The Relationship Between Extrinsic Attributes of Product Quality with Brand Loyalty on Malaysia National Brand Motorcycle/Scooter

LA RELATION ENTRE LES ATTRIBUTS EXTRINSÈQUES DE LA QUALITÉ DE PRODUIT ET LA FIDÉLITÉ À UNE MARQUE DANS LE CAS D'UNE MARQUE NATIONALE MALAISIENNE DE MOTO / SCOOTER

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Abstract: This study is about the discoveries on the relationship between extrinsic attributes of product quality with brand loyalty. It helps to extend the understanding of a commitment to re-purchase a product, due to the feelings and effects formed as a result of the perception of quality. Results obtained in this study with the earlier literature are consistence to confirm that although the product in study was different, the product quality based on the perceived quality (extrinsic attribute) was still found to have significant influence on the brand loyalty. This happened because the customer has developed perceptions that derived from high level of customer awareness, good image from marketing activities such as advertising, sales promotion and etc. Such perceptions may increase the consumer's desire to buy the product.

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Future research should focus on the similar study of product quality and brand loyalty to the other brands being the competitor to Malaysia National Brand Motorcycle/Scooter in the market. By doing this only the gap can be closed with a clearer picture on the extended scope of market environment which can be further examined.

Keywords: Product Quality; Brand Loyalty; Intrinsic Attributes; Extrinsic Attributes; Perceived Quality.

Résumé: Cette étude porte sur les découvertes de la relation entre les attributs extrinsèques de la qualité de produit et la fidélité à une marque. Il permet d'étendre la compréhension d'un engagement à racheter un produit, en raison des sentiments et des effets formés à la suite de la perception de la qualité. Les résultats obtenus dans cette étude confirment que, bien que le produit de l'étude est différent, la qualité de produit basée sur la qualité perçue (attributs extrinsèques) est encore trouvée d'avoir une influence significative sur la fidélité à la marque. Cela s'est produit parce que les consommateurs ont des perceptions développées dérivées de la sensibilisation de consommateurs de haut niveau, d'une bonne image de la commercialisation des activités, telles que la publicité, la promotion de ventes etc. Ce genre de perception peut augmenter le désir d'achat de consommateur. Les recherches futures devraient se concentrer sur l'étude similaire de la qualité de produit et de la fidélité à la marque pour les autres marques qui sont les concurrents de la marque nationale malaisienne de Moto / Scooter sur le marché. En faisant cela, l'écart peut être franchi avec une image plus claire sur le champ d'application étendu de l'environnement de marché qui peut être examinées davantage.

Mots-clés: qualité de produit; fidélité à la marquee; attributs intrinsèques; attributs extrinsèques; qualité perçue

1. INTRODUCTION

In today's intense competitive market, the marketers are looking towards building a long term profitable business relationships with the customer. The whole marketing orientations has changed from the production concept to the marketing and societal concept. In marketing concept, the achievement of the overall organizational goals depends on how best is a company in delivering satisfactions better than the competitors (Kotler and Armstrong, 2010). From the marketing point of view, competitive advantage can be achieved through a series of intermediate objectives such as perceived quality, achieving satisfaction, greater commitment and confidence on the part of customers, as well as a final objective, which is to enhance loyalty. Furthermore, in order to increase the brand loyal customer base, it is suggested that an organization needs to create the awareness, reputation, image, reputation, brand extension, innovation and perceived quality of its product.

Product quality is defined as 'Differences in quality amount to differences in the quantity in the desired ingredient or attribute' (Abbott, 1955). As mentioned by Garwin (1984), there are 8 dimensions of quality which include performance, features, reliability, conformance, durability, serviceability, aesthetics and perceived quality. Product quality can be analyzed under the concept of two different perspectives, objectives quality and perceived quality (Brunso et al., 2005). The objective to measure the quality is determined by intrinsic and extrinsic attributes. The intrinsic or the inner attributes refers to something that are related to the physical of the product (color, appearance and etc) whereas perceived quality or extrinsic attributes exist in the form of non-physical but related to the product (brand name,

