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 may be in the right direction.
# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title Page</td>
<td>i</td>
</tr>
<tr>
<td>Abstract</td>
<td>ii</td>
</tr>
<tr>
<td>Abstrak</td>
<td>iii</td>
</tr>
<tr>
<td>Acknowledgements</td>
<td>iv</td>
</tr>
<tr>
<td>Declaration</td>
<td>v</td>
</tr>
<tr>
<td>List of Tables</td>
<td>ix</td>
</tr>
<tr>
<td>List of Figures</td>
<td>xi</td>
</tr>
</tbody>
</table>

## CHAPTER I: INTRODUCTION

1.1 Background of the Study ................................................................. 1  
1.2 Problem Statement ............................................................................. 8  
1.3 Objectives of the Study ..................................................................... 10  
1.4 Significance of the Study .................................................................. 10  
1.5 Definition of Terms
   1.5.1 Brand Loyalty ............................................................................. 13  
   1.5.2 Benchmarking Study ..................................................................... 14  
   1.5.3 Paid National English Dailies .................................................... 15  
1.6 Limitations of the Study Scope .......................................................... 16  
1.7 Conclusion .......................................................................................... 17  

## CHAPTER II: LITERATURE REVIEW

2.1 Introduction ......................................................................................... 18  
2.2 Loyalty ............................................................................................... 19  
2.3 Brand ................................................................................................. 20
2.4 Brand Loyalty .................................................................................. 22
2.5 Attitude .......................................................................................... 26
2.6 Brand Perception ........................................................................... 28
2.7 Quality Initiatives .......................................................................... 29
2.8 Innovation ..................................................................................... 31
2.9 Readership Orientation .................................................................. 33
2.10 Corporate Social Responsibility ..................................................... 38
2.11 Brand Loyalty As Per Fishbein Theory ........................................... 41
2.12 Conclusion .................................................................................... 44

CHAPTER III : METHODOLOGY .................................................................. 45

3.1 Research Design ............................................................................ 45
3.2 Study Population and Sampling Procedures ................................. 47
3.3 Operational Definitions .................................................................. 48
  3.3.1 Perception ............................................................................... 49
  3.3.2 Attitude .................................................................................. 49
  3.3.3 Readership Orientation ............................................................. 50
  3.3.4 Quality Initiatives ................................................................... 50
  3.3.5 Innovation .............................................................................. 50
  3.3.6 Corporate Social Responsibility .............................................. 51
3.4 Instrumentation ............................................................................. 51
3.5 Dependent & Independent Variables .............................................. 52
3.6 Data Collection Procedures ............................................................ 53
3.7 Data Analysis ................................................................................ 54
3.8 Conclusion ..................................................................................... 55
CHAPTER IV : DATA ANALYSIS & RESULTS ................................................. 56

4.1 Introduction .................................................................................. 56
4.2 The Demographic Profile ............................................................. 56
4.3 The General Readership Orientation ............................................ 61
4.4 The Peculiarities Using Specific Tests .......................................... 72
    4.4.1 t-tests ................................................................................. 72
    4.4.2 Chi-Square (Test of Independence) ....................................... 74
    4.4.3 ANOVA ............................................................................. 76

CHAPTER V : DISCUSSION ................................................................ 78

5.1 Introduction .................................................................................. 78
5.2 Relationship Between The Variables .......................................... 78
5.3 The Sub-Issues : Attributes Revisited ......................................... 83
    5.3.1 Case One ........................................................................... 84
    5.3.2 Case Two ........................................................................... 85
    5.3.3 Case Three ......................................................................... 85
    5.3.4 Case Four .......................................................................... 86
    5.3.5 Case Five ............................................................................ 86
    5.3.6 Case Six ............................................................................ 86
5.4 Conclusion ................................................................................... 87

CHAPTER VI : SUMMARY & CONCLUSION ........................................ 88

REFERENCES ..................................................................................... 94

APPENDIX (Questionnaire)
List of Tables

Table 1.1  Readership Trends (All Adults aged 15 and above)  4
Table 1.2  Circulation Trends  4
Table 1.3  Estimated Size of Bangsar's Population (May 2006)  16
Table 3.1  Variable Clusters & Corresponding Items from the Questionnaire  53
Table 4.1  Breakdown By Age, Gender & Race  57
Table 4.2  Breakdown By Education Levels And Job Categories  59
Table 4.3  Breakdown By Marital Status, Household Size & Monthly Household Income  60
Table 4.4  Breakdown By Years of Reading  61
Table 4.5  Breakdown of Newspaper Readership  62
Table 4.6  Breakdown of Newspaper Preference (Number One Choice)  62
Table 4.7  Breakdown of Respondents Who Read Both The Papers But Differ in terms of Number One Choice  63
Table 4.8  Breakdown of Respondents Who Read Both The Papers And Rated the Papers Independently  63
Table 4.9  Breakdown of Respondents Who Read Both The Papers But Differed In Terms of Their Statements Towards Both The Papers  64
Table 4.10  Breakdown of Switching Papers  65
Table 4.11  Breakdown by Level of Direct 'Loyalty'  66
Table 4.12  Breakdown of Rating of Daily (Number One Choice)  66
Table 4.13  Breakdown by Mode of Purchase & Issues Read  67
Table 4.14  Breakdown of Response if paper not available / delivered  68
Table 4.15  Breakdown by Proportion of Paper Read and Average Time Spent  68
Table 4.16  Mean Value of Favourite Sections Within The Star vs New Straits Times’ Clusters
Table 4.17  Significance Difference Between Perception & Gender
Table 4.18  Significance Difference Between Perception & First Choice Paper
Table 4.19  Significance Difference Between Perception & Paper Switching History
Table 4.20  Test of Independence Between Self-Claimed Loyalty and Number of Issues Read
Table 4.21  Test of Independence Between Age Group & Number One English Paper
Table 4.22  Test of Variance Between Race & The Variables
Table 4.23  Test of Variance Between ‘Time Spent Reading’ & ‘Attitude’
Table 5.1  Mean and Stand Deviation of the Variables Under Review by The Star vs the New Straits Times’ Clusters
Table 5.2  Correlation Between Internal Factors, External Factors & Brand Loyalty (overall)
Table 5.3  Correlation Between Internal Factors, External Factors & Brand Loyalty (within The Star cluster)
Table 5.4  Correlation Between Internal Factors, External Factors & Brand Loyalty (within New Strait Times’ cluster)
Table 5.5  Mean Values for Specific Attributes
List of Figures

Figure 2.1  The Fishbein Model  43
Figure 3.1  The Conceptual Framework  46
Figure 3.2  The Methodology Illustrated  55
Figure 4.1  Breakdown of Race & Age by The Star vs New Straits Times Clusters  58
Figure 5.1  The Correlation Between Independent & Dependent Variables  82
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