

BRAND ADVOCACY AND REPURCHASE INTENTIONS OF
MALAYSIAN AUTOMOBILE OWNERS

SIMON KWONG CHOONG MUN

ASIA e UNIVERSITY

2013

**BRAND ADVOCACY AND REPURCHASE INTENTIONS OF
MALAYSIAN AUTOMOBILE OWNERS**

SIMON KWONG CHOONG MUN

**A Dissertation Submitted to the School of Management,
Asia e University in Partial Fulfillment of the
Requirements for the Degree of
Doctor of Business
Administration**

July 2013

AEU Library



00005816

DEDICATIONS

This dissertation is dedicated to my family especially to Dr Choong Kam Foong, Ms Kwong Howe Leng, Mr Liew Chin Nien, Mr Kwong Choong Veng and Master Liew Hoong Han, my grandson. Only with the thoughtful support of these very important people in my life that I managed to accomplish this very important milestone in my life.

Thank you for your continued encouragement, endless support, loves, understanding and sacrifices. You are my inspiration and my life.

ABSTRACT


In the field of marketing, it is vital that marketers understand the role of advocacy (loyalty intention) and repurchase intention in determining success. The purpose of this research is to determine the factors influencing advocacy and repurchase intention from prospective Malaysian automotive consumers. Specifically, this study focused on, a) the relationships between perceived brand perceptions of value, quality, equity on satisfaction, b) the relationship of satisfaction on commitment, c) the relationship of commitment on advocacy and repurchases intentions and finally d) the influence of "regular auto servicing" and "place of purchase" on customers' satisfaction.

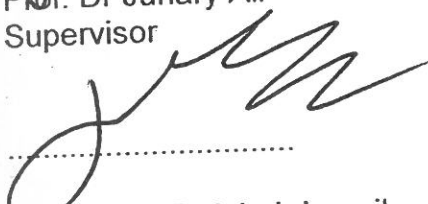
Grounded by The Theory of Reasoned Action (*Fishbein and Ajzan, 1967*) and The Relationship Marketing Theory (*Hunt et al, 2006*), this study adopted a research model consisting mainly of "attitudinal" and "behavioral" attributes to study these relationships. The study employed a self-administered, multi-sectioned questionnaire using the purposive sampling methodology with more than 800 respondents from various places within the Klang Valley and Ipoh. The multi-sectioned questionnaire employed in this study had different scales which consisted of customer repurchase characteristics of perceived brand perception for quality, value, equity, satisfaction, commitment, advocacy (loyalty intention) and repurchase intention.

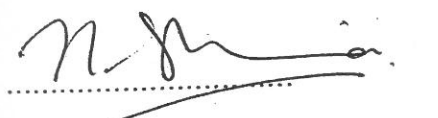
SEM was used to test the various relationship models. The findings indicated that, a) equity and quality significantly influenced satisfaction, b) value had no significant impact on satisfaction, c) satisfaction significantly influenced commitment, d) commitment significantly influenced advocacy and repurchase intention and finally e) "regular auto servicing" and "place of purchase" had significant influence on customers' satisfaction.


APPROVAL PAGE

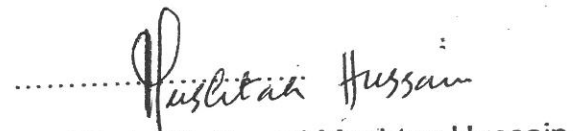
I certify that I have supervised/read this study and that in my opinion it conforms to acceptable standards of scholarly presentation and is fully adequate, in quality and scope, as a dissertation for the partial fulfillment of the requirements for the degree of Doctor of Business Administration.


Prof. Dr Juhary Ali
Supervisor

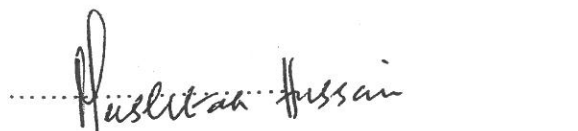

Prof. Dato' Dr Ishak Ismail
External Examiner I


Dr Nazatul Shima Abdul Rani
Internal Examiner


Dr Ting Bing Hoi
External Examiner II


Prof Dato' Dr Sayed Mushtaq Hussain
Chairman, Examination Committee

This dissertation was submitted to the School of Management, Asia e University and is accepted as partial fulfillment of the requirements for the degree of Doctor of Business Administration.


