)}{e^2}$$

$$e^2$$

Where: n = Number of items in sample

Z^2 = Square of the confidence interval in standard error units

p = Estimate the true proportion of success

$(1-p)$ = Estimate the proportion of failure

e^2 = Acceptable sampling error

However, it is noteworthy that to prevent the shortcoming of desired sample size at 385 samples, the researcher distributed 442 questionnaires which were fifteen percent greater than the desired sample size.

4.4 Research Instrument

The structured questionnaire was the research instrument for this research. It was selected because it is a quick, convenient, and cost effective survey method. It was administered by trained interviewers to obtain the data. The interviewers were incorporated into the survey because most of the scales used in this research are attitudinal scales, so the respondents may need some clarification. Five interviewers were hired from a research agency firm and trained by the researcher on the details how to screen qualified respondents who were Sunsilk brand-loyal consumers and how to answer the questions which possibly were raised by the respondents during the interviewing process.

The questionnaire is divided into three parts. Part 1 includes screening questions to filter out non-representatives of Sunsilk brand loyalists. Part 2 consists of the attitude questions for measuring the relevant variables. Part 3 is constructed to access the demographic data of the respondents.

Part 1: Screening Questions

The interviewers briefly clarified the purposes of this research and obtained permission to ask questions from the questionnaire. There were two questions used to screen Sunsilk brand-loyal respondents from the prospects. The nominal scale was used in these two questions.

- Question1: this question was used to screen the current buyer and user of the Sunsilk brand. If the respondents were a current buyer and user, they potentially recalled the relevant aspects about Sunsilk shampoo more easily than those people who had used the Sunsilk brand a long time ago.
- Question2: this question was asked to measure the time span that the respondents have taken to consume the Sunsilk shampoo. The required time span is over 1 year according to Leelayurat (2000). She suggests that the consumers who have consumed the product and the brand for more than 6 months can be classified as brand-loyal consumers because a six-month time span can generate brand loyalty and brand relationship.

Therefore, if the respondent complies with these two conditions, they are asked to complete the entire questionnaire.

Part 2: Research Questions

Respondents were asked for their attitudes toward each measure. The interval scale was the measurement scale employed for most of research questions in this part. The measures needed include consumer satisfaction, brand trust, perceived risk, and brand loyalty.

- *Consumer Satisfaction*: based on study of TSE & Wilton (1988), the researcher used a three-item scale to measure consumer satisfaction including perceived performance, subjective disconfirmation, and overall satisfaction. A five-point scale was employed to measure each item. This measurement was included in Question 3.1-3.3.
- *Brand Trust*: based on a study by Delgado-Ballester and Munuera-Aleman (2001), a six-item scale to measure brand trust was developed by these authors. A five-point scale was used for this measure. The six-item scale was measured in Question 4.1-4.6.
- *Perceived Risk*: based on Roselius (1971), four types of losses were measured including time, hazard, ego, and monetary loss. A five-point scale was employed. This measure was in Question 5.1-5.4.
- *Brand Loyalty*: based on Gounaris and Stathakopoulos (2004), three behaviors of premium brand-loyal consumers were measured including; (1) positive WOM about the brand, (2) store change behavior, and (3) purchase postponement and buy nothing. A five-point scale was employed. This measure was in Question 6.1-6.3.

Part 3: Demographic Data

This part asked for five pieces of demographic data including age, gender, income, education, and marital status. The nominal scale was employed. These relevant demographic questions were asked in Question 7-11.

4.5 Collection of Data/Gathering Procedures

There were two types of data used in this research: primary and secondary data. The primary data was collected through the structured questionnaire with trained interviewers. The researcher trained a team of five interviewers for the approach techniques and for clarification of the questions for which the respondents may ask. The interviewers administered the field work in five locations in Bangkok. One interviewer was assigned for one area and allowed 6 days to complete the desired respondent numbers (See Table 4.1 for details). The five interviewers were hired from a research company and earned 20 Baht per questionnaire. For Bangapi, Ladprao, and Raminthra areas, the interviewers randomly approached the respondents in residential areas (i.e. villages) and in front of the big malls. For Siam and Silom areas, the interviewers randomly approached the respondents along the streets' side walks. However, before asking the questions in the questionnaire, they had to get the agreement of participation from the respondents.

They approached the respondents randomly based on the convenience sampling technique. The qualified respondents were screened to access anyone who was current user and buyer of Sunsilk shampoo brand and had purchased and used the brand more than one year. The 442 questionnaires had been disseminated to achieve

the 385 samples. The field work was conducted during 24th-29th June 2006. The 442 questionnaires were allocated equally to five interviewers (see Table 4.1 for details).

Table 4.1: Field Work Details of the Collection of Data

Sample Units	Date	Interviewer Number	Respondents
Bangkapi	June 24-29	1	89
Siam	June 24-29	1	89
Silom	June 24-29	1	88
Ladprao	June 24-29	1	88
Raminthra	June 24-29	1	88
Total	6 days	5	442

4.6 Data Analysis

To answer the research problems and hypotheses, two statistical methods were used including the linear regression analysis and the structural equation modeling (SEM). A statistical package for social science, SPSS 14.0, was used for the linear regression analyses, while a SEM program, AMOS 5.0, was used to test the model fit. Additionally, demographic data of the respondents were obtained by descriptive analysis in SPSS 14.0.

First, the primary data from 397 usable questionnaires were encoded and entered in the input sheets of SPSS 14.0. After that, reliability of the scales was resumed from 397 samples. Then, a series of linear regression analyses was conducted

to obtain p -value and other statistics (e.g., Beta). This process was used mainly for the purpose of hypothesis-testing. Second, the model was created in AMOS 5.0. The input data file of 397 respondents from SPSS was imported to complement the model fit testing process. This procedure was employed to test the model fit because the linear regression analysis could not sufficiently describe that the model was fit. The linear regression analysis could explain whether there is a relationship between an independent variable and a dependent variable.

In terms of demographic data located in the questionnaire Part 3, they were processed using the descriptive statistics such as frequency and percentage to present the respondents' demographic data.

4.7 Pre-testing for Reliability

For the internal reliability test, the researcher employed the Cronbach's alpha technique for which was obtained through the reliability of scale analysis in SPSS 14.0. Standardized Cronbach's alpha formula presented by UCLA Academic Technology Services for SPSS is shown below.

$$\alpha = \frac{N \cdot \bar{r}}{1 + (N - 1) \cdot \bar{r}}$$

Where: N = the number of items

\bar{r} = the average inter-item correlation among the items

Coolican (2004) asserted that Cronbach's alpha is the most commonly used statistic to estimate an internal reliability. The alpha value is equivalent to the average of all possible split-half reliability values that could be calculated on the data set. According to Gounaris and Stathakopoulos (2004), the Cronbach's alpha value above 0.6 is sufficient to demonstrate the internal consistency scales.

