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THE INFLUENCE OF SALES PROMOTION ON CONSUMER LOYALTY

TOWARDS “BUBBLE TEA” MARKET IN MALAYSIA

MBA PROJECT (MGT7998)

MASTER OF BUSINESS ADMINISTRATION

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STUDENT’S DECLARATION

I, Sofia Dewins, acknowledge that this project is my work and effort. It has not been submitted or copied from any source. Resources in the references such as journals, books, Internet, etc., have been duly acknowledged in the report. The authors hope that this project can be useful for readers and all parties, especially in the field of marketing.

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**ABSTRACT**

In today's competitive and dynamic environment, every business depends on consumer acceptance. Consumers have many options to make the ultimate decision. Most consumers are heavily influencing the businesses in terms of price, value, and size of the product. Sales promotion has become one of the marketing communication tools used by most companies to attract consumers. The presence of "Bubble Tea" is becoming a popular favourite drink. Most Malaysians are now crazy about “Bubble Tea” which is easily found everywhere in Malaysia. Most of “Bubble Tea” competitors are fellow Bubble Tea producers itself from various brands (Tealive, Chatime, KOI, The Alley, Daboba, etc,.). This intense competition leads many businesses to come up with ideas and strategies such as using sales promotions to increase demands for their products and services to gain consumer loyalty. Therefore, the purpose of this research project is to determine the influence of sales promotion on consumer buying behaviour and cause consumer loyalty towards “Bubble Tea” in Malaysia.

The dependent variable (DV) is consumer loyalty towards Bubble Tea in Malaysia. The independent variables (IV) are coupon, price discount, and free sample.

Keywords: Consumer Loyalty, Sales Promotion, Bubble Tea, Malaysia, Coupon, Price Discount, Free Sample.

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# **CHAPTER 1: INTRODUCTION**

## **1.0 Summary**

This chapter entails a brief introduction on general information about sales promotion (coupon, price discount, free sample) and its impact on consumer loyalty in the "Bubble Tea" market in Malaysia. Research background, problem statement, research questions and objectives, the significance of the study, the scope of the study, and ethical consideration will also be included in this chapter.

## **1.1 Introduction**

Bubble Tea was made in Taiwan, in the 1980s. However, it became popular in the recent years. Bubble Tea is a frothy, milky, cool drink made from a tea base and mixed with flavours, milk, sweeteners together with "tapioca" balls at the bottom of the cup (Ethnic Seattle, 2015). Normally, a large straw is used to enjoy Bubble Tea, so that consumers can easily slurp and chew the tapioca pearls (Wen and Aun, 2020). The tapioca pearls are famously called as \*Boba\*, \*Bubble\*, or \*Pearl\* which are boiled in order to produce a round chewy ball and then added to warm and cold beverages along with tea, smoothies, coffee, slushes, and blended drinks (Kim et al,. 2017).

Bubble Tea has becoming a very popular beverages in Malaysia. The Malaysian bubble tea market was valued at US$49.8 million in 2018 and from 2019 to 2026, the Bubble Tea market is predicted to rise at a rate of 6.9 percent. Based on market intelligence company Straits Study, indicating its continual inflow of expenditure as well as the resulting implementation of new flavours, which expects a rise in demand for beverages (Li Mei, 2019). According to Bubbleteamalaysia.com (2020), Bubble Tea chains have more than 100+ brands operating in Malaysia. The Bubble Tea chain has increased from 1 unit to 8 units in just several months, where it can be seen at Subang Jaya, Malaysia as an "SS15 phenomena" (Michael, 2019). These Bubble Tea chains are growing like weeds. The business advantages of the main innovator would eventually be extinguished (Pillai, 2019). Therefore, it leads to the need for the Bubble Tea business to be different to stand out from the competition, to win the consumer. The Bubble Tea market seeks to give scope through an innovation, that is likely to stimulate growth in the future because of the fierce competition that they faced.

However, Bubble Tea companies are well-known for their consumer loyalty programs, thus, they are creating ideas that make consumers to feel more appreciated and valued that in turn, is increasing the company's growth (Saha, 2020). In this situation, it is important to retain consumer loyalty. Loyalty is a marketing strategy that is not only intended for the consumer but is also a strong factor in the company's success (Frank et al,. 2019).

## **1.2 Problem Statement**

In the present competition, the growth of the industry is inseparable. It pushes companies to be more innovative and creative to succeed and achieve a competitive advantage. One of the hardest difficulties that businesses face in the industry is to remain strong in its market segment. The major factor is that when the world changes, so do the consumers (Griffiths, 2017). Based on the Malaysia Retailer Association (MRA) report in 2016, the implementation of GST, fall in Ringgit (RM) price, and rising inflation rates has made a decline in the Malaysian retail sector. This situation has forced retailers to introduce effective and relevant sales promotion techniques (P. Aruna, 2016). The loyalty of an average consumer used logic and emotion where both play a role in giving the consumer a reason to stay loyal to a company. When it comes to logic it’s simple, "discount", every consumer wants a discount, why? The lower the cost, the more money the consumers can save, which leads them to feel on an emotional level that they are being appreciated and valued by the company. It gives them emotional satisfaction and drives them to be loyal to the company (Alton, 2018).

The Bubble Tea market is expecting to hold the largest share market globally in the Asia Pacific, including Malaysia. Its popularity and innovative response from the consumers have made the businesses franchise the product to various areas (Lai, 2020). According to Straits Report, Malaysia's Bubble Tea market was estimated at $49.8 million in 2018 and is forecast to expand by 6.9 percent from 2019 to 2026 (Foong Li Mei, 2019). Today, Bubble Tea has gone upmarket and faces fierce competition in the bubble tea market itself which has lead businesses to develop by expanding or maintaining the business with an intention of dealing with its rivals, as well as other related companies. Businesses must make an initiative by creating strategic benefits and promoting sales to their consumers so that they can maintain a competitive advantage. Besides that, one of the best tactics to withstand high rivalry in today's business environment is to preserve customer loyalty. Consumer loyalty is the act of continuously choosing one company's products and services over its rivals (Chambers, 2020).

Business environment has now become an extremely competitive and complex sector. Firms remain highly focused towards marketing goods and strengthening its specific target consumer base. The word "consumers" remains classified to be the king, and it is no doubt or surprising to hear that this concept also applies in today's dynamic business environment. Business leaders must also be able to study and understand the value of consumer loyalty, especially as a result of emerging lifestyles, environments, and innovation, because it can help them achieve effective tactics and strategies. Most companies describe potential promotional tactics, such as discounts, to be competitive in the global market. The promotion has been one of the effective marketing strategy factors. It described as “a process of communication" often used by retailers, that includes practices such as branding, public relations, advertising, and direct marketing (Gordon, 2012).

In general, consumer loyalty means the intention to repurchase products and services, and this is a business’s goal. The potential loyalty concepts and relationships by providing observational data will help practitioners to manage their resources and make successful attempts to achieve their goals (Hashim et al., 2018). Having potential consumers is very important, and what is equally as important is maintaining existing consumers. The heart of a business is the consumer, and keeping them is the key to get a profitable business. Consumer loyalty is valuable for business because loyal consumers mostly will share their experiences with their friends and families, as these can help the company in gaining new consumers. Consumer loyalty is also the most valuable, which helps in increasing profits and increase business growth (Chambers, 2020).

The effectiveness of a loyal consumer is essential for the growth of one's company. The loyalty programs hold on to the utmost priority, thus treating the consumers with excellent service can allow them to continue with the company instead of searching elsewhere. Investing well into the consumer and spending in a loyalty program are the steps to thrive in business, which will guarantees that the company is successful and allows for strong economic growth, and allows competitors less likely to compete with the company (Ranabhat, 2018). Sales promotion techniques are useful in convincing consumers to purchase the promoted product, and this would probably improve the profit and market share of dealers and retailers (Dawood, 2016). However, there is a lot of Bubble Tea brands floating around in the market, and that causes stiff competition between all bubble tea brands. It also leads the business to come up with ideas such as sales promotions to compete with other competitors. Therefore, the study will examine the influence of sales promotion on consumer loyalty in the “Bubble Tea” market in Malaysia and understand the factors, such as a coupon, price discount, and free sample.

## **1.3 Research Objectives**

The research objective is to define the scope of the research (Bhasin, 2020). It is also a statement of goal that identifies a particular outcome that a person seeks to accomplish within a given timetable and with existing resources (Gurbach, 2020). The overall objective of this research is to find out the influence of sales promotion on consumer loyalty towards the “Bubble Tea” market in Malaysia. Further certain objectives are:

* Objective 1: To determine the correlation between coupons and consumer purchasing behaviour that leads to consumer loyalty during a sales promotion.
* Objective 2: To determine the correlation between price discounts and consumer purchasing behaviour that leads to consumer loyalty during a sales promotion.
* Objective 3: To determine the correlation between free sample and consumer purchasing behaviour that leads to consumer loyalty during a sales promotion.

## 

## **1.4 Research Questions**

The research questions focused on the impact of promotion factors that can lead to consumer loyalty. There will be several questions need to be answered by the respondents, such as:

1. Are there any significant impacts between coupon and consumer loyalty towards Bubble Tea in Malaysia?

2. Are there any significant impacts between price discount and consumer loyalty towards Bubble Tea in Malaysia?

3. Are there any significant impacts between free sample and consumer loyalty towards Bubble Tea in Malaysia?

## 

## **1.5 Significance of the Study**

The findings of this study will be very beneficial for Malaysian companies when the research is completed, especially for the Bubble Tea business. As a result and the literature reviewed, it attempts to determine and examine the relationship between sales promotion and consumer loyalty. This research would also allow businesses to understand what sort of marketing technique they should use to encourage consumers to be loyal. As listed before, namely, "sales promotion" is a method used to attract consumers. In addition, the research will give benefits for those who want to do the same study on the relevant topic of sales promotions and their impact on consumer loyalty as well as a reference for the general public, academic students, and the teaching faculty. Particularly, in developing a sales promotion strategy for further study to be carried out in the future.