stamp of quality, product information and etc). When consumers form a value judgement as to their quality perceptions, it becomes necessary to break the concept of quality down into two major groups of factors (Zeithaml, 1988; Steemkamp, 1997) such as intrinsic attributes and extrinsic attributes. Extrinsic attributes are aspects that are related to the product but are not physically a part of it, such as its name or the brand image. These are also known as image variables. They differ from the product itself but are strongly associated with it and should be considered in any evaluation of its characteristics. In addition, Erickson et al. (1984) have argued that image variables may include the brand, the price, the support of well-known authorities or the region of origin. According to Teas and Agarwal, 2000, extrinsic cues are lower level cues that can be changed without changing the product (e.g. price, packaging, brand name, country of origin), while intrinsic cues are higher-level cues directly related to the product. One specific use of some extrinsic cues, such as price, brand name, store name, and country of origin, is as risk reduction information when purchasing products.

In order to increase the brand loyal customer base, it is suggested that an organization needs to create the awareness, reputation, image, reputation, brand extension, innovation and perceived quality of its product. It is also noted that to create brand loyalty, an organization needs to create a valued based which is preferred relationships with the customer. Product owners need to work out on the volume on relevance, emotional connectivity and customers' experiences in order to hook customers on stay with the said brand. Best-practice organizations recognize that the emotional aspects of their brand are reflected in how customers experience that brand across every touch point. Today's loyalty programs enable companies to execute against these opportunities by helping them better understand customer motivations, and then deliver on these unique insights through mass customization – not mass communication. (Pearson, 2006)

Loyalty towards product brand can be derived in many ways. According to Aaker, 1991, a brand can be defined as distinguishing name or symbol intended to identify both goods and services. Aaker and Keller, 1990 believe that loyalty is closely associated with various factors, one of the main ones being the experience of use. Customers may be loyal owing to high switching barriers related to technical, economical or psychological factors which make it costly or difficult for the customer to change. In another point of view, customers may also be loyal because they are satisfied with the supplier or product brand, and thus want to continue the relationship (Fornell, 1992). Quality in the automotive industry has gained the attention of practitioners and academicians as early in the 1980s. Researches have been done and it is noted that there is an effect of product quality and after sale service on a consumer's intentions to repurchase vehicles from the original dealer.

A good quality product creates customer delight. In turn, delighted customers remain loyal and talk favorably to others about the company and its product. Studies show big differences in the loyalty of customers who are less satisfied, somewhat satisfied and completely satisfied. Even a slight drop from complete satisfaction can create an enormous drop in loyalty (Kotler and Armstrong, 2010). Several researches have been done and it was noted that there are positive relationship between performance quality and customer satisfaction. However the correlation differs between one product and services to another. According to a research constructed by Croanin and Taylor (1992) who examined for businesses, found strong correlation between satisfaction and loyalty for fast food and dry cleaning. However it was also noted that relationship between satisfaction and loyalty is to be dependent on the characteristics of the focal products and services itself.

It was discovered in the previous literature that brand reputation do have a strong effect on loyalty. The effect of customer satisfaction on loyalty appears to be contingent and it was suggested that satisfaction will only have a direct effect on loyalty when customers are able to evaluate product quality through their experience with the product and services itself. As stated and mentioned by Rust and Oliver (1994) who suggest that customer satisfaction or dissatisfaction – a "cognitive or affective reaction" – emerges as a response to a single or prolonged set of service encounters. It also mentioned that satisfaction is "post consumption" experience which compares perceived quality with expected quality, whereas service quality refers to a global evaluation of a firm's service delivery system (Anderson and Fornell, 1994; Parasuraman et al., 1985). Iacobucci et al. (1995) discovered that the key difference

between service quality and customer satisfaction is that, quality relates to managerial delivery of the service while satisfaction reflects customers' experiences with that service.
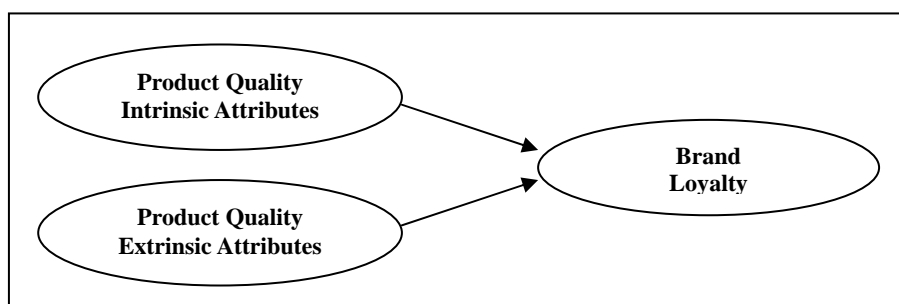
Figure 1: Proposed Theoretical Framework