Following the pre-testing of 32 respondents, the results showed the reliability of the multi-dimensional scales used in the research questionnaire. All of Cronbach's alpha values are above 0.6, they range from .714 to .803 (see Table 4.2). Thus, the internal reliability for the research questionnaire is adequate and reliable to be used as this research instrument.

Table 4.2: Results of Internal Reliability Test

Variables	Test Methods	Statistics Values
Consumer Satisfaction	Cronbach's alpha	0.803
Brand Trust	Cronbach's alpha	0.799
Perceived Risk	Cronbach's alpha	0.714
Brand Loyalty	Cronbach's alpha	0.798

4.8 Statistical Treatment of Data

There were two kinds of statistics used for this research: descriptive and inferential statistics.

Descriptive Statistics

This research used the frequency and the percentage as the main descriptive statistics to present the respondent's demographic data.

Inferential Statistics

The linear regression analysis was employed to test the existence of a linear relationship between two variables. The null hypothesis was $H_0: \beta_1 = 0$ and the alternative hypothesis against two-tailed test was $H_a: \beta_1 \neq 0$. The test statistic is t . Test statistic (t) was obtainable through the output of linear regression analysis from SPSS 14.0. However, this research used the p -value approach to test the hypotheses. "The p -value is often referred to as the observed level of significance, which is the smallest level at which H_0 can be rejected for a given set of data. The null hypothesis is rejected if the p -value is less than α " (Berenson et al., 2004, p.303). For this research, α is equal to .05. The null hypotheses of this research are rejected if p -value is less than .05. p -value is provided by SPSS 14.0. It denotes by Sig.

Argresti and Finlay (1997) suggested that Beta which is obtained from SPSS equal to the Pearson's correlation coefficient (see Pearson's correlation coefficient matrix in Appendixes). Based on this assertion, this research used Beta to present the direction and the strength of the relationships. The Beta is ranged from -1 to 1. If it is equal to zero, it means that there is no relationship between variables. Furthermore, a negative Beta value presents a negative relationship between variables. In contrast, a positive Beta value portrays a positive relationship between variables.

Because the linear regression analysis can only test the independence of two variables and the strength of the relationship, it can not test the model fit. To answer the research objective which is to identify the roles of brand trust and perceived risk in the relationship between consumer satisfaction and brand loyalty, the conceptual model was tested using AMOS 5.0. A set of model fit indices was obtained to evaluate whether the model was fit. The model fit indices included Chi-square (χ^2), Bentler-Bonett Index (NFI), Goodness of Fit Index (GFI), Bentler's Comparative Fit Index (CFI), and Root Mean Square Error of Approximation (RMSEA). To indicate a good model fit, Hoyle (1995) suggested Chi-square close to zero, CFI, GFI, and NFI $> .9$, and RMSEA $< .1$ (Alonso, 2000).

In conclusion, Table 4.3 below includes each hypothesis for this research and its statistical treatment of the data.

Table 4.3: Hypotheses and Statistical Treatments

Hypotheses	Statistical Treatments
<p>H1₀: Consumer satisfaction is not related to consumer's brand trust ($\beta_1 = 0$).</p> <p>H1_a: Consumer satisfaction is related to consumer's brand trust ($\beta_1 \neq 0$).</p>	<ul style="list-style-type: none"> • Linear regression analysis. • t is the test statistic. • Confident level is 95%, significance level is .05 (equals .025 for two-tailed test). • p-value is the two-tailed probability. The null hypothesis (H_0) is rejected if p-value is less than .05. It means there is a relationship between tested variables. • Beta is equal to the Pearson correlation coefficient. Beta values are ranged from -1 to 1.
<p>H2₀: Brand trust is not related consumer's perceived risk ($\beta_1 = 0$).</p> <p>H2_a: Brand trust is related to consumer's perceived risk ($\beta_1 \neq 0$).</p>	
<p>H3₀: Consumer's perceived risk is not related to brand loyalty ($\beta_1 = 0$).</p> <p>H3_a: Consumer's perceived risk is related to brand loyalty ($\beta_1 \neq 0$).</p>	
<p>H4₀: Consumer satisfaction is not related to brand loyalty ($\beta_1 = 0$)</p> <p>H4_a: Consumer satisfaction is related to brand loyalty ($\beta_1 \neq 0$)</p>	

Hypotheses	Statistical Treatments
H_{5_0} : Brand trust is not related to brand loyalty ($\beta_1 = 0$) H_{5_a} : Brand trust is related to brand loyalty ($\beta_1 \neq 0$)	



Chapter V

Data Presentation and Critical Discussion of Results

From the survey, the data from total 397 usable questionnaires were entered and analyzed using SPSS 14.0 and AMOS 5.0. In this chapter, the demographic data is consequently presented by frequency and percentage statistics to describe the characteristics of the respondents in terms of gender, age, education, marital status, and monthly income. Regression analysis statistics are presented and discussed for five hypotheses. The model fit indices are also provided and discussed for showing the fitting of the model. Lastly in the chapter, there is the presentation of the findings.

5.1 Descriptive Analysis of the data

The survey was conducted on 442 respondents who lived in five locations in Bangkok: Bangkok, Siam, Silom, Ladprao, and Raminthra. After removing unusable questionnaires, 397 questionnaires remained. The data presented below describes the research representatives' characteristics including gender, age, education, marital status, and monthly income.

Gender

The majority of respondents, 85.9%, were female and 14.1% of respondents were male (see Table 5.1).

Table 5.1: The Respondents' Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	56	14.1	14.1	14.1
Female	341	85.9	85.9	100.0
Total	397	100.0	100.0	

Age

The majority of the respondents were aged between 16-25 years old (53.4%), followed by 26-35 years old (25.7%), and 36-45 years old (11.8%) (see Table 5.2). In conclusion, approximately 91.0% of the respondents were in age 16-45 years old.

Table 5.2: The Respondents' Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than or equal to 15 years old	16	4.0	4.0	4.0
16-25 years old	212	53.4	53.4	57.4
26-35 years old	102	25.7	25.7	83.1
36-45 years old	47	11.8	11.8	95.0
46-55 years old	19	4.8	4.8	99.7
greater than or equal to 56 years old	1	.3	.3	100.0
Total	397	100.0	100.0	

Education

The majority of the respondents' highest level of education was bachelor degree (55.7%), followed by less than bachelor degree (42.1%) (see Table 5.3). In conclusion, approximately 98.0% percent of the respondents had education profiles below or equal to bachelor degree.