Prof. Dato' Dr Sayed Mushtaq Hussien
Dean, School of Management

Declaration

I hereby declare that the dissertation is submitted in partial fulfillment of the DBA degree is my own work and that all contributions from any other persons or sources are properly and duly cited. I further declare that the material has not been submitted either in whole or in part, for a degree at this or any other university. In making this declaration, I understand and acknowledge any breaches in this declaration constitute academic misconduct, which may result in my expulsion from the programme and/or exclusion from the award of the degree.

Name: Kwong Choong Mun

A handwritten signature in black ink, appearing to be 'Kwong Choong Mun', written over the text 'Signature of Candidate'.

Signature of Candidate

Date: 13 July 2013.

ACKNOWLEDGEMENTS

I am most grateful to many people who have played an important part during the research and writing of this dissertation. In particular, I would like to thank my supervisor Professor Dr Juhary Ali for his advice and guidance.

For technical advice I would like to acknowledge the help of Dr Ilham Sentosa from the City University, Petaling Jaya, to whom I am most grateful for his advice on Structural Equation Modeling. Incidentally, I would like to express my sincere thanks to Professor Dr Siow Heng Loke, Professor Dr Chang Lee Hoon, Professor Dr Izani Ibrahim, Professor Dato' Dr Sayed Mushtaq Hussain of Asia e University for their valuable advice on research methodology, last but not least Dr Chua Yan Piaw for his guidance with the statistical software package of SPSS.

For their moral and practical support I would like to thank my friends and former December 2010 DBA course-mates at the School of Management of the Asia e University. In particular, I would like to thank those who had taken part in my early pilot exercises for the survey research of this study, actively participating in-group discussions and completing the pilot questionnaires for the survey.

I would like to extend my appreciation to the Director of ELTC, Dr Choong Kam Foong and her staff at the English Language Teaching Center (ELTC) for

ACKNOWLEDGEMENTS (continued)

their assistance in completing the questionnaires for my survey research.

I would also like to extend my sincere appreciation to the Deputy Dean, Graduate School of Management Universiti Kebangsaan, Bangi, Professor Dr Izani Ibrahim for his students' help in completing the research questionnaires.

Finally, but by no means least, I would like to acknowledge the continued help and support of my wife, children and my grandson throughout my academic studies without which I would not have been able to complete this dissertation.

TABLES OF CONTENTS

	Pages
Dedications	ii
Abstract	iii
Approval Page	iv
Declaration	v
Copyright of Kwong Choong Mun and Asia e University	vi
Acknowledgements	vii
Tables of Contents	ix
List of Tables	xix
List of Figures	xxi
List of Graphs	xxii
Glossary	xxiii

CHAPTER I – INTRODUCTION TO THE STUDY

1.0	Introduction	1
1.0.1	Background of the Study	1
1.1	Challenges Facing Global Automotive Industry	3
1.1.1	The Malaysian Automotive Industry	6
1.1.1.1	The Protected Malaysian Automotive Industry	9
1.2	Problem Statement	10
1.3	Research Questions	14
1.4	Research Objectives	15
1.5	Scope of Study	16
1.6	Significance of the Study	17
1.7	Assumptions	18
1.8	Definition of terms	18
1.9	Organization of this dissertation	21
1.10	Summary	22

TABLES OF CONTENTS
(continued)

