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**PREDICTORS OF BRAND REFERRAL BEHAVIORS OF
COSMETIC BRAND AMONG GEN-Y CONSUMERS**



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UUM
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**MASTER OF SCIENCE (MANAGEMENT)
UNIVERSITI UTARA MALAYSIA
JANUARY 2018**

**PREDICTORS OF BRAND REFERRAL BEHAVIORS OF COSMETIC
BRAND AMONG GEN-Y CONSUMERS**

By



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**Thesis Submitted to
School of Business Management, College of Business,
Universiti Utara Malaysia,
In Partial Fulfillment of Requirement for the Master of Science (Management)**



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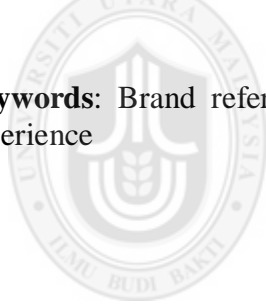
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ABSTRACT

The purpose of this study is to examine the relationship between brand knowledge, brand personality, brand experience and brand referral behaviors among Gen-Y in context of cosmetic brand among UUM undergraduate business students. In total, 350 questionnaires were distributed to UUM School of Business Management (SBM) undergraduate students. However, only 338 questionnaires were returned and only 335 questionnaires were usable for further analysis. The data collected through this survey was analyzed by using the Statistical Package for Social Science (SPSS) version 23. This study used random sampling method which includes both proportionate sampling and systematic sampling. Proportionate sampling is to identify adequate and relevant number of sample for each program under SBM and systematic sampling specifically to choose the right respondent. The descriptive analysis was used to determine the respondent's profile. Findings of this study revealed that brand knowledge has a positive significant relationship towards brand referral behaviors. Meanwhile, it was found that brand personality and brand experience has no significant relationship towards brand referral behaviors. This study will help managers and marketers to understand more deeply about brand referral behaviors among Gen-Y. Finally, this study proposes several recommendations for future research.

Keywords: Brand referral behaviors, brand knowledge, brand personality, brand experience



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ABSTRAK

Tujuan kajian ini adalah untuk mengkaji hubungan antara pengetahuan jenama, personaliti jenama, pengalaman jenama dan tingkah laku rujukan jenama terhadap Gen-Y dalam konteks jenama kosmetik di kalangan pelajar sarjana muda perniagaan di UUM. Secara keseluruhannya, 350 soal selidik telah diedarkan kepada responden yang terdiri daripada pelajar sarjana muda Sekolah Pengurusan Perniagaan (SBM) UUM. Bagaimanapun, hanya 338 soal selidik telah dikembalikan dan hanya 335 soal selidik yang boleh digunakan untuk analisis selanjutnya. Data yang dikumpul melalui kajian ini dianalisis dengan menggunakan Statistical Package for Social Science (SPSS) versi 23. Kajian ini menggunakan kaedah pensampelan secara rawak yang merangkumi persampelan berpadanan dan persampelan sistematik. Persampelan berpadanan adalah untuk mengenal pasti bilangan sampel yang mencukupi dan relevan untuk setiap program di bawah SBM dan pensampelan sistematik khusus untuk memilih responden yang tepat. Analisis deskriptif telah digunakan untuk menentukan profil responden. Hasil kajian ini mendapati pengetahuan jenama mempunyai hubungan yang signifikan positif terhadap tingkah laku rujukan jenama. Sementara itu, kajian mendapati bahawa personaliti jenama dan pengalaman jenama tidak mempunyai hubungan yang signifikan terhadap tingkah laku rujukan jenama. Kajian ini dapat membantu para pengurus dan pemasar memahami secara lebih mendalam mengenai tingkah laku rujukan jenama dalam kalangan Gen-Y. Akhir sekali, kajian ini mengemukakan beberapa cadangan untuk kajian yang akan datang.

Kata kunci: Tingkah laku rujukan jenama, pengetahuan jenama, personaliti jenama, pengalaman jenama

ACKNOWLEDGEMENT

In the name of Allah, the Most Gracious, the Most Merciful

All praises and gratitude to the Almighty Allah for giving me the great strength, patience and capability to complete my research project. My deepest appreciation goes to Assoc. Prof. Dr. Hasnizam Bin Shaari as my supervisor. Thank you for your encouragement, guidance, opinion and your valuable time throughout the preparation of my study. I would like to express my deepest gratitude, love and affection to my parents, Mohd Rejab Bin Hassan and W Jorian Binti W Kasim who never stop praying for my success and also to my family members for giving moral support and motivation throughout my study. A sincere appreciation dedicated to my friends and other lecturers in Universiti Utara Malaysia. Without their attention and encouragement it would be hard for me to complete this study. Finally, I wish to thank all individuals and institutions that have directly or indirectly contributed in completing of my research project.