Table 5.3: The Respondents' Education Profiles

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than bachelor degree	167	42.1	42.1	42.1
Bachelor degree	221	55.7	55.7	97.7
Master degree	9	2.3	2.3	100.0
Total	397	100.0	100.0	

Marital Status

The majority of the respondents were single (75.8%), followed by the married respondent group (23.2%) (see Table 5.4).

Table 5.4: The Respondents' Marital Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Single	301	75.8	75.8	75.8
Married	92	23.2	23.2	99.0
Others	4	1.0	1.0	100.0
Total	397	100.0	100.0	

Monthly income

The majority of the respondents had a monthly income less than 10,000 Baht (58.7%), followed by the group that has a monthly income between 10,001 to 50,000 Baht (38.8%). In conclusion, approximately 98% of the respondents had an income below 50,000 Baht per month (see Table 5.5).

Table 5.5: The Respondents' Monthly Income

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than 10,000 B./month	233	58.7	58.7	58.7
10,0001-50,000 B./month	154	38.8	38.8	97.5
50,001-100,000 B./month	8	2.0	2.0	99.5
Greater than 100,000 B./month	2	.5	.5	100.0
Total	397	100.0	100.0	

5.2 Hypothesis Testing Results

There were five hypotheses tested. The linear regression analysis was statistical treatment of the data for the hypothesis-testing. The p -value for each hypothesis was obtained to determine the existence of the relationship between two variables. Moreover, the Beta (is equal to Pearson's Correlation Coefficient) was used to present the direction and the strength of each relationship (see Appendixes for Pearson's Correlation Coefficient matrix).

The reliability of each measure's scale was sufficient. Tested using Cronbach's alpha, consumer satisfaction measure had alpha .668. Brand trust measure had alpha .752. Perceived risk measure had alpha .770. The final measure, brand loyalty, had alpha .706.

Hypothesis 1:

$H1_0$: Consumer satisfaction is not related to consumer's brand trust ($\beta_1 = 0$)

$H1_a$: Consumer satisfaction is related to consumer's brand trust ($\beta_1 \neq 0$)

Table 5.6 portrays the results of the linear regression analysis for consumer satisfaction (CON_SAT) as the independent variable and brand trust (BR_TRUST) as the dependent variable. At significance level .05, the null hypothesis was rejected ($p < .05$). Thus, consumer satisfaction is significantly related to brand trust. Because this relationship has a positive sign Beta (Beta = .352), it implies a positive relationship between these two variables.

Table 5. 6: The Results of Linear Regression Analysis for Consumer Satisfaction and Brand Trust.

Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.685	.169		15.861	.000
	CON_SAT	.348	.047	.352	7.468	.000

a. Dependent Variable: BR_TRUST

Hypothesis 2:

H2₀: Brand trust is not related to consumer's perceived risk ($\beta_1 = 0$)

H2_a: Brand trust is related to consumer's perceived risk ($\beta_1 \neq 0$)

Table 5.7 outlines the results of the linear regression analysis for brand trust (BR_TRUST) as the independent variable and perceived risk (PER_RISK) as the dependent variable. At significance level .05, the null hypothesis was rejected ($p < .05$). Thus, brand trust is significantly related to perceived risk. Because this relationship has a negative sign Beta (Beta = -.280), it implies a negative relationship between these two variables.

Table 5. 7: The Results of Linear Regression Analysis for Brand Trust and Perceived Risk

Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.345	.256		13.091	.000
	BR_TRUST	-.374	.065	-.280	-5.792	.000

a Dependent Variable: PER_RISK

Hypothesis 3:

H3₀: Consumer's perceived risk is not related to brand loyalty ($\beta_1 = 0$)

H3_a: Consumer's perceived risk is related to brand loyalty ($\beta_1 \neq 0$)

Table 5.8 shows the results of the linear regression analysis for perceived risk (PER_RISK) as the independent variable and brand loyalty (BR_LOYAL) as the dependent variable. At significance level .05, the null hypothesis was rejected ($p < .05$). Thus, perceived risk is significantly related to brand loyalty. Because this relationship has a negative sign Beta (Beta = -.264), it implies a negative relationship between these two variables.

Table 5. 8: The Results of Linear Regression Analysis for Perceived Risk and Brand

Loyalty

Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.987	.115		34.574	.000
	PER_RISK	-.322	.059	-.264	-5.434	.000

a Dependent Variable: BR_LOYAL

Hypothesis 4:

H₄₀: Consumer satisfaction is not related to brand loyalty ($\beta_1 = 0$)

H_{4a}: Consumer satisfaction is related to brand loyalty ($\beta_1 \neq 0$)

Table 5.9 shows the results of the linear regression analysis for consumer satisfaction (CON_SAT) as the independent variable and brand loyalty (BR_LOYAL) as the dependent variable. At significance level .05, the null hypothesis was rejected ($p < .05$). Thus, consumer satisfaction is significantly related to brand loyalty. Because this relationship has a positive sign Beta (Beta = .345), it implies a positive relationship between these two variables.

Table 5.9: The Results of Linear Regression Analysis for Consumer Satisfaction and Brand Loyalty

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.374	.277		4.963	.000
	CON_SAT	.557	.076	.345	7.308	.000

a. Dependent Variable: Brand Loyalty

Hypothesis 5:

H5₀: Brand trust is not related to brand loyalty ($\beta_1 = 0$)

H5_a: Brand trust is related to brand loyalty ($\beta_1 \neq 0$)

Table 5.10 shows the results of the linear regression analysis for brand trust (BR_TRUST) as the independent variable and brand loyalty (BR_LOYAL) as the dependent variable. At significance level .05, the null hypothesis was rejected ($p < .05$). Thus, brand trust is significantly related to brand loyalty. Because this relationship has a positive sign Beta (Beta = .382), it implies a positive relationship between these two variables.

Table 5.10: The Results of Linear Regression Analysis for Brand Trust and Brand Loyalty

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.926	.300		3.084	.002
	BR_TRUST	.624	.076	.382	8.224	.000

a Dependent Variable: Brand Loyalty

Table 5.11 summarizes the results of the five presented hypotheses.