## **1.6 Scope of the Study**

The scope of the study refers to the effect of sales promotion on consumer loyalty in the Bubble Tea market in Malaysia. The research also looked at the correlation between coupons and purchasing behaviour during sales promotion and investigate the impact of price discounts on consumer purchasing behaviour during a sales promotion. Lastly, to examine the correlation between free samples and customer purchasing behaviour during a sales promotion. By looking at the crucial function of sales promotion in keeping consumer loyalty, it seems a lack of research on the influence in the relationship between sales promotion and consumer loyalty, thus, the author is fascinated to conduct research and investigate the problem about how wide is the impact of sales promotion that can influence consumers to turn them to become loyal consumers.

## **1.7 Operational Definitions**

To provide such a clearer understanding of the concepts mentioned throughout this research, this section gives operational descriptions of the terms of research design as shown below:

|  |  |  |
| --- | --- | --- |
| **Subject** | **Conceptual definition** | **Authors** |
| Sales promotion | Sales promotions play an important role in creating value for consumers. | (Nasir and Bal, 2020); (Adedokun and Onikola 2018); (Mussol et al.,2019) |
| Consumer loyalty | Consumer loyalty is a core factor of the “profitability” of a business and a key element in the "success" of a company. | (Grodzki et al., 2012); (McCormick, 2017); (Ranabhat, 2018) |
| Coupon | The promotion of Coupon may encourage a switch of brand, however it opposed to customer loyalty. | (Poison, 2018) |
| Price discount | A price discount is indeed a very popular promotional strategy to target consumers by offering added value or incentives. Price is the factor for consumer loyalty. | (Lucy et al,. 2018); (Urun, 2014); (Nagadeepa et al., 2015); (Allard & Griffin, 2017) |
| Free sample | The free sample gives the possibility to test (taste) the product, which consumers do not purchase directly even at the moment of promotion. Sampling offers manufacturers an opportunity to show the quality of their goods immediately to the consumers. | (Biswas et al., 2014); (Parcell et al., 2016) |

## 

## **1.8 The Structure of the Chapters**

The research outline in this study is divided into five chapter. The aim is to make it easier for readers to understand the contents of this study.

|  |
| --- |
| Chapter 1: Introduction  This chapter entails a brief introduction to general information about sales promotion (coupon, price discount, free sample) and its impact on consumer loyalty in the "Bubble Tea" market. Research background, problem statement, research questions and objectives, the significance of the study, the scope of the study, and ethical consideration will be included in this chapter. |
| Chapter 2: Literature Review  This chapter provides a summary of the literature and concepts relevant to the research topics in the introduction which is a detailed insight into the influence of sales promotion on consumer loyalty and discusses the existing situation of the Bubble Tea market in Malaysia. This chapter also will evaluate how purchase behaviour and customer loyalty are affected by sales promotion and compare prior literature reviews through diverse viewpoints on those factors. In addition, this chapter, therefore, explores the idea of sales promotions, consumer loyalty as well as the relation among both of them. |
| Chapter 3: Research Methodology  This chapter presents the research methodology used in this thesis. It seeks to highlight various tools and techniques which have been used in the study and it is provided well-qualified outcomes. Also, this chapter demonstrates all selected tools to provide reliability and validity and its key factors for using them in this research. The researcher will breakdown sections into several methods such as research design details, the target population, measurements, sample size determination, questionnaire design, tools, and method used by the researcher in conducting the study to test research hypotheses. The research method is a collection of techniques that are applied to various forms of interpretation (Walliman, 2011). Thus, it is necessary to choose an effective method that is appropriate for the study purpose. |
| Chapter 4: Research Findings And Analysis  This chapter presents research findings based on the research methods and procedures mentioned in the previous chapter. Then, after compiling sample data, the software (SPSS) is used to examine and evaluate the findings. The results of the trials and preliminary tests are described to show the validity and reliability of the data collected. Lastly, hypothesis testing is carried out through multiple regression and one-way ANOVA to deny or approve the specified research hypothesis. |
| Chapter 5: Summary, Conclusion, and Recommendation  This chapter highlights the overall summary of the research analysis. The prior chapter addressed the critical comparison between the hypothesis and the evidence obtained. The purpose of this study is to explain how purchase behaviour and customer loyalty are affected by sales promotion. According to this purpose, each survey question will be answered, then, the result will be presented in the conclusion. . In addition, the recommendations for future studies, the limitations of this survey, and self-reflection are also highlighted. |

## 

## **1.9 Ethical Consideration**

Ethical consideration is well-defined as one of the biggest priorities of study. Research ethics relates to a specific involvement during the ethical question examination that may occur when someone is deemed to be the research participant. Indeed, researchers must be cautious about their behaviours and have some acceptable actions when performing their studies. Above all, participants have the right of knowing “why the survey is being conducted” and it must be informed with “permission”. Therefore, personal information and detail collected from the respondents would be kept strictly confidential and protected.

# **CHAPTER 2: LITERATURE REVIEW**

## **2.0 Summary**

In today’s competitive business world, business rivals are increasing. Business rivals are a competition among retailers who both seek profit, sales volume, and a large number of sales. Therefore, this requires business people to have the right strategies and ways to increase customer loyalty. Getting loyal consumers is an important target for the company, this is because they can help the business to grow and maintain the company's sustainable growth. This chapter provides a summary of the literature and concepts relevant to the research topics in the introduction which is a detailed insight into the influence of sales promotion on consumer loyalty and discusses the existing situation of the Bubble Tea market in Malaysia. This chapter also will evaluate how purchase behaviour and customer loyalty are affected by sales promotion and compare prior literature reviews through diverse viewpoints on those factors. In addition, this chapter, therefore, explores the idea of sales promotions, consumer loyalty as well as the relation among both of them.

## **2.1 The Theory of Sales Promotion**

Sales promotion is an essential marketing tool. Its significance has grown considerably over time; thus, businesses need to concentrate more to retain and gain consumers across different dimensions of sales promotion (Adedokun and Onikola 2018). The theory of sales promotion itself gained the attention between both suppliers and retailers, as well as local or international service sector players from all around the world (Sakara and Alhassan, 2014). According to Obeid (2014), sales promotion enables the company to expand its business by attracting more customers who do not usually use the specific brand and convincing consumers to shift to the product or brand classification. Sales promotion also contributes to an expansion in purchases; this, in essence, increases sales. Consumers are willing to buy more than they would buy or purchase earlier if there is a sales promotion. Sales promotional strategies are key in today's market competition; since marketers use these techniques to attract new consumers, grow their revenues, capture market share from rivals, protect their sales volume, build brand loyalty, promote purchase decisions, and inspire consumers to try out a product or service (Nasir and Bal, 2020). Not only do sales promotions help increase sales for a business it also is a great strategy to create brand loyalty. This, in turn, gives the business an idea of what their consumer's purchasing behaviour is like, this will entice the consumer to try new and different products and services and of course increase repeat purchases. Promotional sales can also aid with destocking, winning over new consumers taking away from the competition, and capitalizing on the market share. (Sunday & Bayode, 2011)

Sales promotions signify the eagerness of the product to build the relationship through in-store encounters (Mussol et al.,2019). Sales promotion can have a positive relationship with customer loyalty (Mendez, 2015). An integral part of a business is the value its consumers have in it, thus, sales promotions are very important in regards to this factor. A key way to build value in a business is by offering coupons and promotional discounts where the price of a product or service is given at a reduced cost. Another sure-fire way to build value is to offer benefits to loyal consumers in the of loyalty programs. Businesses should find new and innovative ways to cater to this modern “value-conscious” shopping mindset. (Nasir and Bal, 2020)

### **2.1.1 The Categorization of Sales Promotion Components**

|  |  |
| --- | --- |
| 1. Coupon | This is an offer in the form of a paper available at places of purchase, in magazines and newspapers, or can be downloaded from the internet. It gives the recipient the right to get a promotional discount of a product or service. |
| 2. Price Discount | This is usually in the form of a price cut. This applies to customer dollars or in this case ringgit. It allows the customer to get money off products at the place of purchase. |
| 3. Free Sample | This is a product or service offered completely free of charge to the recipient. |

Source: Adedokun, and Onikola (2018)

## **2.2 The Theory of Consumer Loyalty**

Consumer loyalty is very important as these loyal consumers will share their experience with their family and friends garnering the business new customers. Consumer loyalty has been studied since the 1930s, thus, it is not a new concept (Bhatnagar et al., 2017). The effectiveness of a loyal consumer is essential for the growth of one's company. The loyalty programs hold on to the utmost priority, thus treating the consumers with excellent service can allow them to continue with the company instead of searching elsewhere. Investing well into the consumer and spending in a loyalty program are the steps to thrive in business, which will guarantees that the company is successful and allows for strong economic growth, and allows competitors less likely to compete with the company (Ranabhat, 2018).

Having loyal consumers are every marketer's dream. From a businessman's viewpoint, loyal customers are indeed the closest comparison here to "Money-Tree". Consumers are not born loyally. They're going to be loyal when a business is doing anything just to get their loyalty. Consumer loyalty is no tragedy at all. Form a strong connection by rewarding the consumers regarding their loyalty. It is crucial to inhibit consumers from shifting products. Encourage long-term retention through motivating consumers to make further transactions. Begin getting loyal consumers with promotions through packets like coupons. (Gallimore Industries, 2020)

Retail is indeed a highly competitive market, with local retailers competing among big stores to retain and attract their consumers. One of the factors that rivalry has become so intense is that consumers know how and when to search and seek the best offers. When it's timely sales or deals provided by such an app, consumers even have the information and control they want to make sure they get the greatest competitive prices. It is useful to know which promotions refer to the overall product plan, whereas there would be an aspect of innovation to learn what your consumers react better to (Richley, 2018). The cost of maintaining a consumer is six or seven times cheaper than the cost of attracting a new customer, based on its sector (Alton, 2018). According to 99Minds (2020), growth is a positive thing, yet retention remains forever. Thus, many retailers now acknowledge the need for strategies such as to include coupons, price discounts, and free samples if they wanted to increase their profit margin, improve cash flow, and boost loyal customers. Even more, the news is that it is also significantly easier to maintain current consumers than to gain new ones. Thus, although market growth is crucial, it is very crucial to keep existing consumers faithful to your company ( Primett, 2018).