May Allah bless all of you for your kindness. Amin.

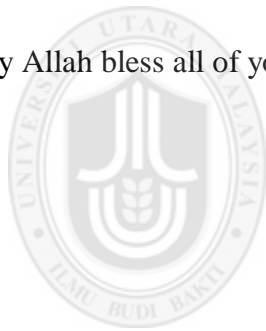


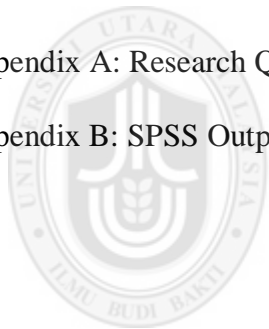
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LIST OF ABBREVIATIONS

DKG	Dewan Kuliah Gugusan (Lecture hall)
eWOM	Electronic word-of-mouth
Gen-Y	Generation Y
SBM	School of Business Management
SME	Small and Medium Enterprise
SPSS	Statistical Packages for Social Science
UUM	Universiti Utara Malaysia
WOM	Word-of-mouth



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CHAPTER 1

INTRODUCTION

1.0 Introduction

This chapter starts with the background of the study on brand referral behaviors among Gen-Y. It is followed by the problem statement, research objectives, research questions, significant of the study and scope of the study. The chapter ends by providing the definition of the terms and the organization of remaining chapters.

1.1 Background of Study

Cosmetics industry plays significant roles in today's consumer life. In Malaysia, the value of cosmetic trade in 2013 is about RM1.65 billion (U.S. Commercial Service, 2015). Such development is supported by the emerging trends and rates of educated and carrier oriented people in each of population throughout the globe. Being a carrier women or men, they need to be looked attractive and maintain their physical appearance at the highest level (Sarwer, Leanne & Clark, 2003). The increasing demand of cosmetics products not only driven by women customers, it is also significantly influenced by men through metro sexual lifestyle (Tan, 2008). Hence, cosmetic market is a huge industry. Table 1.1 summarized to most popular cosmetics brand purchased by the consumers worldwide.

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Appendix A: Research Questionnaires



Pusat Pengajian
Pengurusan Perniagaan
SCHOOL OF BUSINESS MANAGEMENT

Universiti Utara Malaysia

Dear respected respondents:

You are invited to participate in this research entitled **“PREDICTORS OF BRAND REFERRAL BEHAVIORS OF COSMETIC BRAND AMONG GEN-Y CONSUMERS”**. Please answer all items in the questionnaire honestly and carefully as it will influence the result of the research.

Information obtained from this questionnaire WILL BE TREATED STRICTLY CONFIDENTIAL and will be used solely for academic purposes.

Thanks for your time in responding to this questionnaire.

Your participation is highly appreciated.

Sincerely,

NOOR HASANIYATI BINTI MOHD REJAB

Master of Science (Management), UUM

Email: hasaniyati.rejab@gmail.com

SECTION A :

Please tick (✓) in the boxes below that closely describe your background.

Section A : Demographic Information

1. Gender :

i) Male

ii) Female

2. Race :

i) Malay

iii) Indian

ii) Chinese

iv) Others

3. Age :

i) 20 – 25 years

iii) 31 – 35 years

ii) 26 – 30 years

iv) 36 years and above

4. Monthly Income :

i) Below RM 1,000

iv) RM 3,000 – RM3,999

ii) RM 1,000 – RM 1,999

v) RM 4,000 and above

iii) RM 2,000 – RM 2,999

5. Program

i) Bachelor of Marketing

ii) Bachelor of Entrepreneurship

iii) Bachelor of Business Administration

iv) Bachelor of Human Resource Management

SECTION B :

Please tick (✓) in the boxes below that closely describe your cosmetic behavior.

Section B : Consumer Behavior

1. Type of cosmetic product:

- | | | | |
|----------------|--------------------------|----------------------------------|--------------------------|
| i) Make-up | <input type="checkbox"/> | iv) Perfume | <input type="checkbox"/> |
| ii) Skin care | <input type="checkbox"/> | v) Others (please specify) _____ | |
| iii) Body care | <input type="checkbox"/> | | |

2. Favourite cosmetic brand:

- i) Please specify _____
(e.g. Sephora, Nivea, D'herbs, Safi)

3. Where do you get the cosmetic product?

- | | |
|----------------------------------|--------------------------|
| i) Hypermarket | <input type="checkbox"/> |
| ii) Kiosk | <input type="checkbox"/> |
| iii) Online | <input type="checkbox"/> |
| iv) Direct selling | <input type="checkbox"/> |
| v) Others (please specify) _____ | |