Table 5. 11: The Summary of the Hypothesis-testing Results

Hypotheses	<i>p</i> -value	The Hypothesis Testing Results
H1 ₀ : Consumer satisfaction is not related to consumer's brand trust ($\beta_1 = 0$).	$p < .05$	<ul style="list-style-type: none"> • Rejected the null hypothesis. • Consumer satisfaction is significantly related to brand trust.
H2 ₀ : Brand trust is not related consumer's perceived risk ($\beta_1 = 0$).	$p < .05$	<ul style="list-style-type: none"> • Rejected the null hypothesis. • Brand trust is significantly related to perceived risk.
H3 ₀ : Consumer's perceived risk is not related to brand loyalty ($\beta_1 = 0$).	$p < .05$	<ul style="list-style-type: none"> • Rejected the null hypothesis. • Perceived risk is significantly related to brand loyalty.
H4 ₀ : Consumer satisfaction is not related to brand loyalty ($\beta_1 = 0$).	$p < .05$	<ul style="list-style-type: none"> • Rejected the null hypothesis. • Consumer Satisfaction is significantly related to brand loyalty.
H5 ₀ : Brand trust is not related to brand loyalty ($\beta_1 = 0$).	$p < .05$	<ul style="list-style-type: none"> • Rejected the null hypothesis. • Brand trust is significantly related to brand loyalty.

5.3 The Tests of Model Fit

As stated earlier, the linear regression analysis method is not able to test whether a model is fit. To meet the research objective which was to identify the roles of brand trust and perceived risk in the relationship between consumer satisfaction and brand loyalty, Structural Equation Modeling (SEM) is more appropriate for the task. The research employed AMOS 5.0 which is one of SEM program to carry out the model fit tests. Table 5.12 shows the model fit indices of the research conceptual model. The model fit indices included χ^2 , NFI, GFI, CFI, and RMSEA. To indicate a good model fit, Hoyle (1995) suggested χ^2 close to zero, CFI, GFI, and NFI $> .9$, and RMSEA $< .1$ (Alonso, 2000).

Table 5.12: The Model Fit Indices of the Conceptual Model

Model fit indices	Values
Chi-square (χ^2)	74.065
Degree of freedom	3
Goodness of fit index (GFI)	0.923
Bentler-Bonett Index (NFI)	0.604
Bentler's comparative fit index (CFI)	0.608
Root Mean Square Error of Approximation (RMSEA)	0.245

In general, χ^2 and GFI of the conceptual model met the model fit criteria suggested by Hoyle (1995). Some model fit indices of the conceptual model, however, did not meet the model fit criteria, but they were close. To test this model is a good model, the researcher consequently created two rival models to compare to the conceptual model.

From the linear regression analyses, brand trust has greater degree of relationship to brand loyalty (Beta = .382) than consumer satisfaction does (Beta = .345), while perceived risk has the lowest degree of relationship to brand loyalty (Beta = -.264). These circumstances suggested that perceived risk might not probably play a crucial role in the relationship between consumer satisfaction and brand loyalty, while brand trust might do. The researcher, therefore, created the rival model number one which removed perceived risk out of the proposed model. There was only brand trust remaining in the relationship between consumer satisfaction and brand loyalty (see Figure 5.1).

Figure 5.1: The Rival Model I



For the rival model II, because each construct including consumer satisfaction, brand trust, perceived risk was significantly related to brand loyalty, the researcher suspected that each of these constructs might be directly related to brand loyalty. The rival model number two consequently was created (see Figure 5.2).

Figure 5.2: The Rival Model II

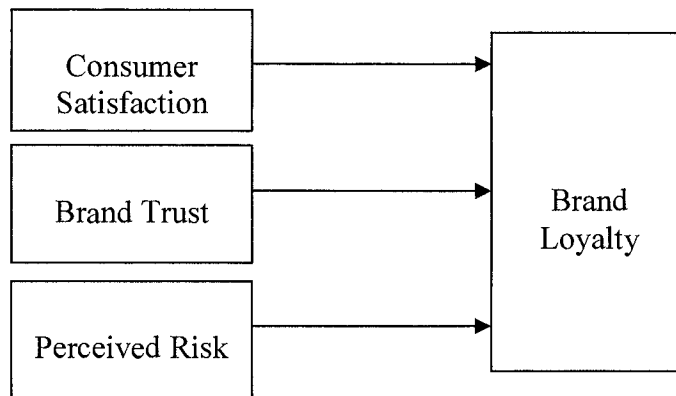


Table 5.13 shows the comparisons of the model fit indices of the conceptual model, the rival model I, and the rival model II retrieved from AMOS 5.0. The model fit indices indicated that the rival model I is the best model among the three tested models because the model fit indices were very close to the criteria suggested by Hoyle (1995), followed by the conceptual model and the rival model II.

Table 5.13: The Comparisons of the Model Fit Indices

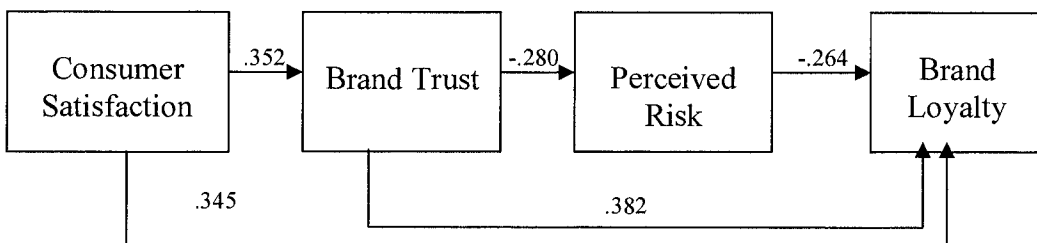
Model fit indices	Conceptual model	Rival model I	Rival model II
χ^2	74.065	24.202	91.274
df	3	1	3
GFI	0.923	.962	.890
NFI	0.604	.826	.512
CFI	0.608	.830	.513
RMSEA	0.245	.242	.273

5.4 Findings

From the results of the linear regression analyses for H₁, H₂, H₃, H₄, and H₅, all the null hypotheses were rejected ($p < .05$). Hence, there was a significant relationship between the variables in each posited hypothesis.

First, H₁ was posited to test the relationship between consumer satisfaction and brand trust. The results showed a significant positive relationship between consumer satisfaction and brand trust (Beta = .352, $p < .05$). Second, H₂ was posited to test the relationship between brand trust and perceived risk. The results showed a significant negative relationship between brand trust and perceived risk (Beta = -.280, $p < .05$). Third, H₃ was posited to test the relationship between perceived risk and brand loyalty. The results showed a significant negative relationship between perceived risk and brand loyalty (Beta = -.264, $p < .05$). Fourth, H₄ was posited to test the relationship between consumer satisfaction and brand loyalty. The results showed a significant positive relationship between consumer satisfaction and brand loyalty (Beta = .345, $p < .05$). Finally, H₅ was posited to test the relationship between brand trust and brand loyalty. The results showed a significant positive relationship between brand trust and brand loyalty (Beta = .382, $p < .05$). The regression coefficients between the constructs were illustrated in Figure 5.3.