The results of the empirical study by Fandos and Carlos, 2006 in the food industry reveal the existence of a positive and significant relationship between the extrinsic attributes of the product and the loyalty expressed by consumers. These results suggest that the information transmitted by the PDO via images that are associated with the product but do not form a part of it, such as the image of a traditional product, the region of origin and so forth, improve consumers' feelings and affects toward PDO products, positively and significantly improving consumer loyalty. However, the outcome of the study did not support the relationship between the intrinsic attributes of the product with the consumer loyalty.

Therefore, this outcome has created the interest to study the possibility of a similar effect in the Malaysian market environment especially to Malaysia National Brand Motorcycle/Scooter. The objective of the study is to examine the relationship between the product quality and their influences to the customer re-purchase buying behavior of similar brand in their future purchase

From the review of literature, Figure 1 depicted the proposed theoretical framework of the study.

2. RESEARCH METHODOLOGY

2.1 Hypothesis Development

Given the preceding discussion, the following hypotheses are proposed :

H1. There is no significant difference between the perception of product quality from its intrinsic attributes and the brand loyalty towards Malaysia National Brand Motorcycle/Scooter.

H2. There is no significant difference between the perception of product quality from its extrinsic attributes and the brand loyalty towards Malaysia National Brand Motorcycle/Scooter.

2.2 Research Design

This research is a quantitative research where sources of information are gathered from questionnaires. The instrument utilized was through the self-administered questionnaire containing closed-ended and scales to matrix questions. This study is interested in describing the characteristics of a population or phenomenon, thus the study is a descriptive study. This study also used hypotheses testing to determine the influence of the extrinsic and intrinsic attributes of product quality towards the brand loyalty. The type of sampling is stratified random sampling with data collected among Malaysia National Brand Motorcycle/Scooter users and owners living at ten towns representing the six segregating districts in Kedah state. The sample of this study totaled 350 Malaysia National Brand Motorcycle/Scooter users was taken on a basis of sampling formula of 5,000 users and owners proposed by Krejcie & Morgan (1970). The sample size fulfils the rule of thumb as proposed by Roscoe (1975), for which sample sizes

larger than 30 and less than 500 are appropriate for most research. The scale was piloted amongst a sample of twenty (20) private workers and university students.

2.3 Data Analysis Method

For the purpose of this study, the researcher used the Statistical Software Package for Social Sciences (SPSS) Version 17 to compute all the data gathered from the questionnaire. The techniques of analysis used in this study were descriptive (mean, standard deviation) and inferential analysis (regression) to sum up the data collected. The questionnaires of Product Quality will be based on the eight dimensions of product quality developed by Garvin, 1984. The dimensions are divided into the characteristics of the intrinsic and extrinsic attributes. The intrinsic attributes of product quality are based on dimensions of performance, reliability, durability, serviceability, aesthetics, conformance to specification and special features. On the other hand, the extrinsic attributes are based on the single dimension of perceived quality such as the brand name and the brand image. Pre-Testing of the questionnaire was made during the pilot study.

3. RESULTS AND DISCUSSION

This section presents the findings of this study. The data is interpreted using the mean, factor analysis and regression methods of SPSS.

3.1 Pilot Study

Improvement has been made based on the feedback by reducing the questionnaire Likert scale rating from 1-7 to 1-5 in order to ease respondents' understanding and interpretation of each question.

3.2 Response Rate

In this study, 100 responses were received. According to Hussey & Hussey (1997), for mail distribution method, in order to avoid sample bias, response rate should be more than 10 percent. In this relation, the response rate for this study of 28.57 percent which means that the sample bias was avoided and the responses received could represent the population adequately and appropriate.