Pages

**CHAPTER II – LITERATURE REVIEW, RESEARCH FRAMEWORK
AND HYPOTHESES**

2.0	Introduction	23
2.1	The Underlying Theory of Reasoned Action	23
2.1.1	The Beliefs-Attitude-Intention Model	25
2.1.2	Conceptualization of Reasoned Action	26
2.2	The Theory of Brand	27
2.2.1	The Theory of Brand Loyalty	29
2.3	The Theory of Brand Buying Attributes	30
2.3.1	Brand Repurchases Intention	31
2.3.2	Brand Advocacy	32
2.3.3	Brand Satisfaction	37
2.3.4	Brand Commitment	45
2.3.4.1	Brand Affective Commitment	46
2.3.4.2	Brand Continuance Commitment	48
2.3.5	Perceived Brand Perceptions	50
2.3.5.1	Perceived Pricing	51
2.3.5.2	Perceived Value	53
2.3.5.3	Perceived Quality	56
2.3.5.4	Perceived Equity	58
2.4	The Relationship Marketing Theory	61
2.4.1	The Research Framework	63
2.4.2	Empirical evidence of linkages between brands constructs	66
2.4.2.1	Perceived brand value upon customer satisfaction	67
2.4.2.2	Perceived brand equity upon customer satisfaction	68
2.4.2.3	Perceived brand quality upon customer satisfaction	69
2.4.2.4	Brand satisfaction upon commitment	70

TABLES OF CONTENTS

(continued)

	Pages
2.4.2.4.1 Customer Satisfaction upon Brand Affective Commitment	72
2.4.2.4.2 Customer Satisfaction upon Brand Continuance Commitment	72
2.4.3 Brand Commitment	73
2.4.3.1 Brand Commitment upon Repurchase Intention and Advocacy	76
2.4.3.1.1 Brand Affective Commitment upon Brand Repurchase Intentions and Brand Advocacy	77
2.4.3.1.2 Brand Continuance Commitment upon Brand Repurchase Intention and Brand Advocacy	77
2.5 Literature reviewed - implications and conclusion	78
2.6 Summary	80

CHAPTER III – RESEARCH METHODOLOGY AND DATA ANALYSIS

3.0 Introduction	83
3.0.1 Research Methodology and Design	83
3.0.1.1 The Quantitative Paradigm	84
3.0.1.2 Purposive Sampling	85
3.0.1.3 Structural Equation Modeling (SEM)	87
3.0.1.4 The Survey Research	90
3.0.1.5 The Survey Instrument	92
3.0.1.6 Respondents Selection Criteria	93
3.0.1.7 Data Collection	95
3.1 Internal and External Validity	96
3.1.1 Reliability of Measures	98
3.1.1.1 Reliability of Brand Repurchase Intention Measure	99
3.1.1.2 Reliability of Brand Advocacy (Loyalty Intention) Measure	99
3.1.1.3 Reliability of Brand Affective Commitment Measure	99
3.1.1.4 Reliability of Brand Continuance Commitment Measure	100

TABLES OF CONTENTS
(continued)

	Pages
3.1.1.5 Reliability of Perceived Brand Value Measure	100
3.1.1.6 Reliability of Perceived Brand Quality Measure	100
3.1.1.7 Reliability of Perceived Brand Equity Measure	101
3.2 Data Collection and Analysis	101
3.2.1 Phase I: Pilot testing of the survey instrument	101
3.2.2 Phase II: Administering the survey questionnaire and collection	102
3.2.3 Phase III: Treatment of the data	104
3.3 Power Analysis	104
3.3.1 Testing the Psychometric Properties of the measurement for each Brand Construct	105
3.3.1.1 Brands repurchase intention	108
3.3.1.2 Brand advocacy	109
3.3.1.3 Brand affective commitment	109
3.3.1.4 Brand continuance commitment	110
3.3.1.5 Brand satisfaction	110
3.3.1.6 Perceived brand perception of value	111
3.3.1.7 Perceived brand perception of quality	111
3.3.1.8 Perceived brand perception of equity	112
3.3.2 Internal Consistencies & Reliabilities of the Brand Constructs	112
3.4 Statistical Design and Analysis	114
3.4.1 Preliminary raw data screening, cleaning and analysis	116
3.4.1.1 Stage I: Accuracy of Input Data	117
3.4.1.2 Stage II: Outliers	118
3.4.1.3 Stage III: Normality	120
3.4.1.4 Stage IV: Outliers Analysis using Mahalanobis Distances	122
3.4.1.5 Stage V: Testing the data for multicollinearity	123
3.4.2 Descriptive Analysis	124
3.4.2.1 Descriptive analysis of the demographic information	125