## **2.3 Sales Promotions and Consumer Loyalty**

There are about six aspects that make the loyalty program necessary for the company. The first aspect is to boost consumer loyalty. By giving consumer sales promotions such as coupons, discounts, free samples, etc. to make sure the consumer feels satisfied with the company's products and services, just so the consumer will remain to get along with the company. The second aspect is to grow the total sales, which depends almost entirely upon what kind of program the business has introduced, such as points of gain to make it to the next level of incentives that can enable companies to gain potential benefits by motivating consumers to buy even more. The third aspect is that it encourages a repeat company. For instance, consumers may earn a gift if they are able to fill up a punch card. This could also be the strongest opportunity to fascinate consumers to return to their companies. The fourth aspect is that the promotion scheme is to be promoted by providing an incentive to the consumer. As a result, consumers feel like they have a lot of things to do and are more likely to return to the stores. The fifth aspect is the Top of Wallet, the Top of Mind. By getting this loyalty card, the company can actually keep track of the motives of consumers, and this strategy makes it possible to check the cards in the point of sale system of the business. As a consequence, that is what consumers would expect once the wallet is activated. Finally, the sixth aspect is that there are several opportunities to improve customer interactions. Acquiring a new customer would cost more than retaining the same one. Thus, sales promotion and loyalty programs provide a creative approach to enhancing consumer loyalty, drive revenue, and creating consumer loyalty. (Beaver, 2018)

Businesses ought to use the best marketing strategies to impact and achieve consumer loyalty. Top businesses are often those who warn themselves regarding some changes in demand in the market and thus can bring the advantage of prospects for what is beneficial and efficient in the future. One of them is by implementing the best marketing strategies with their consumers so that the relationship between businesses and their consumers will be much stronger and more cooperative. One of the best marketing strategies is by doing sales promotion. Sales promotion is a way to create an incentive for a consumer by offering a special offer for products and value. Most companies spend more on promotion, but this receives less because there are many types of sales promotion available, however, companies are not aware which one is more beneficial. Thus, the company must make sure that the messages are capable of reaching the consumer that they want to target. Indeed, consumer promotions could be a great incentive to remain loyal, especially for those consumers that had already purchased a product. As most consumers prefer to buy products or services based on offers and some reward, thus offering attractive deals regularly, may make them reasonably loyal to the company as being marketed. (Trillo, 2020)

The sales promotion acts not just to attract the consumer interest, but it also encourages consumers to buy the product. By providing incentives that enable consumers to purchase again. A very powerful marketing tactic to get consumers to switch their buying behaviour is discount. Discounts often enabled most company for the product or services of the business and become a continual expenditure for companies to win back consumers. The key motivations for consumers to engage in loyalty programmes are coupons, discounts or free samples. The total performance of the company is due to the loyalty of its consumers. In addition, the loyalty programmes have become way to thank consumers for their loyalty and keep them going back to the business to make further repurchases. Loyalty programmes are a strategy to promote the retention of consumers and of gaining loyalty. (Investopedia 2018)

Gaining consumer is valuable, but what is beneficial, if not more useful, is keeping current consumers. Moreover, consumer loyalty will bring revenues over a longer period, as is vital to a company. The business would take a precise strategy with the intention of protecting the consumer. In order to create resources and facilities, a company should follow a promotion strategy which can be facilitated in a brief period or in the repeated purchase. The goal of companies, in general, is to gain customer loyalty, boost repurchase, and value the consumers who are loyal. Sales promotions have an effect either actively or passively on the level of customer loyalty and may cause consumers to engage in repeat buying behaviour. Any promotional findings have shown that the promotion-specific aspects have a significant impact on the number of purchasing. Consumer loyalty factors are also referral, and it is a cost-effective way to promote the company, whereas most loyal consumers happily refer their family and friends (Huhn, 2020).

There are several criteria regarding consumer loyalty. The first criteria of consumer loyalty are consumer retention, and that is a predictor of how long consumers remain in the company (Bernazzani, 2020). After that, consumer loyalty metrics are repeated purchases, and that is a perfect way to observe why longevity strategies are effective. For instance, the higher the indicator, the more consumers may continue to return to the companies (McEachern et al., 2020). In addition, Academic analysis indicated that customers may become loyal towards sales promotions instead of products, but it may also trigger the transition in brands between consumers who seeking to buy products only when they are promoted. It is indeed crucial that businesses thoroughly prepare and customize their sales promotion tactic according to the product segment of which their product is involved in order to stay competitive in their business (Ali, 2015).

## **2.4 Practical Benefits**

Consumers determine certain products and services based on their appetite and interest, which can be described as consumer preference. Perhaps that is necessary for all businesses, as each industry is solely concerned with delivering products or services to consumers in order to satisfy their wants and needs. Consumers are also deciding to buy products based on their purchasing power demands because consumers normally value economic incentives (Omigie, et al.,2014). Therefore, the results of this research can be useful input towards Bubble Tea businesses, especially in terms of building consumer loyalty to the products offered by the firm.

## **2.5 Influences of Sales Promotions on The Purchasing Behaviour**

Major consumer sales promotional tools that influences consumer purchasing behavior during sales promotion which include product coupons, price discount, and free samples, detailed as follows:

### **2.5.1 Coupons and Purchasing Behaviour of Consumer Through Sales Promotion.**

Coupons can increase sales of mature brands or promote early trials of a new brand. It contributes to improving product testing when promoting major brands and categories, most of which were widely known, convenient, used to have fewer products in the category which simpler for consumers to interpret fewer options and they were most often on sale (Osuna et al., 2016). Coupon has a greater effect on buying decision along with product trial behaviour (Nasir and Bal, 2020). Coupon promotions encourage businesses to use coupons as a way of achieving their targets, including gaining new consumers, increasing mailing lists, increasing the total order value of purchases, marketing goods, as well as a way for thanking consumer loyalty (99Minds, 2020).

Many marketers have used coupons as an effective promotional strategy in many categories of consumer products. In recent years, consumers have raised the use of coupons as a measure of cost savings in a volatile economic world (Rothensee et. al, 2011); coupon is often used as an effective tool in marketing strategies, or promotional campaigns involving retailer-customized coupons (only for the best consumers and customized to meet their desires) were also used to create consumer loyalty (Ye and Barrat, 2015); Customized coupons improve the efficacy of promotional strategy and the result contribute to a positive sales performance (Farris & Venkatesan, 2012). A coupon can raise sales volume including pick-up/delivery transactions towards your store, which could contribute to higher sales revenues. Applying coupons and free one-time promotions, like the latest mover offers, will help create consumer loyalty, increase brand awareness that provides a fast influx of cash to the business. It helps you to monitor both the exclusive offer and the pacing of the bid (Plummer,2020). According to Thompson (2019), When it comes to encouraging and enhancing behavior of customers, the coupon tends to become a driving force that binds consumers to products and act as a trigger for purchases. Coupons have been shown to have a direct relation with bringing in new consumers to a brand. Though, the downside of this is that they do not become loyal to the brand or make repeat purchases. A reason for this could be, the modern consumer has become deal loyal rather than brand loyal. (Rothschild, 2020)

### **2.5.2 Price Discount and Purchasing Behaviour of Consumer Through Sales Promotion.**

Providing discounts can be an effective tool in the conversion strategy that drives consumer loyalty. Price discount has been the most powerful way to affect brand acceleration (Obeid, 2014), stockpiling (Kumar et al., 2013), brand swapping, and product monitoring behaviour (Nasir and Bal, 2020). Discount promotions and loyalty schemes have a powerful impact on the consumer's drive to purchase behaviour (Pushpa et al., 2015). It has been widely discussed in the marketing literature that price plays an important role in influencing customer behavior. The willingness with high price awareness consumers to find more discounts or lower prices than others is predicted (Vazifedost et al., 2014). A great sales promotional strategy is price discounting. Price discounts have been shown to directly influence and attract consumers by offering value and incentives. This in turn causes consumers to purchase the products that are being promoted. (Yin and Huang 2014)

A consumer's perception of a product has been shown to be affected by price (Allard & Griffin, 2017). Consumers' buying behaviour has been shown to be influenced by loyalty programs and discount offers (Nagadeepa et al., 2015). Price discounts attract consumers to purchase more than they need since price discount implies both money and time savings. Price can bring various expectations to various consumers. The high-priced goods are often given a perception that is detrimental to price-conscious consumers. Consumers with price-conscious are mostly willing to turn to another brand or pursue a different brand when that brand delivers the lowest price. In comparison, price-conscious buyers rely less on the quality of the product when searching for goods at the lowest cost. (Norfarah et al., 2018)

### **2.5.3 Free Sample and Purchasing Behaviour of Consumer Through Sales Promotion.**

Another sale promotional tool is a free sampling. Free samples have been shown to influence consumer buying behaviour in a positive way causing an increase in purchases. It can also influence potential consumers to become actual consumers by purchasing the said product being promoted. For any retailer looking to increase their revenue, one should look into creating or broadening their free sampling division. (Shamout, 2016)

Free samples or sampling is a sales promotional strategy or tool that allows for direct sales promotions. It allows the business to directly promote to consumers. Hein (2009) and Danaher (2017) have stated free sampling as being one of the most effective and efficient methods to reach the consumer with a new product (Markus et al., 2010). Sampling (free samples) is an integral tool in promoting and marketing. It is specifically designed to physically attract consumers and influence their buying behaviour by encouraging them to make purchases of the product being promoted. It is known for being a great marketing tool and above all else a great sales promotional tool. In terms of food promotions, sampling is seen as a key part in making the tasting of the product to be offered in a humanized manner. (Parcell et al., 2016)

Sampling or free samples allows the retailer to realize its consumer base and to entice new consumers to their brand. This gives the retailers a chance to promote their product directly to potential consumers and consumers that may not have purchased said product at the time of promotion. (Markus et al., 2014); Free samples or product sampling refers to a marketing method within a retail chain. It is a sales promotion tool where the retailer offers, usually food, for free to its consumers and potential consumers. Though, other products can be offered as well. (Sedliacikova et al., 2020); Sampling allows consumers to come together with producers, both sellers and consumers become one and get to see and try products for free in turn leading to purchasing decisions. (Sadiku et al., 2019; Leonard and Range, 2016)

## **2.6 Conceptual Framework**

The conceptual framework as shown below examines the method through three independent variable (IV), namely, coupon, price discount, and free sample. The dependent variable (DV) is consumer loyalty towards Bubble Tea in Malaysia.