3.3 Reliability Analysis

From the reliability analysis result as shown in Table 1, all factors including independent and dependent variables were found to be good reliability with all the Cronbach's Alpha results are of above 0.6. These results were compatible with a rule of thumb of 0.6 as the lower level of acceptability as suggested by Jones et. al. (1999).

Table 1: Reliability Statistics

Factor	Quality Attribute	No of Indicators	Cronbach's Alpha Result
Performance	Intrinsic	5	.809
Reliability	Intrinsic	3	.834
Durability	Intrinsic	3	.736
Serviceability	Intrinsic	3	.745
Aesthetics	Intrinsic	10	.919
Special Feature	Intrinsic	3	.648
Conformance to Specification	Intrinsic	7	.846
Perceived Quality	Extrinsic	4	.652

3.3 Factor Analysis

Based on KMO measure of sampling adequacy test in Table 2, it was found that the factor analysis data was appropriate with the value of 0.822, which falls between the ranges of being great and appropriate of factor analysis data. Bartlett's Test was utilized with the result indicating a highly significant result with p=0.000 (p<0.001) and therefore factor analysis is appropriate. From the results obtained in rotated matrix Table 3, all ten factors can be accepted with attributes required for re-shufflement and reduction. This reduction is possible because the attributes are related. The rating given to any one attribute is partially the result of the influence of other attributes.

Table 2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.822
Bartlett's Test of Sphericity	Approx. Chi-Square	2831.939
	df	903
	Sig.	.000

Table 3: Rotated Component Matrix

	Component									
	1	2	3	4	5	6	7	8	9	10
Unique in design and identity	.864	.206	.016	.121	-.090	.029	-.113	.006	.032	-.162
Colour suitable with the motorcycle design	.787	.201	.167	.057	.047	.027	.027	.033	-.069	-.239
Attractive and energize colour of stickers	.784	.046	.136	-.036	.084	.157	.070	.076	-.110	.329
Has a function that is always needed by the user	.732	.139	.328	.066	.045	-7.76E-005	.276	.102	.207	.096
Design fulfill the needs and lifestyle	.721	.090	.057	.198	.077	.063	-.018	.219	-.077	.064
Devises installed are complete with sophisticated functions	.669	.099	.142	.041	.269	.058	.351	.085	.229	.170
Plastic parts are weather resistant (difficult to fade away)	.641	-.039	.081	.079	.061	.445	.079	.120	-.045	-.224
Attractive accessories that are accepted by most of the users	.625	.187	.129	-.081	.301	.171	.124	.014	.229	.091
Unique and practical function of components	.593	.086	.309	.044	.235	.098	.246	.117	.268	.154
A brand make with high reputation	.520	.203	.382	.025	-.167	.085	.208	-.024	.057	.311
Signal light lights as per direction of user	.072	.746	.274	-.024	.197	.057	.096	.022	.011	.081
Fulfill the basic need of a motorcycle	.146	.687	.131	.260	-.012	-.009	.113	.027	.287	.180
High availability of parts and accessories	.135	.650	-.124	.051	.359	-.008	.201	.063	-.088	-.240
Overall effective, responsive and safety braking system	.287	.613	-.021	.354	-.079	.203	.022	.229	.194	.055
Suitable and effective Hi/Low beam	.128	.592	.504	.108	-.014	.115	.098	.167	.081	-.021