TABLES OF CONTENTS
(continued)

	Pages
3.4.2.2 Profile of the respondents	127
3.5 Summary	132
 CHAPTER IV – FINDINGS AND RESULTS	
4.0 Introduction	133
4.1 Descriptive Analysis of the Exogenous Variables	133
4.1.1 Perceived Brand Quality	134
4.1.2 Perceived Brand Value	137
4.1.3 Perceived Brand Equity	139
4.2 Reliability Analysis of the Exogenous Variables	142
4.2.1 Perceived Brand Perceptions	143
4.3 Descriptive Analysis of the Endogenous Variables	144
4.3.1 Brand Satisfaction	144
4.3.2 Brand Affective Commitment	147
4.3.3 Brand Continuance Commitment	149
4.3.4 Brand Repurchase Intention	152
4.3.5 Brand Advocacy	154
4.4 Reliability Analysis of the Endogenous Variables	156
4.4.1 Brand Satisfaction	157
4.4.2 Brand Affective Commitment	157
4.4.3 Brand Continuance Commitment	158
4.4.4 Brand Advocacy	159
4.4.5 Brand Repurchase Intention	159
4.5 Model Testing - Measurement	162
4.5.1 CFA for Exogenous and Endogenous Variables	163
4.5.1.1 CFA for Exogenous Variables	163
4.5.1.2 CFA for Endogenous Variables	170
4.5.1.3 Hypothesized Model: Relationship of the variables	173

TABLES OF CONTENTS

(continued)

	Pages
4.5.1.4 Analysis of the Brand Construct's Path of Influence	181
4.5.1.5 Direct and Indirect Effects of Latent Variables	184
4.6 Hypotheses findings in this study	187
4.6.1 H1: Perceived Brand Equity positively influences Brand Satisfaction.	192
4.6.2 H2: Perceived Brand Quality positively influences Brand Satisfaction.	192
4.6.3 H3: Perceived Brand Value positively influences Brand Satisfaction.	192
4.6.4 H4: Brand Satisfaction positively influences Brand Affective Commitment.	193
4.6.5 H5: Brand Satisfaction positively influences Brand Continuance Commitment.	193
4.6.6 H6: Brand Affective Commitment positively influences Brand Advocacy.	194
4.6.7 H7: Brand Affective Commitment positively influences Brand Repurchase Intentions.	194
4.6.8 H8: Brand Continuance Commitment positively influences Brand Advocacy.	194
4.6.9 H9: Brand Continuance Commitment positively influences <i>Brand Repurchase Intentions</i> .	195
4.7 Additional Research Questions	196
4.7.1 Does "periodic automotive servicing" positively influence brand satisfaction?	197
4.7.2 Does "Place of purchase" positively influence brand satisfaction?	199
4.8 Summary of the Research Findings	199
4.9 Summary	206

TABLES OF CONTENTS
(continued)

Pages

CHAPTER V – CONCLUSIONS, IMPLICATIONS AND RECOMMENDATIONS

5.0	Introduction	207
5.0.1	Summary of highlights	208
5.0.1.1	Research Questions	208
5.0.1.2	The Findings	209
5.0.1.3	Model Fit	210
5.1	Analysis of Hypothesis H _x (where, x = 1 to 9) – Findings & Inferences	212
5.1.1	Hypothesis H1: Perceived brand equity positively influences brand satisfaction.	213
5.1.2	Hypothesis H2: Perceived brand quality positively influences brand satisfaction.	215
5.1.3	Hypothesis H3: Perceived brand value positively influence brand satisfaction.	218
5.1.4	Hypothesis H4: Brand satisfaction positively influences affective brand commitment.	220
5.1.5	Hypothesis H5: Brand satisfaction positively influences brand continuance commitment.	222
5.1.6	Hypothesis H6: Brand Affective Commitment positively influences Brand Advocacy.	225
5.1.7	Hypothesis H7: Brand Affective Commitment positively influences Repurchase Intentions.	226
5.1.8	Hypothesis H8: Brand continuance commitment positively influences Advocacy.	228
5.1.9	Hypothesis H9: Brand continuance commitment positively influences Repurchase Intention.	230

