

TABLE OF CONTENTS

CHAPTER 1: INTRODUCTION.....	1
1.1. Background of the Study	1
1.2. Problem Formulation.....	9
1.3. Research Objectives	11
1.4. Research Contribution.....	12
1.4.1 Theoretical Research Contribution.....	13
1.4.2 Practical Research Contribution	13
1.5. Scope of Study.....	13
1.6. Research Outline	14
CHAPTER 2 : LITERATURE REVIEW.....	16
2.1 Theory of Brand	16
2.2 Variable Definitions.....	18
2.2.1 Identity Theory: Self-Brand Similarity	18
2.2.2 Self-Enhancement: Brand Prestige	19
2.2.3 Self-Enhancement: Brand Uniqueness	20
2.2.4 Consumer-Brand Identification.....	20
2.2.5 Oppositional Loyalty	21
2.3 Theoretical Development.....	30
2.4 Hypothesis Building	23
CHAPTER 3: METHODOLOGY.....	31
3.1. Research Design.....	31
3.1.1 Positivism Philosophy	32
3.1.2 Deductive Approach.....	32
3.1.3 Quantitative Method.....	33
3.1.4 Survey Strategy	33
3.1.5 Cross-Sectional.....	34
3.2. Research Object.....	35
3.3. Unit Analysis	35
3.4. Conceptual Definition and Operational Variables	36
3.5. Population and Sample	44
3.5.1 Sample Size	44
3.5.2 Sample Selection	45
3.6. Data Collection	46
3.7. Data Analysis Method	47
3.7.1 Multivariate Analysis – Partial Least Square (PLS-SEM)	47

3.7.2	Outer Model	49
3.7.3	Inner Model	50
3.7.4	IPMA Analysis.....	55
3.8.	Pre-Testing	56
3.8.1	Outer Model	58
3.8.2	Indicator Reliability (Outer Loadings)	59
3.8.3	Construct Reliability (Cronbach's Alpha & Composite Reliability).....	61
3.8.4	Construct Validity (Convergent Validity – AVE)	62
3.8.5	Discriminant Validity (HTMT).....	64
3.9.	Proposed Research Model	66
CHAPTER 4: DATA ANALYSIS AND DISCUSSION.....		68
4.1.	Respondent Profile	68
4.2.	Gender Profile.....	69
4.3.	Age	70
4.4.	Income Level.....	71
4.5.	Occupation	71
4.6.	Actual Test.....	72
4.7.	Descriptive Statistics	73
4.8.	Inferential Statistics	76
4.9.	Convergent Validity Test – Actual Test.....	76
4.10.	Discriminant Validity – Actual Test	82
4.11.	Outer Model.....	89
4.12.	R-Square (Adjusted)	90
4.13.	Goodness of Fit	91
4.14.	Common Method Bias	95
4.15.	Predictive Relevance	98
4.16.	F-Square	100
4.17.	PLS-Predict.....	102
4.18.	CVPAT.....	105
4.19.	Inner Model	109
4.20.	IPMA (Importance Performance Map Analysis)	109
4.21.	Hypothesis Testing.....	114
4.22.	Hypothesis Analysis.....	117
4.23.	Hypothesis Discussion.....	129