To be continued…

Continued…

	Component									
	1	2	3	4	5	6	7	8	9	10
Sufficient number of reflector	.290	.553	.227	.167	.117	.343	-.134	.213	-.234	.228
Easy and acceptable for servicing from any shop or service centre	.196	.550	-.077	.096	.322	-.094	-.044	.147	-.250	-.349
Appropriate response while taking sharp bend	.370	.414	.111	.012	-.016	.192	.112	.399	.188	-.295
High pick up during overtaking vehicle	.230	.089	.709	.388	.038	.123	.016	.027	.027	.013
No vibration at top speed travelling	.219	.128	.697	-.060	.156	.118	.110	.349	.046	.100
Effective electronic devise when being applied	.042	.130	.591	.369	.182	-.070	.183	-.304	.027	.133
Easy handling in town or congested road	.380	.195	.564	.006	.104	.270	-.046	.203	-.029	-.015
Effective suspension system	.370	.103	.505	.060	-.041	.183	.234	.256	.351	-.001
Easy to kick start in the morning	.354	.055	.484	.138	.017	.109	.208	.336	-.445	.122
Long engine life	.093	.108	.080	.885	.078	.080	-.052	-.070	.038	.075
Long lasting eventhough warranty expires	.059	.100	.238	.782	.071	.120	.080	.064	.170	-.063
Less maintenance or repair	-.057	.053	.053	.718	.118	.080	.212	.357	-.115	.049
High trade in value	.419	.045	-.025	.427	.283	.114	.165	.048	.390	.129
Reasonable spare part price	.028	.076	.067	.115	.853	.078	.034	.064	.068	-.059
Short time during servicing	.093	.118	.174	-.018	.759	.146	-.014	.047	.055	.327
Easy modification and installed with many accessories	.307	.151	.088	.301	.600	.091	.021	-.038	-.092	-.218
The lamp bulb seldom blows up	.102	.099	.199	.285	.141	.770	.033	-.069	.031	.117
Nut and bolt are rusty resistance	.309	.182	.066	-.031	.016	.708	.211	.222	-.053	.067
Plastic parts are not easily broken	.042	.018	.544	.109	.328	.551	.081	-.131	.199	-.036
Not required to fasten tappet for each servicing	.337	.089	.166	.123	.100	.124	.610	.145	-.070	.157
Petrol saving	.053	.299	.015	.478	-.041	.086	.547	-.117	.155	-.261
Popular brand known to many	.029	.486	.193	-.078	-.157	.082	.529	-.087	-.018	.041
Long battery life	.157	-.022	.165	.229	.261	.481	.519	.221	-.065	-.130
Fuel saving especially for long distance travelling	.221	.397	-.004	.417	.046	.104	.425	.265	.175	.121
Easy to change gear	.188	.199	.167	.130	.067	.040	.038	.719	.074	-.015
Effective braking system for immediate stoppage	.286	.356	.172	.204	.084	.092	.181	.401	.333	.140
Power to climb hill area	.163	.148	.230	.432	.072	-.073	-.080	.247	.645	-.004
Competence and at par with the Japanese brand	.332	.125	.295	.327	.138	.163	.122	.022	.032	.502

3.4 Regression Analysis

Table 4 shows the R-Square and Durbin-Watson test. R-Square test result of 0.559 can be accepted for the regression analysis. The Durbin-Watson test result of 1.508, an indicator that the autocorrelation is almost reaching to zero or there is a significant difference between the dependent and independent variables (no autocorrelation). From the ANOVA in Table 5, it appears that the seven predictor variables are not all equal to each other and could be used to predict the dependent variable, brand loyalty as is indicated by F value of 10.930 and strong significance level of 0.000 ($p<0.05$). Further as shows in Table 6, the result shown that none of the variables are significant ($p<0.001$) except for perceived quality ($p<0.001$) with high Beta of 0.534.The VIF value of less than 10 for all variables show that the problem of multi-collinearly have not existed and all data are mutually exclusive. As for the interpretation, the test indicates that none of the product quality based on the intrinsic attributes has the significant influence towards the brand loyalty. By examining the t statistic for all the independent variables it apparently shows that none of the variables has significant relationship due to weak significant level ($p>0.05$) with the brand loyalty, indicating that the null hypothesis is true and can be accepted. On the other hand, the test indicates that only perceived quality or product quality based on the extrinsic attributes has the significant influence towards the brand loyalty. By examining the t statistic for all the independent variables apparently shows that perceived quality has significant relationship due to strong significant level ($p<0.05$) with the brand loyalty, indicating that the null hypothesis is inappropriate and can be rejected.