TABLES OF CONTENTS

(continued)

	Pages
5.1.10 Additional Research Questions	233
5.1.10.1 Does "periodic automobile servicing experiences" positively influence brand satisfaction?	233
5.1.10.2 Does "Place of purchase" positively influence brand satisfaction?	235
5.1.11 Additional Findings	236
5.2 Inferences about important findings	240
5.3 Implications	247
5.3.1 Contributions and Implications of findings	248
5.3.1.1 Brand Commitment	250
5.3.1.2 Brand Satisfaction	251
5.4 Implications of the findings	253
5.4.1 Brand Satisfaction and Commitment	254
5.4.2 Corporate Culture	256
5.5 Recommendations	258
5.5.1 Recommendations for the Marketing function within the firm	258
5.5.1.1 Marketing Managers	259
5.5.1.2 Product Development	259
5.5.1.3 Retail Experience	260
5.5.1.4 Brand Culture	261
5.5.1.5 Building Brand Commitment	261
5.5.1.6 Branding and Relationship Marketing Strategies	262
5.5.2 Recommendations for Future Research	264
5.6 Limitations of the Study	266
5.7 Summary	268
6.0 This section is intentionally left blank	270
7.0 Appendices/Supplementaries	271
Appendix 7.0.1 - Survey Questionnaire	272

TABLES OF CONTENTS
(continued)

	Pages
Appendix 7.0.2 - AMOS Hypothesized Model Summary Report	286
Appendix 7.0.3 - AMOS Re-specified Model Summary Report	314
Appendix 7.0.4 - AMOS Multi-Group Analysis Summary Report	330
Appendix 7.0.4a – Exogenous variables construct threshold and limits	379
Appendix 7.0.4b – Endogenous variables construct threshold and limits	385
Appendix 7.0.5 - Descriptive statistics for the raw data for all brands	393
Appendix 7.0.6 - Compare and contrasting satisfaction, loyalty and repurchase intention	418
Appendix 7.0.7 - Cronbach Alpha Scores	419
Appendix 7.0.8a - Descriptive statistics for PROTON sample n=173	420
Appendix 7.0.8b - Descriptive statistics for PERODUA sample n=299	421
Appendix 7.0.8c - Descriptive statistics for FOREIGN sample n=276	422
Appendix 7.0.9a - Descriptive statistics for the Endogenous Variables	423
Appendix 7.0.9b - Descriptive statistics for the Exogenous Variables	424
Appendix 7.0.10 - Descriptive statistics – Skewness and Kurtosis of the Observed Variables	425
Appendix 7.0.11- Descriptive statistics for the Brand Construct	427
Appendix 7.0.12 - Graph BC_1 Perceived Brand Equity for all respondents	429
Appendix 7.0.13 - Graph BC_2 Perceived Brand Value for all respondents	429
Appendix 7.0.14 - Graph BC_3 Perceived Brand Value for all respondents	430
Appendix 7.0.15 - Graph BC_4 Brand Advocacy (Loyalty Intentions) for all respondents	430
Appendix 7.0.16 - Graph BC_5 Brand Repurchase intention for all respondents	431
Appendix 7.0.17 - Graph BC_6 Brand Continuance Commitment for all respondents	431
Appendix 7.0.18 - Graph BC_7 Brand Affective Commitment for all respondents	432

TABLES OF CONTENTS
(continued)

	Pages
Appendix 7.0.19 - Graph BC_8 Brand satisfaction for all respondents	432
8.0 Citation of Sources	433
8.0.1 References and Bibliography	434