Figure 5.3: The Regression Coefficients between the Constructs of the Model.



Although the regression coefficients showed that consumer satisfaction, brand trust, and perceived risk each was significantly related to brand loyalty, the fit statistics indicated that there were the better models when brand trust and perceived risk were in between the relationship of consumer satisfaction and brand loyalty as can be seen the better model fit indices of the conceptual model and the rival model I as compared to those of the rival model II (see Table 5.13). To consider the best model among three tested model, the model fit indices however dictated that the rival model I was the best model. The results of the tests of model fit indicated that brand trust plays a crucial role as a mediating variable in the relationship of consumer satisfaction and brand loyalty, while perceived risk plays less. It is therefore more appropriate to separate the perceived risk from the relationship of consumer satisfaction and brand loyalty. From the linear regression analysis, perceived risk is however significantly related to brand loyalty. Therefore, consumer satisfaction is related to brand trust, which in turn is related to brand loyalty. In addition, perceived risk is directly related to brand loyalty by not acting as a mediating variable between consumer satisfaction and brand loyalty.

Chapter VI

Conclusions and Recommendations

This chapter presents a conclusion of this research which consists of the summaries of the research problems, research objectives, research methodologies, demographic data of the respondents, and the hypotheses and model fit testing results. In addition, recommendations and the suggestions for future research are also discussed.

6.1 Conclusion

Although it has long been believed that satisfaction can manifest loyalty, there have had a number of evidences suggesting inadequate power of satisfaction to retain a consumer and predict a customer loyalty behavior (Alonso 2000, Oliver 1999). A number of research studies have been gradually conducted to better understand the development process of a satisfied consumer to become a brand-loyal consumer by incorporating trust as a mediating variable (Alonso, 2000, Bloemer & Oderkerken-schroder, 2002, Delgado-Ballester & Munuera-Aleman, 2001, Kosolsirisukkul, 2005, Selnes, 1998). This research also aimed to provide a better understanding about the development process of a satisfied consumer to become a brand-loyal consumer by investigating the roles of brand trust and consumer's perceived risk.

To answer the research problem, the six research objectives were set to identify; 1) the relationship between consumer satisfaction and brand trust, 2) the

relationship between brand trust and perceived risk, 3) the relationship between perceived risk and brand loyalty, 4) the relationship between consumer satisfaction and brand loyalty, 5) the relationship between brand trust and brand loyalty, and 6) the roles of brand trust and perceived risk in the relationship between consumer satisfaction and brand loyalty. The primary data was collected through 442 structured questionnaires with five trained interviewers. The 397 usable questionnaires were remained after removing unusable ones. Sunsilk brand-loyal shampoo users were the respondents for the research. The data were analyzed using a series of linear regression analyses, structural equation modeling program, and descriptive statistics.

The descriptive analysis showed that the majority of the respondents were female (85.9%). 91.0% of the respondents were in the 16-45 age range. Only 2% of the sample study had an education level higher than a bachelor degree with 98.0% have either a bachelor degree or a lower level of educational qualification. A majority of the respondents were single (75.8%). 98.0% of respondents had a monthly income less than 50,000 Baht.

The results of this research were evident that a development process of a satisfied consumer to become a brand-loyal consumer is needed some kinds of reinforcements. The fit statistics indicated that the models which have some reinforcements, brand trust or brand trust-and-perceived risk, showing good model fits, while the model that directly relates each construct, consumer satisfaction, brand trust, and perceived risk, to brand loyalty does not. This finding is consistent with the Alonso's research which suggested that trust and commitment are crucial in the relationship between customer satisfaction and customer loyalty. Satisfaction is not

able to solely construct loyalty (Alonso, 2000; Oliver, 1999; Stewart, 1991). Nevertheless, the rival model I which has brand trust as mediating variable showing the best model fit statistics as compared to the conceptual model, which has both brand trust-and-perceived risk as mediating variables.

The researcher therefore concludes that brand trust plays a crucial role in the relationship between consumer satisfaction and brand loyalty, while perceived risk does not. Perceived risk however still has a significant relationship to brand loyalty. The findings are consistent with a number of researches which assert a crucial role of trust as a mediating variable between satisfaction and loyalty (Bloemer & Oderkerken-schroder, 2002; Delgado-Ballester & Munuera-Aleman, 2001; Kosolsirisukkul, 2005; Selnes, 1998). A satisfied consumer needs to develop trust in order to retain his or her loyalty. Consumer's perceived risk is also one of variables related to the formation of brand loyalty. A consumer stays with the same brand, service provider, or supplier in order to reduce the perceived risk (Mitchell & Greatedorex, 1993; Mitra et al., 1999; Puto et al., 1985; Roselius, 1971). This notion is consistent with what this research found. Perceived risk is significantly related to brand loyalty in a negative way. It means when perceived risk to a brand is low, a consumer prefers to stay with the brand because it contains a low perceived risk.

From a Thai shampoo consumer survey, half of the shampoo users tend to switch brand immediately in order to obtain a better satisfaction from another shampoo brands (*Manager*, 2005). This survey showed a weak bondage between a satisfied consumer and loyalty to a shampoo brand. There were a lot of brand choices for consumers in Thailand's shampoo market. More than seven shampoo brands had

been available (*BrandAge*, 2005) and their prices were not too high to make a purchase trial. Therefore, creating brand trust toward the shampoo brand and also high perceived risk to conduct brand switching can be employed to achieve consumers' brand loyalty for a shampoo brand.

6.2 Recommendations

The research's results clarified that consumer satisfaction is not the only answer to maintain brand-loyal consumers into the businesses. Brand trust is the mediating variable that links consumer satisfaction and brand loyalty. Consumer's perceived risk is also a tool to retain consumers' brand loyalty.