* Independent variable = Cause (the reason)
* Dependent variable = Effect (the result)

|  |
| --- |
| Independent Variable (IVs) Dependent Variable (DV)    Coupons    H1  **Consumer Loyalty Towards “Bubble Tea” in Malaysia.**  H2  Price Discounts      H3  Free Samples |

Figure 1: Conceptual Framework

Source: Author 2020

## **2.7 The Research hypotheses**

Hypotheses are uncertain concept assumptions or observations about a factor or phenomena that are of concern to the author (Morin, 2020). This method of quantitative analysis highlights two different theories, namely the single-variable hypothesis and the subjective hypothesis, which is the concept of two or more independent variables. To support the success of the research, the author will evaluate the test hypothesis of the study:

* Hypothesis 1: Coupons has significant impact on consumer loyalty towards Bubble Tea in Malaysia.
* Hypothesis 2: Price discounts has significant impact on consumer loyalty towards Bubble Tea in Malaysia.
* Hypothesis 3: Free samples has significant impact on consumer loyalty towards Bubble Tea in Malaysia.

## **2.8 Conclusion**

In this chapter, the review of the literature was being used to explain and carry out the research objective and hypotheses discussed in this chapter. Through addressing these questions, the purpose of this research is to provide certainty on the correlation of sales promotions (coupon, price discount, and free sample) and consumer loyalty.

# 

# **CHAPTER 3: RESEARCH METHODOLOGY**

## **3.0 Summary**

This chapter presents the research methodology used in this thesis. It seeks to highlight various tools and techniques which have been used in the study and it is provided well-qualified outcomes. Also, this chapter demonstrates all selected tools to provide reliability and validity and its key factors for using them in this research. The researcher will breakdown sections into several methods such as research design details, the target population, measurements, sample size determination, questionnaire design, tools, and method used by the researcher in conducting the study to test research hypotheses. The research method is a collection of techniques that are applied to various forms of interpretation (Walliman, 2011). Thus, it is necessary to choose an effective method that is appropriate for the study purpose.

## **3.1 Research Design**

Quantitative research is used as the research design in this study. It is a technique of gathering and evaluating numerical results. It can be used to identify correlations and trends, give insights, test-causal relationships, and generalize outcomes to larger populations (Bhandari, 2020). The quantitative research concept framework includes data collection and data interpretation approaches to meet research purposes (Zikmund et al., 2013). Data will be obtained through survey questionnaires, that are randomly distributed to individuals without intervention from the author. The research design in this study topic is appropriated, given that the purpose is to examine the effect of independent variables (IV): (1) coupon; (2) price discount; and (3) free sample; consumer loyalty towards Bubble Tea in Malaysia as a dependent variable (DV).

## **3.2 Sampling Design**

Sampling design might be very easy or complicated (Glen, 2017). Samples are gathered for the purpose of an insight into the population since it is normally not practicable to analyse every individual from the population and the purpose is to gather samples to have a reliable characteristic of the population (D’Avello et al,. 2020). The participants among various genders ought to be recognized as one of the observations through this analysis. The sample of participants will be determined by essential components such as gender, age, race, and level of education. In addition, the participants must be over 18 years of age, thus, the participants can complete the questionnaire in a responsible manner.

### **3.2.1 Sample Plan**

There are two types of sampling, namely, "probability sampling" and "non-probability sampling". The method used in this research is the non-probability of the survey method. This approach is often used to collect the sample since it is easy to recruit and available to the researcher. This approach is appropriate for the research due to timeline limitations and labour resource constraints and to achieve a sufficient feedback frequency (Bougie and Sekaran, 2016).

### **3.2.2 Sample size**

In this study, the minimum sample size ‘n’ required is 384 respondents. The sample size is the total number of respondents or findings used in the research. Typically, sample size can be obtained by determining the population size is described by 'N' and afterward calculate the appropriate sample size which is described by 'n'. The researcher can ensure consistency as well as generalizability by measuring the required portion of the population to be evaluated or the size of the sample (Kumar et al,. 2016).

## **3.3 Questionnaire Design**

The questionnaire is used as one of the tools used to gather data from research sample subjects, which allows the researcher to perform an investigation and to produce conclusions. The concept of a questionnaire with closed-ended form questions offers a concise way for respondents to grasp and answer the questionnaire in a limited period (Griffin et al., 2013).

The questionnaire in this research study will be divided into five sections.

* Section A

In this section, respondents will be questioned to provide some basic data to identify the demographics of the study sample. The structural concerns in this research questionnaire are gender, age, race, profession, and education level.

* Section B

In this section, respondent will be questioned to give rating by using a Likert scale from 1 to 5, namely ((1)Strongly disagree – Disagree – Neutral – Agree – Strongly agree(5)). It is the dependent variable (DV) about the influences of “Sales Promotion” on “Consumers Loyalty” in the Bubble Tea market in Malaysia.

* Section C

In this section, respondent will be questioned to give rating by using a Likert scale from 1 to 5, namely ((1)Strongly disagree – Disagree – Neutral – Agree – Strongly agree(5)). It is the independent variable (IV) about the correlation between “Coupons” and “Consumer Loyalty” in the Bubble Tea Market in Malaysia.

* Section D

In this section, respondent will be questioned to give rating by using a Likert scale from 1 to 5, namely ((1)Strongly disagree – Disagree – Neutral – Agree – Strongly agree(5)). It is the independent variable (IV) about the correlation between “Price Discounts” and “Consumer Loyalty” in the Bubble Tea Market in Malaysia.

* Section E

In this section, respondent will be questioned to give rating by using a Likert scale from 1 to 5, namely ((1)Strongly disagree – Disagree – Neutral – Agree – Strongly agree(5)). It is the independent variable (IV) about the correlation between “Free Samples” and “Consumer Loyalty” in the Bubble Tea Market in Malaysia.

## **3.4 Unit of Analysis**

The unit of analysis is one of the most critical aspects of the research study. It is the main entity that you are evaluating in your research (Trochim, 2020). In this study, consumer loyalty towards the “Bubble Tea” market in Malaysia is the phenomenon under study; thus, individual consumers of Bubble Tea in Malaysia are the unit of analysis. For this study, the time horizon used in cross-sectional where data are collected from individuals at one point in time, not over a specific period (Chen, 2020).

## 

## **3.5 Validity and Reliability Tests and Analysis**

The initial data being evaluated are data derived through the pre-test findings in the questionnaire form provided to research respondents. The validity test is designed to determine whether the research study is accurate or not. The validity demonstrates how reliable the conceptual frameworks of the research in the overall situation. Reliability tests can also be used to measure the accuracy of the questions in the questionnaire to determine the dimensions of sales promotion. In fact, the reality is declared valid yet reliable or acceptable when it is higher than >0.6 or 0.6, however, when the measurement requirements are satisfied, the questionnaire is considered acceptable. (Twycross, 2015)

## **3.6 Pilot Test**

Pilot testing is known as a "Pre-emptive Test" is used to measure either if there are any inaccuracies or not, it can help to identify suggested remedies when problems emerge during conducting the actual research objective (Griffin et al., 2013). Before proceeding to full-scale data collection for analysis, a pilot-test should be carried out by researchers on small-scale data to find errors and check their suitability for further testing (Kraemer et al., 2011). In pilot testing researcher gets help from several users running the tests before it launches and this allows the researcher to see what works and what doesn't (Fuel Cycle, 2019). Analysing that the questionnaire is modified through previous trials, the feedback from the participants during the pilot test suggests the accuracy and effectiveness of the questions. Approximately ten percent of the sample size suggested for pilot testing (Creswell, 2013), a pilot test must have a number of respondents of the sample size between 10percent and 20percent for the preliminary test (Schindler, 2018). Thus, the number of respondents for the pilot test should be 40 respondents, depending on the sample scale of 384. Consequently, the reliability test as well as the factor analysis will be conducted on the data obtained from the participants throughout this pilot test to assess the adequacy for a greater scale.

### **3.6.1 Factor Analysis and Reliability Test**

Factor Analysis is a tool which statistically determines the elimination of a number of the variable from the significant variables tested (Babin et al,. 2018). Factor analysis is a technique to convert information with just a few variables from many variables. Factor analysis should be carried out prior to reliability testing (Griffin et al,. 2013). According to Kumar (2010), the results obtained should be tested for the Sphericity Test of Kaiser-Meyer-Olkin (KMO) Bartlett to assess the validity of the data where the inadequate variables are to be rejected due to the corresponding study. The Bartlett KMO sphericity test determines the adequacy of sampling (MSA) with a series of values between “0” and “1”. Higher measures sampling adequacy (MSA) value indicates higher significance in the research analysis (Anderson et al., 2014). In addition, the Principal Component Analysis (PCA) will be used to determine each variable, namely "independent variable" along with the "dependent variable" accordingly. Also, the communality value which is the loading value of the collection result should be more than > (0.5) (Zikmund & Babin, 2015).

However, when the KMO value is less than < (0.5) meaning that the variable used might be inappropriate, thus, to get more accurate results, the researcher must collect more data (Schindler, 2018). According to Schindler and Cooper (2013), it is strongly recommended and necessary to continue with the observations for further research if the Communality value for each object is greater than > (0.5); value must be 0.6 or more to remain appropriate for further research (Fidell and Tabachnick, 2019). On the other hand, the objects must be excluded from future evaluations and research if the communality value is less than < (0.5). The K1-Kaiser Eigenvalues analysis can also be used to measure the variation in the correlation coefficient and to figure out how many eigenvalues are greater than < (1.0) (Fidell and Tabachnick, 2019). In comparison, objects with Eigenvalues less than < (1.0) should be removed and what can be entered for further analysis is an Eigenvalue that is more than < (1.0) (Kaiser, 1960).