Table 4: Result of R Square and Durbin-Watson Test

Model	R Square	Dutbin-Watson
1	0.559	1.508

Table 5: Result of Annova Test

Model	F	Sig.
1	10.930	0.000

Table 6: Result of Coefficients

Variable	Quality Attribute	Standardized Coefficients		Collinearity Statistics
		Beta	Sig.	VIF
Performance	Intrinsic	.221	.059	2.213
Reliability	Intrinsic	.141	.135	1.452
Durability	Intrinsic	.165	.101	1.640
Serviceability	Intrinsic	-.145	.108	1.333
Aesthetics	Intrinsic	.275	.054	2.024
Special Feature	Intrinsic	.085	.448	2.084
Conformance to Spec.	Intrinsic	.089	.361	1.557
Perceived Quality	Extrinsic	.534	.000	1.000

3.5 Discussion

Product quality is the most important factor for selection of each motorcycle brand/model especially in a market environment where the level of competition is intense and price-competitive. However, it is

difficult to meet the customer expectation on quality since their understandings are varied and inconsistent. Differences in economic, technological, social and cultural achievements underlie the differences in quality paradigm (Wankhade and Dabade, 2006).

From the statistical result, it was found that only product quality based on extrinsic attribute to be significantly related to the brand loyalty. This is due to the positive perceptions of product quality from extrinsic attributes will develop a brand loyalty due to the feelings and affects formed as a result of the perception of quality. As such, if a person perceives that the outcome from performing a behavior is positive, he/she will have a positive attitude toward performing that behavior. People consider the implications of their actions before they decide to engage or not engage in a given behavior" (Ajzen, 1980). These perceptions are not fixed and can be changed if the product has high level of awareness, good image from marketing activities such as advertising, sales promotion and etc.

In the present competitive outlook for the motorcycle/scooter market, every manufacturer is introducing new models at a frequent basis. This has created confusion to the customer in differentiating each model to each brand. Sometimes customers may be unaware of the existence of certain new models of motorcycle/scooter in the market. To the customer the design is of no difference regardless of each individual brand. What is extremely important is the symbolic factors such as the image of the product, brand, the region of origin and so on. A powerful brand enjoys a high level of consumer brand and awareness and loyalty (Kotler and Armstrong, 2010). Hence, the extrinsic attribute of product quality is more important than intrinsic in such intense competitive market environment.

4. CONCLUSION

Product quality helps the firm to deliver goods that can fulfill the needs and wants of the customer. It will also guarantee for a continuous demand if the value of the product exceed the expectation and satisfaction of the customer. The results of this study have shown that the image of the product itself is more important to the customer than the physical quality of the product itself in the tendency to repurchase of similar brand in the future. The customer relationship marketing programs actually help to enhance the brand equity to the customer. For example through marketing and advertising program, sales promotion, public relations, customer relationship management (CRM) and sponsorship marketing. Although the investment cost is slightly higher, the impact is enormous in creating a long term profitable customer relationship. This is due to the fact that the cost of inducing a new customer is more expensive than to maintain the present customer.

A good customer relationship management creates customer delight. The delighted customers in turn will remain loyal and always have a positive impression towards the company and its product. The implication of a slight drop from complete satisfaction can cause an enormous drop in the customer loyalty. That is why a good customer relationship is crucial in the customer re-purchase attitude and behavior. Nevertheless, relentless efforts should be given in producing high quality products to the customers. Such products with a good design, improved performance, reliable and durable will always induce them in choosing the right product especially in the present intense competitive market environment crowded with product of different varieties and brands.

As for the recommendations, it is important that a company adopts customer relationship marketing and implementing program that will help to enhance the brand equity of its brand in the market. For example marketing and advertising program, sales promotion, public relations, customer relationship management (CRM) and sponsorship marketing. Secondly, product awareness is another crucial factor in shaping up the perceptions of customers towards the particular brand in the market. Brands with high product awareness are usually the brand leaders in their market. In relation to this, a firm should carry out effective product awareness programs such as trade shows, road tour, exhibition and advertisement on a regular basis. Thirdly, advertising has been always considered as a strategic process of building brand value over a longer term. In reducing the burden of the advertising cost, it is suggested that the firm

collaboratively work with the established vendors. The firm also will gain advantage with such association with vendors which are known for its quality superiority in the market. Finally, continuous improvement is required through integrated functional activities in order to produce high quality product which in turn can lead to customer high satisfaction and well positioning in the market. From Marketing, Finance, Operations and Human Resource, all must work together to achieve the mission, vision and objectives of the company.

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