When a business has an objective to acquire consumers' brand loyalty, they should not simply consider consumer satisfaction as the only key driver of brand loyalty. Brand trust should be strongly considered. Because brand trust is a feeling of security that the brand will meet consumption expectations (Delgado-Ballester & Munuera-Aleman, 2001), a business has to keep continuing make consumer satisfy in order to build consumer trust towards the brand. Satisfaction occurs when consumption expectations are met or exceeded (Swan & Combs, 1976). To continuously meet consumption expectations of consumers, product quality's control is very important. The businesses should strictly control the product qualities to always meet its standards. For example, an anti-dandruff shampoo brand that advertises superior performance to get rid of the dandruff problems within 7-day usage. At the first launch, the business tries to meet this advertising claim so that it put a high grade anti-dandruff ingredient into the product. However, the ingredient's cost is expensive. The business, then, reduces the quality of the ingredient to achieve

lower product cost. At first, a consumer is very satisfied with this anti-dandruff brand, but when he or she repurchases the brand, the brand can not meet the expectations like it did before because of lower anti-dandruff ingredient's quality. This circumstance leads consumer to mistrust the brand. The satisfied consumer does not develop brand trust and not become brand-loyal consumer because the business can not continuously meet the consumption expectations.

To build brand trust, communication between buyer and seller is also important (Morgan, 1994; Selnes, 1998). Selnes (1998) asserted that honest and timely communication is a good tool to transfer the seller's competencies that can create trust towards the buyer. In Thailand's shampoo market, advertising is a communication strategy which has been used continuously by the shampoo manufacturers. This strategy is a good tool to build brand trust as long as it conveys unexaggerated advertising messages. This means when the business develops advertising messages, those messages should be really achievable when consumers consume the product. Consumers, otherwise, would mistrust the brand and not become brand-loyal consumers because their expectations created by the advertising messages are not met. Consumer Club might be another way to create brand trust. The club acts like a good friend or partner to consumers. Consumers can contact the representatives of the brand who anytime provide problem solving for the brand, product recommendations and advices, useful information, and consultation. Morgan (1994) asserted that communication is the major precursor of trust. Communication can be defined as sharing the meaningful and timely information between the parties. Thus, the Consumer Club aims to share meaningful and timely communications with the consumers in order to build their trust towards the brand.

As stated earlier, consumer's perceived risk is another tool to retain consumer's brand loyalty. The business can create barriers for consumers to conduct brands' switching by creating higher perceived risk on other brands. Because consumers are risk averse people, they tend to stay with the brand with lower perceived risk (Peter and Ryan, 1976). If consumers switching brands are more risky for consumers than staying with the current brand, they will remain in the relationship with the current brand. Perceived risk consists of four types: time, financial, ego, and health and safety (Roselius, 1971). The business can create strategy based on these four types of perceived risk.

For shampoo brand, further analysis of this research indicated that perceived risk in health and safety is highly related to brand loyalty ($\text{Beta} = -.299$) as compared to other types of losses (see Appendixes for details). The business can create an advertising campaign to promote health and safety of using the brand and to create perceived risk to change to another shampoo brands. For example, the brand uses natural active ingredients that do not harm the scalp and hairs, while some shampoo brands in the market might do. Because consumers fear to lose their hairs which are related to their self-confidences, they potentially stay with the brand that has low health and safety risk.

In conclusion, to retain consumers' brand loyalty, this research suggested three alternatives. First, the researcher recommended building consumers' brand trust by controlling the product quality. Second, the business should convey the honest and timely communications via advertising messages and the consumer club program.

Third, the business should create the barriers to switch brands by posing high perceived risk on other brands.

6.3 Suggestions for Further Study

There are several alternatives to improve the present research. First, the findings of the present research are quite narrow because they are retrieved from the data of just one shampoo brand's users. To better generalize the research findings, the further study may replicate this study by approaching all shampoo brand users as the respondents rather than just one shampoo brand's users. Second, this research might be extended to study in other different categories such as cars, medicines, electronic appliances in order to investigate whether the findings of the present research are still applicable. Third, the present research used one time period data to analyze long-term developed notion like brand loyalty. It may produce weaker results than the data got from longitudinal study. If the future research can be conducted using a longitudinal study, a more reliable data may be obtained. Fourth, the present research used one-year time span as the criteria to screen brand loyalists. The future research may improve the criteria to be more appropriate to access real brand-loyal consumers such as increase time span criteria to be more than two years. Fifth, brand loyalty measurement scales should be improved to include purchase loyalty scales. The present research only used attitudinal loyalty scales to measure brand loyalty.

Appendixes

Pearson Correlation Coefficient Matrix

Regression Coefficients between Four Types of Losses and Brand Loyalty

Research Questionnaires

Pearson's Correlation Coefficient Matrix

		Consumer Satisfaction	Brand Trust	Perceived risk	Brand Loyalty
Consumer Satisfaction	Pearson Correlation	1	.352(**)	-.215(**)	.345(**)
	Sig. (2-tailed)		.000	.000	.000
	N	397	397	397	397
Brand Trust	Pearson Correlation	.352(**)	1	-.280(**)	.382(**)
	Sig. (2-tailed)	.000		.000	.000
	N	397	397	397	397
Perceived risk	Pearson Correlation	-.215(**)	-.280(**)	1	-.264(**)
	Sig. (2-tailed)	.000	.000		.000
	N	397	397	397	397
Brand Loyalty	Pearson Correlation	.345(**)	.382(**)	-.264(**)	1
	Sig. (2-tailed)	.000	.000	.000	
	N	397	397	397	397

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

Regression Coefficients of Four Types of Losses and Brand Loyalty

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.663	.091		40.090	.000
	Time loss	-.137	.042	-.162	-3.262	.001
1	(Constant)	3.858	.082		46.819	.000
	Health loss	-.278	.045	-.299	-6.218	.000
1	(Constant)	3.633	.097		37.340	.000
	Ego loss	-.139	.051	-.135	-2.714	.007
1	(Constant)	3.798	.099		38.177	.000
	Money loss	-.212	.048	-.216	-4.395	.000

a Dependent Variable: Brand Loyalty

This questionnaire was created for the purpose to complete a study in M.B.A program. Your information is very useful. The researcher does not intend to use your information provided in another way rather than answerinhg this research's questions. So, please feel free to provide information that you are really thinking to the following questions.