Figure 2: “Measures Sampling Adequacy” values guidelines

Source: Anderson et al. (2014)

The Reliability Test will be carried out after conducting “Factor Analysis”. The reliability test is an index designed to measure the core accuracy and reliability of the analysis. Reliable sources from research papers and journals such as Google Scholar, UHStudynet, Ebscohost, etc were used in this research study. This method analyses the Cronbach’s alpha of the construction items and provides the same findings from the same circumstance (Bougie & Sekaran, 2016). The reliability test is intended to evaluate the test instrument, which indicates Cronbach's alpha value is more than >0.6 (Twycross, 2015). The alpha value of Cronbach’s measurement is determined for the reliability test and the appropriate value is approximately 0.7 and 0.9 (Anderson et al,. 2014). The method is found to be valid and acceptable for successive and further research if the objects measured provides more than > 0.7. The reliability test must be performed separately on the "dependent variable" and the "independent variable".



Figure 3:"Cronbach Alpha Value"

Source: Anderson et al. (2014)

## **3.7. Data Analysis**

### **3.7.1 Measurements**

Measurement is the method of measuring and documenting the quantity surveyor as part of the study project (Trochim, 2020). There are several methods for testing and evaluating the data obtained. In this research, the programme of the Statistical Package Social Sciences (IBM-SPSS) will be used to do all the research. Then, the authors will conduct Factor Analysis, Descriptive Analysis, Reliability Test, Multiple Regression, and One Direction (ANOVA) after moving all the data to IBM-SPSS software. The study and analysis are classified into three components, namely, Descriptive Statistic Analysis, Testing Hypotheses, and Preliminary Test.

|  |  |  |
| --- | --- | --- |
| Questionnaire | Measurement | Example of Question |
| Part A | Nominal Scale | Demographic Information  (Gender, Age, Race, Profession, and Education Level) |
| Part B | Likert Scale | * Sales promotion has a significant impact on consumers loyalty. * To retain current consumers rather than having new customers is more valuable, profitable and cheaper. * Sales promotion is a way to convince potential clients to buy a product.   Scale: 1 2 3 4 5 |
| Part C | Likert Scale | * Coupons equal consumer loyalty. * Coupons can cause consumers to switch brands. * Coupon discounts do not have a significant effect on consumer purchasing behaviour. * Consumers could effectively be influenced by coupons strategy as it is a very powerful tool for the purchasing of a product.   Scale: 1 2 3 4 5 |
| Part D | Likert Scale | * Price discounting makes the consumer feel appreciated. * Sales premiums positively influences sales volume. * Price discounts make potential buyers more interested in purchasing products. * Consumers are most likely to be attracted to price discounts.   Scale: 1 2 3 4 5 |
| Part E | Likert Scale | * Free samples build awareness of your brand to new audiences. * Free samples can create an increase in sales. * Free samples can increase consumer group. * Free sampling makes the in-store shopping experience more enjoyable.   Scale: 1 2 3 4 5 |

Figure 4: The Illustration of Measurement Used in The Survey Questionnaire

Source: Author 2020

### **3.7.2 Descriptive Statistic Analysis**

Descriptive statistics analysis is short summary statistics that sum up the data collection as it could be either a subset of the population or a representative of the population as a whole (Kenton, 2019). Through quantitative research, the first method in the research study is to define the different types of replies, as the amount of one variable such as age (Bhandari, 2020). In this study, the descriptive analysis used SPSS software to collect data from respondents’ demographic information. Demographic information will be gathered for this research based on gender, age, race, profession, and level of education.

### **3.7.3 Testing Hypotheses**

Hypothesis testing is often used to determine the validity of a statement through study samples, the data may derive either from a data-generating method or a population at large (Majaski, 2020). In the testing hypothesis, the researcher measures a sample population in order to obtain evidence of the validity of the hypothesis. Simple linear regression is being used for determining the correlation between two quantitative factors. The variable which is predicted is known as the dependent variable (DV). The variables used to predict the dependent variable value are called independent variables (IV) (DeVault, 2012). Indeed, the "Multiple Regression Analysis" and "One Way ANOVA" are being utilized to evaluate hypotheses. According to Yockey (2011), the purpose of the hypotheses test is to analyse the correlation among two variables or more and to evaluate the hypotheses through a rational method for approving or denying correlations. Multiple regression analysis is used here to evaluate the correlation between the variables, namely the "dependent variable" and the "independent variable". In this research, Multiple Regression Analysis and One Way (ANOVA) Analysis will be applied to test all hypotheses and to identify the correlation between consumer loyalty (depending variable) and coupon, price discount, and free sample (independent variables). Throughout this hypotheses testing, "R" squared is the factor that defines the validity of the model, thus, in order to be considered suitable, "R" squared should be over > (0.5). However, the method is found not appropriate if R squared is under < (0.5) (Bougie & Sekaran, 2016). Furthermore, the "One Way ANOVA" defines the importance of the sample and the discrepancy within the p-value of two independent groups or more. The relationship and importance of variables is determined by probability value, which is estimated to be less than < (0.05) (Bougie & Sekaran, 2016). In addition, the beta coefficient value will determine the strength of the influence of each [IV] "Independent Variable" on the [DV] "Dependent Variable". The greater the beta coefficient value, the stronger the effect of the "IV" on the "DV" (Bougie & Sekaran, 2016).

### **3.7.4 Preliminary Test**

Throughout the preliminary test, the "Factor Analysis" and "Reliability Test' shall be completed on the complete report after the completion of the pilot test. Factor analysis is a technique to convert information with just a few variables from many variables. Factor analysis should be carried out prior to reliability testing (Griffin et al,. 2013). According to Kumar (2010), the results obtained should be tested for the Sphericity Test of Kaiser-Meyer-Olkin (KMO) Bartlett to assess the validity of the data where the inadequate variables are to be rejected due to the corresponding study. The Bartlett KMO sphericity test determines the adequacy of sampling (MSA) with a series of values between “0” and “1”. Higher measures sampling adequacy (MSA) value indicates higher significance in the research analysis (Anderson et al., 2014). Moreover, the Principal Component Analysis (PCA) will be used to determine each variable, namely "independent variable" along with the "dependent variable" accordingly. Also, the communality value which is the loading value of the collection result should be more than > (0.5) (Zikmund & Babin, 2015). According to Schindler and Cooper (2013), it is strongly recommended and necessary to continue with the observations for further research if the Communality value for each object is greater than > (0.5). On the other hand, the objects must be excluded from future evaluations and research if the communality value is less than < (0.5). In comparison, objects with Eigenvalues less than < (1) should be removed and what can be entered for further analysis is an Eigenvalue that is more than < 1 (one). In addition, the reliability test will be carried out after conducting a factor analysis. This method analyses the Cronbach’s alpha of the construction items and provides the same findings from the same circumstance (Bougie & Sekaran, 2016). The reliability test is intended to evaluate the test instrument, which indicates Cronbach's alpha value is more than > (0.6) (Twycross, 2015). The alpha value of Cronbach’s measurement is determined for the reliability test and the appropriate value is approximately 0.7 and 0.9 (Anderson et al,. 2014). The method is found to be valid and acceptable for successive and further research if the objects measured provides more than > (0.7). The reliability test must be performed separately on the "dependent variable" and the "independent variable".

## **3.8 Conclusion**

           In this chapter, the research methodology has been discussed through a quantitative, coefficient model, and descriptive analysis are used to conduct this study. The methodological research will continue to another level on the basis of the criteria set out in this chapter, addressing numerous aspects of the target population, sample sizes, pilot test, preliminary test, measurement tools, along with the validity and reliability of the analysis.

# **CHAPTER 4: RESEARCH FINDINGS AND ANALYSIS**

## **4.0 Summary**

This chapter presents research findings based on the research methods and procedures mentioned in the previous chapter. Then, after compiling sample data, the software (SPSS) is used to examine and evaluate the findings. The results of the trials and preliminary tests are described to show the validity and reliability of the data collected. Lastly, hypothesis testing is carried out through multiple regression and one-way ANOVA to deny or approve the specified research hypothesis.

## **4.1 Pilot-Test**

For the pilot test, the sample group “10%” is going to be obtained and tested before the full data collection is carried out for the complete analysis of the report. A sampling of 40 participants was conducted for the pilot-test and estimated along with the basis of a total sample size of 394 respondents. The Based Measurement and Reliability Evaluation will be included in this pilot test before progressing to the full data collection of the preliminary-test.

### **4.1.1 Factor Analysis Results**

The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy as shown in (Table 1) shows that the KMO value is 0.716 and Bartlett’s Test of Sphericity is 0.000. The value must be 0.6 or more to remain appropriate for further research (Fidell and Tabachnick, 2019).

Table 1: Factor Analysis Result for “Dependent Variable” (Pilot test)

|  |  |  |
| --- | --- | --- |
| KMO and Bartlett's Test | | |
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .716 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 44.957 |
| df | 3 |
| Sig. | .000 |

Communality is the extent to which an item is correlated with all other items and the higher the value of the community is better. According to (Table 2), it shows that the communalities result from range 0.704 to 0.771.

Table 2:Communalities (DV)

|  |  |  |
| --- | --- | --- |
|  | | |
| Dependent Variables | Initial | Extraction |
| Sales promotion has a significant impact on consumers loyalty. | 1.000 | .771 |
| To retain current consumers rather than having new customers is more valuable, profitable and cheaper. | 1.000 | .788 |
| Sales promotion is a way to convince potential clients to buy a product. | 1.000 | .704 |
| Extraction Method: Principal Component Analysis. | | |

The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy as shown in (Table 3) shows that the KMO value is 0.761 which is more than 0.5 and Bartlett’s Test of Sphericity is 0.000. According to Schindler and Cooper (2013), it is strongly recommended and necessary to continue with the observations for further research if the communality value for each object is greater than > 0.5.