4.23.1	Discussion 1: Bootstrapping Assessment	129
4.23.2	Discussion 2: Comparison to the Original Study.....	132
4.24.	Hypothesis Evaluation	135
4.24.1	Self-Brand Similarity positively impacts Consumer-Brand Identification in Premium Traditional Massage and Reflexology Businesses	135
4.24.3	Brand Uniqueness positively impacts Consumer-Brand Identification in Premium Traditional Massage and Reflexology Businesses	137
4.24.4	Consumer-Brand Identification positively impacts Oppositional Loyalty in Premium Traditional Massage and Reflexology Businesses	138
4.24.5	Inter-Consumer Brand Rivalry enhances the connection between Consumer-Brand Identification and Oppositional Loyalty in Premium Traditional Massage and Reflexology Businesses	139
4.24.6	Brand Community Engagement enhances the connection between Consumer-Brand Identification and Oppositional Loyalty in Premium Traditional Massage and Reflexology Businesses	140
4.24.7	Self-Brand Similarity positively impacts Oppositional Loyalty in Premium Traditional Massage and Reflexology Businesses	140
4.24.8	Brand Prestige positively impacts Oppositional Loyalty in Premium Traditional Massage and Reflexology Businesses	141
4.24.9	Brand Uniqueness positively impacts Oppositional Loyalty in Premium Traditional Massage and Reflexology Businesses	142
CHAPTER V: CONCLUSION.....		144
5.1.	Conclusion.....	144
5.2.	Theoretical Implications	145
5.3.	Managerial Implications.....	147
5.4.	Limitation.....	148
5.5.	Future Research Suggestions	150
REFERENCES.....		153
APPENDIX A – QUESTIONNAIRE.....		171
APPENDIX B – PRE-TEST MODEL		180
APPENDIX C – PRE-TEST MODEL OF MEASUREMENT.....		181
APPENDIX D – ACTUAL TEST MODEL OF MEASUREMENT		191
APPENDIX E – ACTUAL TEST STRUCTURAL MODEL.....		201
APPENDIX F – ACTUAL TEST PREDICTIVE RELEVANCE		208

LIST OF TABLES

Table 1.1 Wellness Economy: Top 25 Markets in 2022.....	3
Table 1.2 Asia-Pacific: Top 10 Wellness Markets (2022).....	4
Table 3.1 Conceptual Definition and Operational Variables	37
Table 3.2 Values of PLS-SEM and LM (MAE) Compared-The Level of predictive Power	54
Table 3.3 Results of Indicator Reliability (Pre-Test).....	59
Table 3.4 Results of Cronbach's Alpha and Composite Reliability.....	61
Table 3.5 Construct Validity (AVE).....	62
Table 3.6 Discriminant Validity (HTMT)	64
Table 4.1 Distribution of Questionnaire Respondents by Gender.....	70
Table 4.2 Distribution of Questionnaire Respondents by Age	70
Table 4.3 Distribution of Questionnaire Respondents by Income Level.....	71
Table 4.4 Distribution of Questionnaire Respondents by Occupational Level	72
Table 4.5 Descriptive Statistics	73
Table 4.6 Convergent Validity – Outer Loading	78
Table 4.7 Convergent Validity - AVE.....	81
Table 4.8 Discriminant Validity - Cross Loadings	82
Table 4.9 Discriminant Validity – HTMT	86
Table 4.10 Construct Validity and Reliability - Cronbach's Alpha.....	88
Table 4.11 Coefficient Determination - R-Square Adjusted.....	91
Table 4.12 Goodness of Fit	92
Table 4.13 Model Fit Summary	94
Table 4.14 VIF - Outer Value	95
Table 4.15 VIF Inner Value	97
Table 4.16 Q-Square Predictive Relevance	99
Table 4.17 F-Square Value	100
Table 4.18 PLS Predict Values - RMSE and LM	103
Table 4.19 Latent Variables (LV) Prediction Summary	105
Table 4.20 CVPAT - Indicator Average and Linear Model.....	106
Table 4.21 IPMA Result of Importance and Performance.....	111
Table 4.22 Hypothesis Testing Outcome - Relationship Between Variables.....	115
Table 4.23 Hypothesis Discussion - R-square values from Bootstrapping	129
Table 4.24 Hypothesis Discussion - F-square P-values from Bootstrapping	130
Table 4.25 Data Comparison - Previous Study versus Current Study.....	134

TABLE OF FIGURES

Figure 1.1 - Regional comparison of per capita spending on wellness versus other spending categories, 2022	1
Figure 1.2 - Asia-Pacific: Wellness economy sectors (2022)	5
Figure 4.1 - Outer Model	90
Figure 4.2 - Inner Model.....	109
Figure 4.3 - IPMA Analysis – Map	113