4. Price range :

- | | |
|--------------------------|--------------------------|
| i) Below RM 500 | <input type="checkbox"/> |
| ii) RM 501 – RM 1,000 | <input type="checkbox"/> |
| iii) RM 1,001 – RM 2,000 | <input type="checkbox"/> |
| iv) RM 2,001 – RM3,000 | <input type="checkbox"/> |
| v) RM 3,001 and above | <input type="checkbox"/> |

SECTION C, D, E & F

Please choose and tick (✓) your answer in the space provided according to this scale.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

Section C: Brand Referral

		1	2	3	4	5
1.	I encourage friends and family to buy this cosmetic brand.					
2.	I recommend this cosmetic brand whenever anyone seeks my advice.					
3.	If the cosmetic brand been mentioned in a conversation, I would recommend this cosmetic brand.					
4.	I have actually recommended this cosmetic brand to my friends and/or family.					

Section D: Brand Knowledge

		1	2	3	4	5
Brand Awareness						
1.	I can differentiate the cosmetic brand I use among the other competing brands.					
2.	I know/am aware of the cosmetic brand I am using.					
3.	I know what cosmetic brand I use looks like.					
4.	The cosmetic brand I use is sold in more stores compared to the competing brands.					
5.	When buying cosmetic product, the first cosmetic brand to come to my mind would be the brand I use.					
Brand Image						
6.	I believe the cosmetic brand image that I choose is outstanding and gives me a good impression.					
7.	I believe the cosmetic brand I choose has a high reputation for quality.					
8.	This cosmetic brand comes to my mind immediately when I want to purchase a cosmetic product.					
9.	The value of this cosmetic brand gives me confidence to its products.					

Section E: Brand Personality

		1	2	3	4	5
1.	I believe this cosmetic brand is down-to-earth.					
2.	I believe this cosmetic brand is honest.					
3.	I believe this cosmetic brand is wholesome.					
4.	I believe this cosmetic brand is cheerful.					
5.	I believe this cosmetic brand is daring.					
6.	I believe this cosmetic brand is spirited.					
7.	I believe this cosmetic brand is imaginative.					
8.	I believe this cosmetic brand is up-to-date.					
9.	I believe this cosmetic brand is reliable.					
10.	I believe this cosmetic brand is intelligent.					
11.	I believe this cosmetic brand is successful.					
12.	I believe this cosmetic brand is upper class.					
13.	I believe this cosmetic brand is charming.					
14.	I believe this cosmetic brand is outdoorsy.					
15.	I believe this cosmetic brand is tough.					

Section F: Brand Experience

		1	2	3	4	5
1.	This cosmetic brand makes a strong impression on my visual sense or other senses.					
2.	I find this cosmetic brand interesting in a sensory way.					
3.	This cosmetic brand does not appeal to my senses.					
4.	This cosmetic brand induces feelings and sentiments.					
5.	I do not have strong emotions for this cosmetic brand.					
6.	This cosmetic brand is an emotional brand.					
7.	I engage in physical actions and behaviors when I use this cosmetic brand.					
8.	This cosmetic brand results in bodily experiences.					
9.	This cosmetic brand is not action oriented.					
10.	I engage in a lot of thinking when I encounter this cosmetic brand.					
11.	This cosmetic brand does not make me think.					
12.	This cosmetic brand stimulates my curiosity and problem solving.					

YOU HAVE COMPLETED THE QUESTIONNAIRES.
THANK YOU FOR YOUR COOPERATION.

Appendix B: SPSS Output

DESCRIPTIVES ANALYSIS

Frequencies

Statistics

		Gender	Race	Age	Monthly Income	Course	Type of Cosmetic Product	Favourite Cosmetic Brand	Where Do You Get the Cosmetic Product	Price Range
N	Valid	335	335	335	335	335	335	335	335	335
	Missing	0	0	0	0	0	0	0	0	0
Mean		1.84	1.32	1.03	1.04	2.47	2.44		1.09	1.02

Frequency Table

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	55	16.4	16.4	16.4
	Female	280	83.6	83.6	100.0
	Total	335	100.0	100.0	

Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	268	80.0	80.0	80.0
	Chinese	42	12.5	12.5	92.5
	Indian	11	3.3	3.3	95.8
	Others	14	4.2	4.2	100.0
	Total	335	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-25 years	326	97.3	97.3	97.3
	26-30 years	9	2.7	2.7	100.0
	Total	335	100.0	100.0	

Monthly Income

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Below RM1000	322	96.1	96.1	96.1
RM1000- RM1999	13	3.9	3.9	100.0
Total	335	100.0	100.0	