Table 3: Factor Analysis Result for “Independent Variable” (Pilot test)

|  |  |  |
| --- | --- | --- |
| KMO and Bartlett's Test | | |
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .761 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 507.355 |
| df | 66 |
| Sig. | .000 |

Communality is the extent to which an item is correlated with all other items and the higher the value of the community is better. According to (Table 4), it shows that the communalities result from range 0.583 to 0.944.

|  |  |  |
| --- | --- | --- |
| Table 4: Communalities (IV) | | |
| Independent Variables | Initial | Extraction |
| Coupons equal consumer loyalty. | 1.000 | .838 |
| Coupons can cause consumers to switch brands. | 1.000 | .944 |
| Coupon discounts do not have a significant effect on consumer purchasing behaviour. | 1.000 | .583 |
| Consumers could effectively be influenced by coupons strategy as it is a very powerful tool for the purchasing of a product. | 1.000 | .889 |
| Price discounting makes the consumer feel appreciated. | 1.000 | .871 |
| Sales premiums positively influences sales volume. | 1.000 | .825 |
| Price discounts make potential buyers more interested in purchasing products. | 1.000 | .848 |
| Consumers are most likely to be attracted to price discounts. | 1.000 | .886 |
| Free samples build awareness of your brand to new audiences. | 1.000 | .889 |
| Free samples can create an increase in sales. | 1.000 | .879 |
| Free samples can increase consumer group. | 1.000 | .909 |
| Free sampling makes the in-store shopping experience more enjoyable. | 1.000 | .739 |
| Extraction Method: Principal Component Analysis. | | |

### **4.1.2 Reliability Test**

The Reliability Test will be carried out after conducting “Factor Analysis”. The reliability test is an index designed to measure the core accuracy and reliability of the analysis. The reliability test has been tested with SPSS software to check if the questions are sufficient to produce a reliable outcome. According to Anderson et al. (2014), the alpha value of Cronbach’s measurement is determined for the reliability test and the appropriate value is approximately 0.7 and 0.9. The method is found to be valid and acceptable for successive and further research if the objects measured provides more than > 0.7. The Reliability Test as shown in (Table 5) shows the overall Cronbach Alpha (α) value is 0.802, thus, all 15 items are reliable for further research.

Table 5: Reliability Test Result (Pilot test)



|  |  |  |
| --- | --- | --- |
| Variable | N of item | Cronbach’s Alpha (α) |
| Dependent Variable (DV) |  |  |
| Consumer Loyalty | 3 items | 0.824 |
|  |  |  |
| Independent Variables (IV) |  |  |
| Coupon | 4 items | 0.830 |
| Price Discount | 4 items | 0.947 |
| Free Sample | 4 items | 0.853 |
| Overall | 15 items | 0.802 |
|  |  |  |

Source: Author, 2020

## **4.2 Frequency and Descriptive Analysis**

The collected demographic data are gender, age, race, profession, and level of education. Based on the collected data in this research, it shows the gender frequency and percentage of respondents between male and female where males represent 190 (48.22%) and females represent 204 (51.78%) of the sample (Pie Chart 1) and the majority of respondents were age 18 to 24 years and represent 205 (52.03%) of the sample (Pie Chart 2). Moreover, as seen from (Pie Chart 3), the majority of respondents based on race were Chinese and present 138 (35.03%), while the rest were Malay represents 111(28.17%), Indian represents 79 (20.05%), and Others represents 66 (16.75%). Furthermore, according to the profession where the majority of respondents in this research is student represents 146 (37.06%) of the sample (Pie Chart 4). Last not least, the level of education data show that the majority of respondents are well educated with 194 (49.24%) respondents with a bachelor degree, followed by 99 (25.13%) respondents with high school, 80 (20.30%) respondents with a diploma, and 21 (5.33%) postgraduate respondents with Master, Ph.D., Professor degree (Pie Chart 5).

Pie Chart 1 : Gender

Chart, pie chart

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Pie Chart 2 : Age

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Pie Chart 3 : Race

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Pie Chart 4: Profession

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Pie Chart 5: Education Level

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## **4.3 Preliminary Data Analysis**

### **4.3.1 Factor Analysis**

Exploratory Factor Analysis (EFA) was conducted to calculate the instrument on the full data in order to produce evidential of the validity and reliability of the independent variables (IV) and consumer loyalty (DV) concepts. By doing Exploratory Factor Analysis (EFA), the nature and character of original items can be preserved and items that have low factor load can be eliminated. In this study, the factor analysis was used to determine the factors that underlie customer loyalty to sales promotions such as coupons, price discounts, and free sample towards “Bubble Tea” in Malaysia.

Table 6 :Factor Analysis Result for “Independent Variable” (Preliminary test)

|  |  |  |
| --- | --- | --- |
| KMO and Bartlett's Test | | |
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .840 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 3952.340 |
| df | 66 |
| Sig. | .000 |

According to Fidell and Tabachnick (2019), KMO value more than 0.6 is accepted. The Kaiser-Meyer-Olkin (KMO) and Bartlett’s Test Measure of Sampling Adequacy as shown in (Table 6) shows that the KMO value is 0.840 which is above 0.6 and Bartlett’s Test of Sphericity is 0.000 which is below 0.05. This shows that the correlations are all significant and the validity of scale is “Good”.

Communality is the extent to which an item is correlated with all other items and the higher the value of the community is better. According to (Table 7), it shows that the communalities result from range 0.649 to 0.912.

|  |  |  |
| --- | --- | --- |
| Table 7: Communalities (IV) | | |
| Independent Variables | Initial | Extraction |
| Coupons equal consumer loyalty. | 1.000 | .707 |
| Coupons can cause consumers to switch brands. | 1.000 | .808 |
| Coupon discounts do not have a significant effect on consumer purchasing behaviour. | 1.000 | .664 |
| Consumers could effectively be influenced by coupons strategy as it is a very powerful tool for the purchasing of a product. | 1.000 | .784 |
| Price discounting makes the consumer feel appreciated. | 1.000 | .858 |
| Sales premiums positively influences sales volume. | 1.000 | .825 |
| Price discounts make potential buyers more interested in purchasing products. | 1.000 | .649 |
| Consumers are most likely to be attracted to price discounts. | 1.000 | .863 |
| Free samples build awareness of your brand to new audiences. | 1.000 | .684 |
| Free samples can create an increase in sales. | 1.000 | .797 |
| Free samples can increase consumer group. | 1.000 | .912 |
| Free sampling makes the in-store shopping experience more enjoyable. | 1.000 | .689 |
| Extraction Method: Principal Component Analysis. | | |

Table 8: Factor Analysis Result for “Dependent Variable” (Preliminary test)

|  |  |  |
| --- | --- | --- |
| KMO and Bartlett's Test | | |
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .720 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 492.823 |
| df | 3 |
| Sig. | .000 |

According to Fidell and Tabachnick (2019), KMO value more than 0.6 is accepted. The Kaiser-Meyer-Olkin (KMO) and Bartlett’s Test Measure of Sampling Adequacy as shown in (Table 8) shows that the KMO value is 0.720 which is above 0.6 and Bartlett’s Test of Sphericity is 0.000 which is below 0.05. This shows that the correlations are all significant and the validity of scale is “Acceptable”.

Communality is the extent to which an item is correlated with all other items and the higher the value of the community is better. According to (Table 9), it shows that the communalities result from range 0.714 to 0.782.

|  |  |  |
| --- | --- | --- |
| Table 9 : Communalities (DV) | | |
| Dependent Variables | Initial | Extraction |
| Sales promotion has a significant impact on consumers loyalty. | 1.000 | .782 |
| To retain current consumers rather than having new customers is more valuable, profitable and cheaper. | 1.000 | .790 |
| Sales promotion is a way to convince potential clients to buy a product. | 1.000 | .714 |
| Extraction Method: Principal Component Analysis. | | |

### **4.3.2 Reliability Test**

After completion of the factor analysis, the reliability test shall be conducted separately on dependent variables and independent variables to test the internal accuracy of the measurements (Bougie and Sekaran, 2016). Based on the Table 10, the reliability test result showing that the dependent variable (DV) Cronbach’s Alpha (α) is 0.842 which indicates good internal consistency and for the independent variable (IV) towards coupon is 0.734 (Acceptable), price discount is 0.825 (Good), and free sample is 0.909 (Excellent) internal consistency.

Table 10 :Reliability Test Result (Preliminary test)

|  |  |  |
| --- | --- | --- |
| Variable | N of item | Cronbach’s Alpha (α) |
| Dependent Variable (DV) |  |  |
| Consumer Loyalty | 3 items | 0.842 |
|  |  |  |
| Independent Variables (IV) |  |  |
| Coupon | 4 items | 0.734 |
| Price Discount | 4 items | 0.825 |
| Free Sample | 4 items | 0.909 |
| Overall | 15 items | 0.818 |
|  |  |  |

Source: Author, 2020

### **4.3.3 Multi-Collinearity Test**

The Collinearity T in this series coefficients as shown in (Table 4.11), there are three independent variables (coupon, price discount, and free sample). The Collinearity Tolerances for coupon is 0.909, followed by price discount is 0.800, and for free sample is 0.739. If the tolerance is more than 0.2 then there is no multicollinearity problem between the independent variables because the tolerance value must be greater than 0.2. In this research, all the value are greater than 0.2. Moreover, Variance Inflation Factor (VIF) must be less than 5.0. Based on the finding, the Variance Inflation Factor (VIF) as shown in (Table. 4.11) are less than 5.0 which means there is no multicollinearity problem between the independent variables.

Table 11 Multi-Collinearity Test

Table

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## **4.4 Hypothesis Testing I (Simple Linear Regression)**

4.4.1 Coupon

Table 12 (Bivariate Correlation)

Table

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The output begins with the Descriptive Statistics. The Mean and Std. Deviation of the total functioning variable is the outcome variable and in coping skills which is the predictor variable. As for the Correlations between these two variables, it should be greater than 0.5, however, it’s 0.205 (Table 12) means not good shape or weak (Muzahid et al, 2018).

