

CONTENTS

TITLE	
STATEMENT OF ORIGINALITY OF THESIS	
AGREEMENT OF MENTORING GUIDANCE FOR THESIS	
THESIS EXAMINING COMMITTEE	
ABSTRACT.....v	v
FOREWORDvi	vi
CONTENTSviii	viii
LIST OF FIGURExi	xi
LIST OF TABLExii	xii
CHAPTER 1 INTRODUCTION	
1.1 Research Background	1
1.2 Research Question	6
1.3 Research Objectives.....	7
1.4 Scope of the Research.....	7
1.5 Research Systematic	8
CHAPTER 2 LITERATURE REVIEW	
2.1 Marketing.....	10
2.2 Brand Equity	12
2.3 Brand Loyalty	14
2.4 Brand Advocacy.....	16
2.5 Consumer Brand Identification.....	19
2.6 Brand Distinctiveness	21
2.7 Brand Prestige.....	23
2.8 Brand Social Benefit.....	25
2.9 Brand Warmth.....	26
2.10 Memorable Brand Experience	28
2.11 Brand-self similarity	29
2.12 Relationship between brand distinctiveness toward consumer brand identification	31

2.13	Relationship between brand prestige toward consumer brand identification	33
2.14	Relationship between brand social benefit toward consumer brand identification	34
2.15	Relationship between brand warmth toward consumer brand identification	35
2.16	Relationship between memorable-brand experience toward consumer brand identification	37
2.17	Relationship between brand-self similarity toward consumer brand identification	38
2.18	Relationship between consumer brand identification toward brand loyalty	39
2.19	Relationship between consumer brand identification toward brand advocacy	40
2.20	Research Model	42

CHAPTER 3 RESEARCH METHODOLOGY

3.1	Research Paradigm.....	44
3.2	Quantitative Research	47
3.3	Type of Study.....	48
3.4	Research Object	51
3.5	Unit of Analysis	52
3.6	Variable Measurements	53
3.7	Conceptual and Operational Definition	56
3.8	Scale Measurement	60
3.9	Data Collection	63
3.10	Ethics in Data Collection	66
3.11	Technique in Making Questionnaires	67
3.12	Sampling	75
3.13	Method of Analysing Data.....	81
3.13.1	Getting the Data Ready for Analysis	82
3.13.2	Getting a Feel for the Data	85
3.13.3	Testing the Goodness of Measures	86
3.14	Preliminary Study	89

3.15	Structural Equation Model.....	89
------	--------------------------------	----

CHAPTER 4 RESEARCH AND DISCUSSION

4.1	Respondent Profile.....	93
4.2	Result of preliminary test.....	96
4.2.1	The Result of feeling the data.....	96
4.2.2	The Result of testing the goodness of the data.....	98
4.3	The result of actual test.....	103
4.3.1	The result of descriptive statistics.....	103
4.3.2	Testing the goodness of the actual test data.....	104
4.4	Discussion.....	117

CHAPTER 5 CONCLUSISION AND SUGGESTION

5.1	Limitation of Research.....	129
5.2	Summary.....	131
5.4	Managerial Implication.....	134
5.5	Suggestion for Further Research.....	140

References:	143
--------------------------	------------

APPENDIX	151
-----------------------	------------

FIGURE LIST

Figure 1.1 The Chapter Flow Construct.....	1
Figure 1.2 Profit Share	5
Figure 2.1 The chapter flow construct	10
Figure 2.2 Marketing Process	12
Figure 2.3 Purchasing decision process	17
Figure 2.4 Advocacy System	19
Figure 2.5 Differentiation VS Distinctiveness	24
Figure 2.6 Research Model	44
Figure 3.1 The chapter flow construct	45
Figure 3.2 Summary of how is those four types of variables	55
Figure 3.3 Research Model	56
Figure 3.4 Likert Scale.....	63
Figure 3.5 Process in making questionnaires.....	70
Figure 3.6 Procedures for drawing a sample	78
Figure 3.7 Classification of sampling design	80
Figure 3.8 Steps on analyzing the data	82
Figure 3.9 Steps for data preparation	83
Figure 3.10 The multiple interrelated relationship.....	93
Figure 4.1 The chapter flow construct	94
Figure 4.2 Analysis of relation of each path coefficient between variables	114
Figure 5.1 The chapter flow construct	130

TABLE LIST

Table 3.1 Differences between qualitative and quantitative research	46
Table 3.2 Differences between research approach	50
Table 3.3 Conceptual and operational definition	56
Table 3.4 Advantage of mode of data collection	65
Table 4.1 Respondents profile.....	94
Table 4.2 Descriptive Statistic preliminary test	97
Table 4.3 Reliability test in preliminary test	99
Table 4.4 Convergent Validity in preliminary test.....	100
Table 4.5 Discriminant validity with Fornell-Larcker Criterion	101
Table 4.6 Summary of Indicators After Tested	102
Table 4.7 Descriptive Statistics.....	103
Table 4.8 Reliability test with Cronbach's alpha	105
Table 4.9 Discriminant validity with Fornell-Larcker Criterion.....	108
Table 4.10 Convergent validity using AVE and Composite reliability	108
Table 4.11 Summary of Indicators After Tested	109
Table 4.12 R-square	110
Table 4.13 Model Fit.....	111
Table 4.14 Result of hypothesis testing	114
Table 5.1 Research Comparison	132
Table 5.2 Managerial Implication	139