LIST OF TABLES

	Pages
Table 1.01 Automotive Industry Players in Malaysia	7
Table 1.02 2007-2011 Malaysian Total New Automobile Sales, Market Share and Ranking	8
Table 3.01 Measures Used in Model-Building to Determine Goodness-of-Fit	89
Table 3.02 Research Study Method Scales	93
Table 3.03 Descriptive Statistics - Skewness and Kurtosis of Observed Variables	126
Table 3.04 Total Questionnaire Collected	96
Table 3.05 Summary of respondents	127
Table 3.05a Descriptive statistics of the respondents	128
Table 4.01 Descriptive Statistics and Analysis of the Exogenous Variables	142
Table 4.02 Reliability Scores for the Exogenous and Endogenous Variables	143
Table 4.04 Reliability Scores for the Endogenous Variables	161
Table 4.04a CFA measurement for the exogenous variables	167
Table 4.05 Goodness-of-Fit Statistics for Hypothesized and Re-Specified Exogenous CFA model	168
Table 4.05a Squared Multiple Correlations for the exogenous variables	170
Table 4.06 Squared Multiple Correlations: Endogenous variables	173
Table 4.07 Goodness-of-Fit Statistics for Hypothesized Model	176
Table 4.08 Goodness-of-Fit Statistics for Hypothesized & Re-specified Model	177
Table 4.09 Validating steps for the Re-specified model	178
Table 4.10 Parameter Estimate for Hypothesized and Re-Specified Models	179
Table 4.11 Percentages of Influence between Brands Constructs - Beta Analysis	183
Table 4.12a Direct, Indirect and Total Effect of variables for all owners	185
Table 4.12b Direct, Indirect and Total Effect of variables for all brands	186
Table 4.13 Path Coefficients for Malaysian automotive owners' as a single group	190
Table 4.14 Path Coefficients for Malaysian automotive owners' as three	

LIST OF TABLES

(continued)

		Pages
	samples of automotive owners (SEM Multi-group analysis)	191
Table 4.15	Summary of the findings for the hypotheses	196
Table 4.16	Component Matrix	198
Table 4.17	Pearson's Correlations for Satisfaction and Servicing automobile	198
Table 4.18	Correlation of "Place of purchase" and "Brand Satisfaction"	199
Table 4.19	Summary of Hypotheses and the Findings	200
Table 4.20	Pearson's Correlations between brand variables measures in the <i>PROTON</i> sample (n=173)	204
Table 4.21	Pearson's Correlations between brand variables measures in the <i>PERODUA</i> sample (n=299)	204
Table 4.22	Pearson's Correlations between variables measures in the <i>Non-Malaysian</i> sample (n=276)	205
Table 4.23	Summary of the significance difference between the Beta values for all brands	205
Table 5.01	Squared Multiple Correlations for Endogenous Variables	213
Table 5.06	Descriptive statistics for exogenous & endogenous variables for all brands	237
Table 5.07	Comparison of customer Satisfaction, Loyalty and Repurchase Intentions	238
Table 5.08	Pearson's Correlations for Brand Construct for n=173 <i>PROTON's</i> sample	239
Table 5.09	Pearson's Correlations for Brand Construct for n=299 <i>PERODUA's</i> sample	239
Table 5.10	Pearson's Correlations for Brand Construct for n=276 <i>Non-Malaysian</i> sample	240

LIST OF FIGURES

	Pages
Figure 2.01 The Basic Theory of Reasoned Action	24
Figure 2.02 Oliver's (2003) Disconfirmation Model of Satisfaction	39
Figure 2.03 American Customer Satisfaction Index (ACSI) model (Fornell et al., 1996)	57
Figure 2.04 The Research Model (Lanza, 2008)	63
Figure 4.01 The CFA for the Hypothesized Exogenous Variables	165
Figure 4.02 The CFA for the Re-specified (validated) Exogenous Variables	167
Figure 4.03 CFA for the hypothesized Endogenous Variables	171
Figure 4.04 CFA for re-specified Endogenous Variables measurement	172
Figure 4.05 The Hypothesized Model for Malaysian Automobile Owners	175
Figure 4.06 The Re-Specified Model for Malaysian Automobile Owners	177
Figure 5.01 The revised structural model with new recommended paths	211

LIST OF GRAPHS

	Pages
Graph 1.01 Proton Market Share as at December 2001	13
Graph 1.02 Proton Market Share as at December 2011	13

Glossary

Convergence a set of parameters are estimated that cannot be improved upon to reduce the difference between the predicted and sample covariance matrices

Endogenous variables caused (at least theoretically) by other variables; in this sense they are similar to dependent variables (DV), Y, or outcome variables in regression analyses