Table 13 (Simple Linear Regression (Model Summary)

Timeline

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Timeline

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Table

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As for the regression coefficients, the equation of a line (y= mx + b) that uses coupon to predict consumer loyalty where the unstandardized coefficients the 0.074 is the slope the beta for consumer loyalty and 13.613 in the constant line is the y-intercept which means that the equation of the line for using coupon to predict consumer loyalty would be y= 0.074x + 13.613. Based on the model summary in (Table 13), shows the Adjusted R-Squared value which is .040 that means only 4% of the variance in consumer loyalty can be explain by coupon. R-Squared value is considered weak if it less than 0.5 (Moore et al., 2013). However, the result is less than 50% meaning the hypothesis is rejected (Frost, 2017), because there is no significant impact between coupon and consumer loyalty.

4.4.2 Price Discount

Table 14 (Bivariate Correlation)

Table

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The output begins with the Descriptive Statistics. The Mean and Std. Deviation of the total functioning variable is the outcome variable and in coping skills which is the predictor variable. The Correlations value between these two variables is greater than 0.5 (0.748) (Table 14) which means good shape or strong (Muzahid et al, 2018).

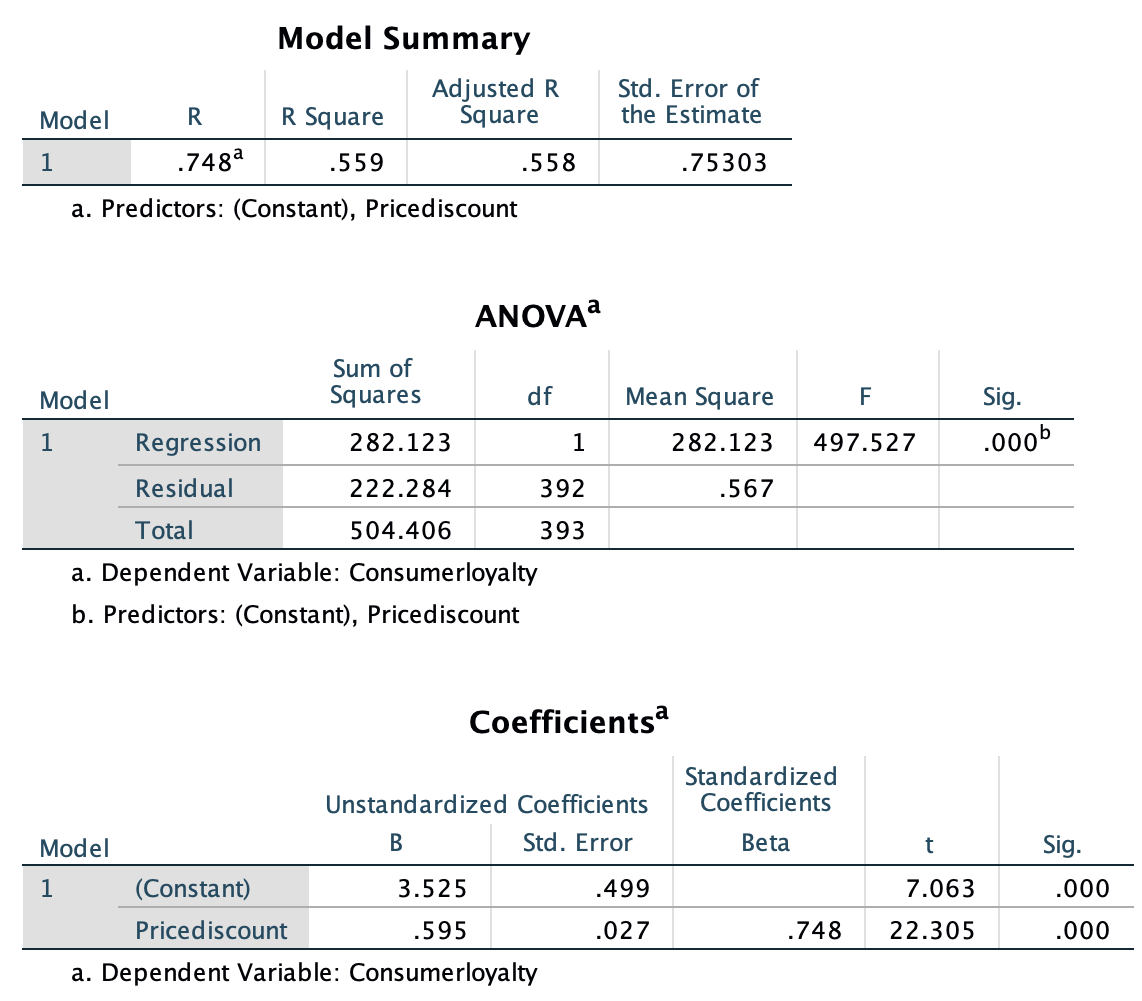
Table 15 (Simple Linear Regression (Model Summary)

Table

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Table

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As for the regression coefficients, the equation of a line (y= mx + b) that uses price discount to predict consumer loyalty where the unstandardized coefficients the 0.595 is the slope the beta for consumer loyalty and 3.525 in the constant line is the y-intercept which means that the equation of the line for using coupon to predict consumer loyalty would be y= 0.595x + 3.525. Based on the model summary in (Table 15), shows the R-Squared value which is .559 that means 59% of the variance in consumer loyalty was predicted from level of price discount. R-Squared value is considered strong if it more than 0.5 (Fernando, 2020). The result is as shown in (Table 15) is more than 50% meaning the hypothesis is accepted (Frost, 2017), because there is strong significant impact between discount and consumer loyalty.

4.4.3 Free Sample

Table 16 (Bivariate Correlation)

Table

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The output begins with the Descriptive Statistics. The Mean and Std. Deviation of the total functioning variable is the outcome variable and in coping skills which is the predictor variable. The Correlations value between these two variables is less than 0.5 (0.359) (Table 16) which means not good shape or weak (Muzahid et al, 2018).

Table 17 (Simple Linear Regression (Model Summary)

Table

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As for the regression coefficients, the equation of a line (y= mx + b) that uses price discount to predict consumer loyalty where the unstandardized coefficients the 0.162 is the slope the beta for consumer loyalty and 11.686 in the constant line is the y-intercept which means that the equation of the line for using coupon to predict consumer loyalty would be y= 0.162x + 11.686. Based on the model summary in (Table 17), shows the R-Squared value which is .359 that means 36% of the variance in consumer loyalty was predicted from level of price discount. R-Squared value is considered strong if it more than 0.5 (Fernando, 2020). The result is as shown in (Table 17) is less than 50% meaning the hypothesis is rejected (Frost, 2017), because there is weak significant impact between free sample and consumer loyalty.

## **4.5 Hypothesis Testing II (Multiple Regression)**

The regression model as shown in (Table 19) is statistically significant at 0.000 level (F=165.580). The derived R square value is 0.560, which indicates that 56% of variation in consumer loyalty were described by the predictors as shown in the model (Table 18). Based on (Table 20), price discount has the highest beta coefficient (0.734) followed by free sample (0.028) and coupon (0.10). The β coefficients of its predictor variables were considered to be statistically important, as the three variables revealed their p-value = 0.000, which implies that the Hypothesis 1 and Hypothesis 3 were rejected. Only Hypothesis 2 were accepted.

Table 18: Multiple Regression (Model Summary)

Table

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Table 19: ANOVA Table

Table

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Table 20: Multiple Regression ( Coefficient Table)

Table

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## 4.5 Summary of Findings

According to the pilot and preliminary findings, all survey elements related to dependent variables (DV) and independent variables (IV) which reached the minimum criteria for factor analysis and reliability testing. In addition, the hypotheses study findings indicate that the regression model is statistically relevant and that only Hypothesis 2 were accepted, while the Hypothesis 1 and Hypothesis 3 were rejected. The overview of key findings for this study is seen in (Table 4.15).

Table 21: Key findings summary

|  |  |  |  |
| --- | --- | --- | --- |
| Hypotheses | Statement | Results | Confirmation |
| H1 | Coupon has significant impact on consumer loyalty towards Bubble Tea in Malaysia. | p-value:  0.773 | Rejected |
| H2 | Price discounts has significant impact on consumer loyalty towards Bubble Tea in Malaysia. | p-value:  0.000 | Accepted |
| H3 | Free samples has significant impact on consumer loyalty towards Bubble Tea in Malaysia. | p-value:  0.474 | Rejected |

Source: Author 2020

Hypothesis 1: Coupons has significant impact on consumer loyalty towards Bubble Tea in Malaysia.

Based on the findings, The P-value of H1 is 0.773 (p> 0.05) which is not statistically significant (Mcleod, 2019) and the β- value is 0.010. According to Bougie and Sekaran (2016), P-value should be less than < (0.05) . Thus, it can be concluded that Hypothesis 1 is rejected. Coupons have no significant impact on consumer loyalty because the time taken to collect coupons to receive a promotional discount is very long. Most consumers lose interest very fast. The commitment is far too great for one to take. Coupons have been shown to have direct relation with bringing in new consumers to a brand. Though, the downside of this is that they do not become loyal to the brand or make repeat purchases. A reason for this could be, the modern consumer has become deal loyal rather than brand loyal. (Rothschild, 2020)

Hypothesis 2: Price discounts has significant impact on consumer loyalty towards Bubble Tea in Malaysia.

Based on the findings, The P-value of H2 is 0.000 (p< 0.05) which is statistically significant and the β- value is 0.734. Thus, it can be concluded that Hypothesis 2 is accepted because there is significant impact between price discount and consumer loyalty. A consumers perception about a products has been shown to be affected by price. (Allard & Griffin, 2017). Price discounts play a great deal in consumer loyalty. Price discounting has been shown to influence consumer loyalty on the basis that the consumers feel they are receiving a bargain. The customer feels appreciated, in turn becoming loyal or more loyal to a company. Price is a motive for consumers loyalty (Lucy et al,. 2018).

Hypothesis 3: Free samples has significant impact on consumer loyalty towards Bubble Tea in Malaysia.