Part 1: Screening

1) Have you currently been buying and using "Sunsilk Shampoo"? ☐ Yes [go to 2)] ☐ No **(End interview)**

2) Have you continuously purchased and used "Sunsilk Shampoo" for the past one year? ☐ Yes [go to part 2] ☐ No **(End interview)**

Part 2:

(3.1) How do you rate performance of Sunsilk shampoo?	Very Poor <input type="checkbox"/>	Poor <input type="checkbox"/>	Fair <input type="checkbox"/>	Good <input type="checkbox"/>	Very Good <input type="checkbox"/>
(3.2) How did Sunsilk shampoo performance close to what you expected from Sunsilk shampoo?	Much poorer than expectation <input type="checkbox"/>	Poorer than expectation <input type="checkbox"/>	Meet the expectation <input type="checkbox"/>	Better than expectation <input type="checkbox"/>	Much better than expectation <input type="checkbox"/>
(3.3) By overall, how satisfied are you with Sunsilk shampoo?	Very dissatisfied <input type="checkbox"/>	Dissatisfied <input type="checkbox"/>	Neither dissatisfied nor satisfied <input type="checkbox"/>	Satisfied <input type="checkbox"/>	Very satisfied <input type="checkbox"/>

4) In the future, do you think that Sunsilk Shampoo will give you the following things? (Check one block per question)

	Definitely Will Not 1 <input type="checkbox"/>	Will Not 2 <input type="checkbox"/>	Neither won't nor will 3 <input type="checkbox"/>	Will 4 <input type="checkbox"/>	Definitely Will 5 <input type="checkbox"/>
(4.1) It will offer me a constant quality level product.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4.2) It will help me solve any problem I could have with the product.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4.3) It will offer me new products I may need.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4.4) It will be interested in my satisfaction.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4.5) It will value me as a customer of its product.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4.6) It will offer me recommendations and advices on how to make the most of its product.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6) In the situation that you are going to buy Sunsilk shampoo, do you agree that you have the following feelings? (Check one block per question)

	Definitely disagree 1 <input type="checkbox"/>	Disagree 2 <input type="checkbox"/>	Neither disagree or agree 3 <input type="checkbox"/>	Agree 4 <input type="checkbox"/>	Definitely agree 5 <input type="checkbox"/>
(6.1) I fear that I may lose my time, efforts, and convenience to repair or replace Sunsilk shampoo.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(6.2) I fear that I may suffer from dangers to the health or safety from Sunsilk shampoo.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(6.3) I fear that I may feel stupid or other persons make me feel stupid caused the failure of Sunsilk shampoo performance.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(6.4) I fear that I may lose money to make Sunsilk shampoo works properly or to replace it with a good one.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9) In the future, do you agree that you will conduct the following behaviors?

	Definitely disagree 1	Disagree 2	Neither disagree or agree 3	Agree 4	Definitely agree 5
9.1) I will recommend other people to buy and use Sunsilk shampoo if they ask me about the suggestion of shampoo brands.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9.2) I will change store in order to find and buy Sunsilk shampoo if the store I visit does not have Sunsilk shampoo.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9.3) I will postpone my purchase or buy nothing if Sunsilk shampoo is unavailable at the time I want to purchase a bottle of shampoo.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Part 3: Respondent's Demographic Details

(10) Gender ☐ Male ☐ Female

(11) Age ☐ <or equal to 15 yrs ☐ 16-25 yrs ☐ 26-35 yrs ☐ 36-45 yrs ☐ 46-55 yrs ☐ > or = 56 yrs

(12) Education ☐ Less than Bachelor degree ☐ Bachelor degree ☐ Master degree ☐ Doctorial degree

(13) Marital Status ☐ Single ☐ Married ☐ Others

(14) Income (Baht/month) ☐ < 10,000 ☐ 10,001-50,000 ☐ 50,001-100,000 ☐ >100,000

แบบสอบถามนี้จัดทำขึ้นเพื่อใช้ในการทำวิทยานิพนธ์สำหรับปริญญาโท ข้อมูลที่ท่านให้จะเป็นประโยชน์อย่างสูง ผู้วิจัยไม่มีความประสงค์จะนำข้อมูลในแบบสอบถามนี้ไปใช้เพื่อการอื่นนอกเหนือจากการตอบคำถามสำหรับงานวิจัยชิ้นนี้เท่านั้น ดังนั้นโปรดรู้สึกสบายใจที่จะให้ข้อมูลที่ตรงกับความคิดเห็นของท่านที่แท้จริงค่ะ

ส่วนที่ 1- คำถามเพื่อคัดเลือกผู้ตอบแบบสอบถาม

- 1) คุณซื้อและใช้แชมพูชันซิลอยู่ในปัจจุบันใช่หรือไม่? ☐ ใช่ (ไปคำถามข้อ 2)) ☐ ไม่ใช่ (จบการให้สัมภาษณ์)
- 3) คุณได้ซื้อและใช้แชมพูชันซิลอย่างต่อเนื่องตลอดระยะเวลา 1 ปี ที่ผ่านมาหรือไม่? ☐ ใช่ (ไปคำถามส่วนที่ 2) ☐ ไม่ใช่ (จบการให้สัมภาษณ์)

ส่วนที่ 2:

(3.1) คุณจัดอันดับ “ผลที่ได้รับจากการใช้แชมพูชันซิล” อยู่ในระดับใด?	แย่มาก <input type="checkbox"/>	แย่ <input type="checkbox"/>	ปานกลาง <input type="checkbox"/>	ดี <input type="checkbox"/>	ดีมาก <input type="checkbox"/>
(3.2) คุณคิดว่า “ผลที่ได้รับจากการใช้แชมพูชันซิล” มีความใกล้เคียงกับ “ผลการใช้ที่คุณคาดหวังจากแชมพูชันซิล” อย่างไร?	แย่มากกว่า จากที่คาดหวังไว้ <input type="checkbox"/>	แย่กว่า ที่คาดหวังไว้ <input type="checkbox"/>	ตรงกับ ที่คาดหวังไว้ <input type="checkbox"/>	ดีกว่า ที่คาดหวังไว้ <input type="checkbox"/>	ดีกว่ามาก จากที่คาดหวังไว้ <input type="checkbox"/>
(3.3) ถ้าพิจารณาโดยรวมถึงความพึงพอใจของคุณที่มีต่อผลิตภัณฑ์แชมพูชันซิล ความพึงพอใจของคุณเป็นอย่างไร?	ไม่พึงพอใจ มาก <input type="checkbox"/>	ไม่พึงพอใจ <input type="checkbox"/>	เฉยๆ <input type="checkbox"/>	พึงพอใจ <input type="checkbox"/>	พึงพอใจ มาก <input type="checkbox"/>

- 4) ในอนาคต คุณคิดหรือไม่ว่าผลิตภัณฑ์แชมพูชันซิลจะให้สิ่งต่างๆ เหล่านี้แก่คุณ? (หนึ่งคำตอบต่อหนึ่งคำถาม)