Equality constraints parameters are forced to be equal and are not allowed to be freely estimated

Error covariances correlated errors demonstrating that the indicators are related because of something other than the shared influence of the latent factor

Error variance the unique variance in an indicator that is not accounted for by the latent factor(s); also known as measurement error or indicator unreliability

Exogenous variables not caused by other variables in the model; they are similar to an independent variable (IV), X, or predictor in regression analyses

Factor correlation the relationship between two factors, or latent variables, in the completely standardized solution

Factor covariance the relationship between two factors, or latent variables, in the unstandardized solution

Glossary (continued)

Factor loadings the regression coefficients (i.e., slopes) for predicting the indicators from the latent factor

Factor variance the sample variance for a factor (in the unstandardized solution)

Heywood cases parameter estimates with out-of-range values

Invariance equivalence across groups or time

Latent variable unobserved, unmeasured, underlying constructs; usually represented by an oval in CFA or SEM figures

Measurement model relationships among indicators and latent variables

Method effects relationships between variables caused by a common measurement method, such as self-reporting

Modification indices data-driven suggestions available through most software packages about ways to improve the model fit

Observed variable exactly what it sounds like; a bit of information that is actually observed, such as a person's response to a question or a measured attribute such as weight in pounds; also referred to as indicators or items; usually represented by a rectangle in CFA and SEM figures

Structural model relationships among latent variables

CHAPTER I

INTRODUCTION TO THE STUDY

1.0 Introduction

This chapter briefly explains the background to this study. It also explores the problem statement, purpose of the study, the research objectives, the research questions, the scope of study, the significance of the study and assumptions made in this study. The definitions of key terms used in this study are also explained and a brief outline of the layout of this dissertation is provided at the end of this chapter.

1.0.1 Background of the Study

In today's competitive business environment, automobile manufacturers and assemblers need to be proactive in order to ensure that consumers have high advocacy (brand loyalty) and repurchase intentions. The levels of advocacy and repurchase intention among consumers need to be enhanced for companies to enjoy strong and sustained growth, profitability and to increase their market share through higher repeat sales. The importance of advocacy and repurchase intention studies is well-documented (*Ahmed and d'Astous, 1993; Diamantopoulus et al, 1995; Liefeld, 2004; Rodrigue and Biswas, 2004; Veloutsou et al, 2004*) based on published literature. This applies to all products marketed domestically or internationally. The outcomes of past studies (*Dabholkar and Bagozzi, 2002; Erickson and Johansson, 1985; Teng et al, 2007*) on advocacy and

repurchase intention leads to a variety of determinants of advocacy, repurchase intention and the relationships between these determinants and the repurchase behavior. These studies have also established various brands attributes such as value, quality, equity, satisfaction, commitment and advocacy as vital variables in determining buyer behavior. However, it is still inconclusive on how certain dimensions of brand attributes (*Aqueveque, 2006; Forsythe et al, 1999*) and extrinsic cues (*Ervelles, 1993; Forsythe et al., 1999*) are involved in influencing advocacy and repurchase intention. For instance, some studies have shown that brand attributes do not influence advocacy and repurchase intention directly but are rather mediated by other variables (*Ervelles, 1993*). But results of some studies revealed that while the relationship is not significant (*Choo et al, 2004*), brand attributes will induce consumers to respond by enhancing their attitude towards a particular brand and willingness to repurchase the brand again.

The significance of attitude towards brand in determining advocacy and repurchase intention is well established (*Illingsworth, 1991; Haubl, 1996; Rodrique and Biswas, 2004; Zielke and Dobbstein, 2007*). Consumer attitudes are of major importance in determining marketing strategy. Thus according to research into attitude and intentions, most of the antecedents on behavioral intention would be channeled through the attitude construct (*Illingsworth, 1991; Haubl, 1996*).

Unfortunately, past studies had failed to clearly distinguish between the various conceptualizations and interactions with other brand attributes even though substantial research on advocacy and repurchase intentions had been published over the past thirty years. There is need for a more definitive framework for researchers to follow while further research needs to address conceptually and empirically this relationship