Based on the findings, The P-value of H3 is 0.474 (p> 0.05) which is not statistically significant and the β- value is 0.028. Thus, it can be concluded that Hypothesis 3 is rejected. Free samples have no significant impact on consumer loyalty due to the fact that it cannot be an everyday thing. Free samples cannot be given out every single day. Free samples also attract consumers that have no interest in the product. They merely want what is being offered due to it being free of charge. (Parcell et al., 2016)

# 

# **CHAPTER 5: RECOMMENDATION, CONCLUSION, AND PERSONAL REFLECTION**

## **5.0 Summary**

This chapter highlights the overall summary of the research analysis. The prior chapter addressed the critical comparison among the hypothesis and the evidence obtained. The purpose of this study is to explain how loyalty of consumer are affected by sales promotion. According to this purpose, each survey question will be answered, then, the result will be presented in the final conclusion. In addition, the recommendations for future studies, the limitations of this survey and self-reflection are also highlighted.

## **5.1 Conclusion and Recommendation**

This study explores the factors that influence the interest in customer loyalty through three factors, namely; coupons, price discounts, and free samples. Based on the findings, the results of this study indicate that discount price has a stronger influence on consumer loyalty than coupons and free samples. Retailers, corporate decision makers, and marketers must have an understanding of the factors that influence customer purchase intentions in order to make profitable market investments. Therefore, it is very important for retailers to develop the right business strategy in order to retain the consumer and to maintain the intense sector for “Bubble Tea” in Malaysia.

## **5.2 Personal Reflection**

Where to begin? I guess the start is as good as any. So let’s begin there, at the beginning, the epicentre of my dissertation, the choosing of the topic. I had immense worry and anxiety going into this, I wanted to choose something that is both relevant and compelling, something that would be both challenging and rewarding, something that would be worthwhile to research. After careful deliberation I chose the topic ‘The Influence of Sales Promotion on Consumer Loyalty towards Bubble Tea Market in Malaysia’. At first I did worry about whether this was a good choice and whether I would be able to find the relevant resources needed. However, after the second panel accepted my chosen topic and gave me some direction, I felt reassured. I knew the topic I chose was indeed worthwhile.

## 

## **5.3 Gathering Research**

A learning curve for me was time management, high levels of pressure to gather the relevant research and do each and every task required within the short time frame that was set, was ever so challenging. For example having to acquire 394 hundred respondents within such a short period was highly challenging, to find relevant research into psychological factors, to research every aspect of my topic in general was quite difficult. However, with the help and guidance of my supervisor I was able to find what I needed. Another learning curve for me was the research analysis methods; I had to learn many new analytical methodologies that I was not familiar with beforehand. For example multilinear regression (MLR), One Way ANOVA, and KMO and Bartlett's Test.

## **5.4 Completing the Thesis**

The process in completing my thesis was a long and gruelling one, full of uphill battles but in the end I managed to complete my thesis with the help and guidance of my supervisor and my peers. I began by outlining what needs to be done in order to answer the questions I had put forth. After creating a detailed plan of action, I went to work. I began researching articles, journals, books etc. through online means due to libraries being closed at the moment because of Covid-19. After finding the relevant research materials, I began to evaluate through them, I dedicated my time and energy to fully understand each and every resource so that I can impart as much of that knowledge into my thesis. I began with chapter one, detailing the premise of this thesis, chapter two was finding the literature and concepts of the research, chapter three was finding the research methodology used in this thesis, chapter four was about the research findings, and chapter five highlighted an overall summary of the research analysis.

# **Conclusion**

To conclude, this research was both challenging and rewarding and it was an absolute honour and privilege to have had this opportunity. I gained a great amount of academic knowledge and learned an array of new skills such as exposing different academic procedures and methods, all of these will help facilitate in my future endeavours. I faced many challenges such as exploring the utilization of SPSS software for complicated “statistical data analysis” which taught me to do a lot of research on how to do it. Overall, I would like to thank my supervisor for the guidance and understanding. In closing, this was a perplexing but very valuable learning experience.

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Appendices:

Appendix 1: Questionnaire

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Appendix 2: Statistical Analysis Results

1. Pilot- Test

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| Price discount  Table  Description automatically generated |
| Free sample  Table  Description automatically generated |
| Overall  Table  Description automatically generated |  |

2. Preliminary-Test

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| Price discount  A screenshot of a cell phone  Description automatically generated |
| Free sample  Table  Description automatically generated |
| Overall  Table  Description automatically generated | |

3. Simple Linear Regression Results

|  |
| --- |
| **Coupon** |
| **Free Sample** |
|  |
| **Price Discount** |

4. Multiple Regression Results

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***APPENDIX 3***

**PROJECT PAPER LOG**

This is an important document, which is to be handed in with your dissertation. This log will be taken into consideration when awarding the final mark for the dissertation.

|  |  |
| --- | --- |
| **Student Name:** | **Sofia Dewins** |
| **Supervisor’s Name:** | **Dr. Arasu** |
| **Dissertation Topic:**  The Influence of Sales Promotion on Consumer Loyalty Towards “Bubble Tea” Market in Malaysia | |

**SECTION A. MONITORING STUDENT DISSERTATION PROCESS**

**The plan below is to be agreed between the student & supervisor and will be monitored against progress made at each session.**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Activity** | **Milestone/Deliverable Date** | | | | | |
| 5/11/  2020 | 7/11/  2020 | 25/11/2020 | 30/11/2020 | 3/12/  2020 | 11/12/  2020 |
| Proposal Defense | √ |  |  |  |  |  |
| Finalizing the research topic |  | √ |  |  |  |  |
| Prepare interview question |  |  | √ |  |  |  |
| Writing of Chapter 4,5 |  |  |  | √ |  |  |
| Final Project Presentation |  |  |  |  | √ |  |
| Submission of soft copy |  |  |  |  |  | √ |

**SECTION B. ETHICS**

Ethics form protocol number:

**SECTION C. RECORD OF MEETINGS**

**The expectation is that students will meet their supervisors up to seven times and these meetings should be recorded.**

# Meeting 1

|  |  |
| --- | --- |
| Date of Meeting | 15 September 2020 |
| Progress Made | The confirmation of research topic. |
| Agreed Action | -Improve the Chapter 1,2,3 according to requirements of supervisor.  - Chapter 1,2,3 are approved by supervisor. |
| Student Signature | Text, whiteboard  Description automatically generated |
| Supervisor’s Signature | DR ARASU |

**Meeting 2**

|  |  |
| --- | --- |
| Date of Meeting | 28 September 2020 |
| Progress Made | Revised chapter 1,2,3. |
| Agreed Action | Prepared slides for Proposal Defend. |
| Student Signature | Text, whiteboard  Description automatically generated |
| Supervisor’s Signature | DR ARASU |

**Meeting 3**

|  |  |
| --- | --- |
| Date of Meeting | 05 November 2020 |
| Progress Made | Proposal Defend, absorb feedback from second panel. |
| Agreed Action | - Revise research topic.  - Revise conceptual framework, by adding more on independent variables. |
| Student Signature | Text, whiteboard  Description automatically generated |
| Supervisor’s  Signature | DR ARASU |

**Meeting 4**

|  |  |
| --- | --- |
| Date of Meeting | 07 November 2020 |
| Progress Made | Research topic confirmed. |
| Agreed Action | Research background and problem statement explained. |
| Student Signature | Text, whiteboard  Description automatically generated |
| Supervisor’s Signature | DR ARASU |

**Meeting 5**

|  |  |
| --- | --- |
| Date of Meeting | 25 November 2020 |
| Progress Made | Preparing survey questionnaire. |
| Agreed Action | Interview Questions are reviewed and approved by supervisor. |
| Student Signature | Text, whiteboard  Description automatically generated |
| Supervisor’s Signature | DR ARASU |

**Meeting 6**

|  |  |
| --- | --- |
| Date of Meeting | 30 November 2020 |
| Progress Made | To complete draft of chapter 4 and 5 |
| Agreed Action | Improve on the discussion on hypotheses |
| Student Signature | Text, whiteboard  Description automatically generated |
| Supervisor’s Signature | DR ARASU |

**Meeting 7**

|  |  |
| --- | --- |
| Date of Meeting | 3 December 2020 |
| Progress Made | Final presentation (VIVA) |
| Agreed Action | -Absorb feedback of panel.  -To add simple linear regression |
| Student Signature | Text, whiteboard  Description automatically generated |
| Supervisor’s Signature | DR ARASU |

**Meeting 8**

|  |  |
| --- | --- |
| Date of Meeting | 6 December 2020 |
| Progress Made | Continue work on simple linear regression. |
| Agreed Action | Dr. Arasu suggested to perform bivariate analysis on each hypothesis. |
| Student Signature | Text, whiteboard  Description automatically generated |
| Supervisor’s Signature | DR ARASU |

**Meeting 9**

|  |  |
| --- | --- |
| Date of Meeting | 9 December 2020 |
| Progress Made | Revision of hypothesis findings using linear regression. |
| Agreed Action | - |
| Student Signature | Text, whiteboard  Description automatically generated |
| Supervisor’s Signature | DR ARASU |

**Meeting 10**

|  |  |
| --- | --- |
| Date of Meeting | 11 December 2020 |
| Progress Made | Completion of all chapter. |
| Agreed Action | Final submission. |
| Student Signature | Text, whiteboard  Description automatically generated |
| Supervisor’s Signature | DR ARASU |

**Section D. Comments on Management of Project**

Student Comments

I would like to take this opportunity to thank my supervisor Dr. Arasu for the guidance and assistance during the entire research project completion period. He has taught me the methodology to conduct the research project as briefly as possible, providing valuable and constructive feedbacks and guidance and during the preparation and development of this research study.

Supervisor Comments

VERY HARDWORKING AND REAL INTEREST SHOWN IN THIS PROJECT AND COMPLETED WITH A VERY GOOD STANDARD OF WORK.

|  |  |
| --- | --- |
| Signature of  Student Text, whiteboard  Description automatically generated | Date: 11 December 2020 |
| Signature of Supervisor DR ARASU | Date: 11December 2020 |

Appendix 3: Similarity Report

Graphical user interface, text

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Source: Dr. Arasu