	คิดว่าจะไม่ เกิดขึ้น อย่างแน่นอน 1	คิดว่าจะไม่เกิดขึ้น 2	ไม่แน่ใจ 3	คิดว่าจะ เกิดขึ้น 4	คิดว่าจะเกิดขึ้น อย่างแน่นอน 5
(4.1) แชมพูชันซิลจะคงคุณภาพผลิตภัณฑ์อย่างสม่ำเสมอ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4.2) แชมพูชันซิลจะช่วยแก้ไขปัญหที่อาจเกิดขึ้นกับผลิตภัณฑ์แก้คัน	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4.3) แชมพูชันซิลจะเสนอผลิตภัณฑ์ใหม่ๆ ที่ฉันอาจมีความต้องการอยู่	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4.4) แชมพูชันซิลจะใส่ใจกับความพอใจของฉัน	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4.5) แชมพูชันซิลจะให้ความสำคัญกับฉันในฐานะผู้บริโภคของผลิตภัณฑ์	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4.6) แชมพูชันซิลจะให้คำแนะนำที่เป็นประโยชน์ เพื่อการใช้ผลิตภัณฑ์ในทางที่ก่อให้เกิดประโยชน์สูงสุดแก่ฉัน	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6) ในสถานการณ์ที่คุณจะทำการซื้อแชมพูชันซิล คุณเห็นด้วยหรือไม่ว่า คุณมีความรู้สึกต่างๆ เหล่านี้? (หนึ่งคำตอบต่อหนึ่งคำถาม)

	ไม่เห็นด้วย อย่างยิ่ง	ไม่เห็นด้วย	ไม่แน่ใจ	เห็นด้วย	เห็นด้วย อย่างยิ่ง
	1	2	3	4	5
(6.1) ฉันกลัวว่าอาจจะต้องเสียเวลา แรง หรือความสะดวก ในการที่ จะต้องแก้ไขปัญหา หรือว่าเพื่อทำ การเปลี่ยนผลิตภัณฑ์แชมพูชันซิล	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(6.2) ฉันรู้สึกกลัวว่าอาจจะได้รับ อันตรายแก่สุขภาพและความ ปลอดภัย จากการใช้แชมพูชันซิล	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(6.3) ฉันกลัวว่าจะรู้สึกว่าตัวเองไม่ ฉลาด (จากความคิดของตัวเอง หรือจากคนอื่น) เนื่องจากการซื้อ และใช้แชมพูชันซิล	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(6.4) ฉันรู้สึกว่าอาจจะเสียเงิน ไปเพื่อ การซ่อมแซมผลิตภัณฑ์ให้ผลิตภัณฑ์ กลับมาทำงานอย่างเป็นปกติ หรือ ต้องเปลี่ยนผลิตภัณฑ์อันใหม่ที่ขึ้นมา แทน	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9) ในอนาคต คุณเห็นด้วยหรือไม่ว่าคุณจะกระทำพฤติกรรมเหล่านี้?

	ไม่เห็นด้วย อย่างยิ่ง	ไม่เห็นด้วย	ไม่แน่ใจ	เห็นด้วย	เห็นด้วย อย่างยิ่ง
	1	2	3	4	5
9.1) ฉันจะแนะนำให้คนอื่นซื้อและ ใช้แชมพูชันซิล ถ้าหากเขาเหล่านั้น ตามความคิดเห็นฉันเกี่ยวกับยี่ห้อ ของแชมพูต่างๆ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9.2) ฉันจะเปลี่ยนร้านค้าเพื่อหาซื้อ แชมพูชันซิล ถ้าร้านค้าที่ฉันไปไม่มี แชมพูชันซิลขายอยู่	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9.3) ฉันจะเลื่อนการซื้อแชมพู ออกไป หรือว่าไม่ซื้อแชมพูยี่ห้อ ไหนเลย ถ้าแชมพูชันซิลไม่มี วางขายให้ฉันซื้อในตอนนั้นๆ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ส่วนที่ 3 – ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

- (10) เพศ ☐ ชาย ☐ หญิง
- (11) อายุ ☐ น้อยกว่า 15 ปี ☐ 16-25 ปี ☐ 26-35 ปี ☐ 36-45 ปี ☐ 46-55 ปี ☐ มากกว่า หรือ เท่ากับ 56 ปี
- (12) ระดับการศึกษา ☐ ต่ำกว่าปริญญาตรี ☐ ปริญญาตรี ☐ ปริญญาโท ☐ ปริญญาเอก

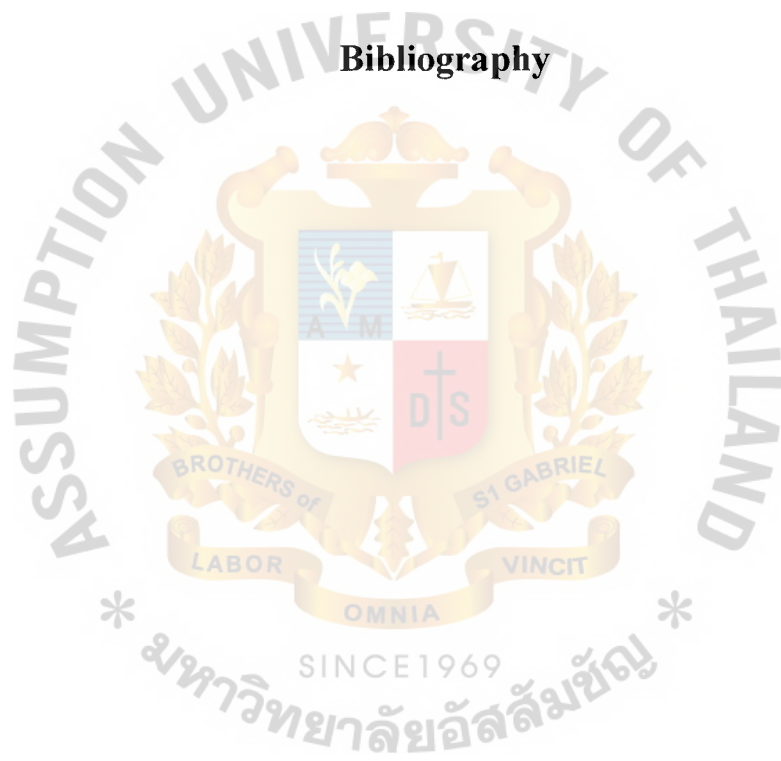
(13) สถานภาพการ ☐ โสด ☐ แต่งงาน ☐ อื่นๆ

สมรส

(14) รายได้ต่อเดือน (บาท) ☐ ต่ำกว่า 10,000 ☐ 10,001-50,000 ☐ 50,001-100,000 ☐ มากกว่า 100,000



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