

**FACTORS CONTRIBUTING TOWARDS BRAND  
LOYALTY: A LOCAL BENCHMARKING STUDY OF  
PAID NATIONAL ENGLISH DAILIES**

BY

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### *Abstract*

*A study comprising of 350 respondents in Bangsar was undertaken to explore the scientific reasons as to why The Star remains as the number one choice English daily in terms of circulation and readership; the crux of the investigation being, to understand the theoretical fabrics of Brand Loyalty postulated by Fishbein. This study deliberately compared the findings with the New Straits Times per se, being the second biggest in terms of readership and circulation. The findings of this study confirmed that 265 or 75.8% of the respondents indicated The Star as their number one choice. The dependent variable and the independent variables are associated to each other as postulated by Fishbein's theory; with all the independent variables and the dependent variable of The Star appearing stronger relative to New Strait Times. Innovation and Quality Initiative were the two leading variables that set the distinction in Brand Loyalty between The Star and the New Straits Times. However, the study found that the correlation between the variables was stronger within the New Straits Times' cluster hence suggesting that the New Straits Times marketing efforts to literally 'resemble and appear' as The Star maybe in the right direction.*

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# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Today, 'competition' has become the buzzword within any given industry. One may immediately relate this with the advent of globalization and its associate implications; while there is a dosage of truth to it, in the context of this study – where two paid mainstream English dailies in Malaysia are being compared – it is not so much related to globalization per se but rather, boils down to the approaches, taken and maintained by these dailies to stay ahead of the other.

As one study entitled *An Index Method for the Measurement of Customer Index* (Fecikova, 2004) highlighted, the whole game is about being customer centric and the ones who shine in this dimension are the ones who will make the call.

Zooming in further, the Peninsular Malaysia newspaper landscape is indeed characterized by intense competition. A total of sixteen papers are published daily across four languages – four in English, six in Chinese, four in Bahasa Malaysia and