Program

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid B. Mktg	78	23.3	23.3	23.3
B. Entrepreneurship	65	19.4	19.4	42.7
BBA	148	44.2	44.2	86.9
B. HR	44	13.1	13.1	100.0
Total	335	100.0	100.0	

Type of Cosmetic Product

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Make-up	97	29.0	29.0	29.0
Skin care	77	23.0	23.0	51.9
Body care	76	22.7	22.7	74.6
Perfume	85	25.4	25.4	100.0
Total	335	100.0	100.0	

Favourite Cosmetic Brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Acqua Di Gio	1	.3	.3	.3
	Adidas	13	3.9	3.9	4.2
	Aiken	2	.6	.6	4.8
	Aqua Di Gio	1	.3	.3	5.1
	Avon	11	3.3	3.3	8.4
	Bath & Body Works	2	.6	.6	9.0
	Biore	6	1.8	1.8	10.7
	Body Shop	9	2.7	2.7	13.4
	Boss	1	.3	.3	13.7
	Catrice	3	.9	.9	14.6
	Cetaphil	3	.9	.9	15.5
	Chanel	4	1.2	1.2	16.7
	Clean & Clear	3	.9	.9	17.6
	Clear Men	2	.6	.6	18.2
	D' Nars	2	.6	.6	18.8
	Dashing	10	3.0	3.0	21.8
	De' Xandra	17	5.1	5.1	26.9
	DKNY	1	.3	.3	27.2
	Dove	5	1.5	1.5	28.7
	Dunhill	6	1.8	1.8	30.4
	E.L.F. Cosmetic	1	.3	.3	30.7
	Elianto	3	.9	.9	31.6
	Enchanteur	6	1.8	1.8	33.4
	Eversoft	2	.6	.6	34.0
	Fair & Lovely	4	1.2	1.2	35.2
	Garnier	7	2.1	2.1	37.3
	Garnier Men	4	1.2	1.2	38.5
	Gucci	1	.3	.3	38.8
	Head & Shoulder	2	.6	.6	39.4
	Himalaya	5	1.5	1.5	40.9
	Hugo	6	1.8	1.8	42.7
	In2it	2	.6	.6	43.3
	Johnson's	10	3.0	3.0	46.3
	Loreal	11	3.3	3.3	49.6
	Maybelline	19	5.7	5.7	55.2

Mentholatum	6	1.8	1.8	57.0
Naked	2	.6	.6	57.6
Neutrogena	4	1.2	1.2	58.8
Nivea	20	6.0	6.0	64.8
Nivea Men	3	.9	.9	65.7
Nurraysa	4	1.2	1.2	66.9
Nutox	8	2.4	2.4	69.3
NYX	5	1.5	1.5	70.7
Olay	7	2.1	2.1	72.8
Oxy	2	.6	.6	73.4
Pantene	4	1.2	1.2	74.6
Revlon	5	1.5	1.5	76.1
Revolution	1	.3	.3	76.4
Rexona	6	1.8	1.8	78.2
Safi Balqis	6	1.8	1.8	80.0
Safi Rania	3	.9	.9	80.9
Sendayu Tinggi	4	1.2	1.2	82.1
Sephora	27	8.1	8.1	90.1
Silky Girl	10	3.0	3.0	93.1
Simply Siti	8	2.4	2.4	95.5
SKII	2	.6	.6	96.1
St. Ives	1	.3	.3	96.4
The Face Shop	1	.3	.3	96.7
Vaseline	3	.9	.9	97.6
Versace	2	.6	.6	98.2
Victoria Secret	6	1.8	1.8	100.00
Total	335	100.0	100.0	

Where Do You Get the Cosmetic Product

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Hypermarket	318	94.9	94.9	94.9
Kiosk	8	2.4	2.4	2.4
Online	6	1.8	1.8	1.8
Direct Selling	3	.9	.9	100.00
Total	335	100.0	100.0	

Price Range

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Below RM500	327	97.6	97.6	97.6
RM501-RM1000	8	2.4	2.4	100.00
Total	335	100.0	100.0	

RELIABILITY ANALYSIS

Scale: Brand Referral Behaviors

Case Processing Summary

	N	%
Cases Valid	335	100.0
Excluded ^a	0	.0
Total	335	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.876	.877	4

Item Statistics

	Mean	Std. Deviation	N
C1	3.73	.742	335
C2	3.80	.753	335
C3	3.87	.748	335
C4	3.87	.814	335

Scale: Brand Knowledge

Case Processing Summary

		N	%
Cases	Valid	335	100.0
	Excluded ^a	0	.0
	Total	335	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.860	.861	9

Item Statistics

	Mean	Std. Deviation	N
D1	3.76	.692	335
D2	3.84	.696	335
D3	3.87	.765	335
D4	3.90	.834	335
D5	3.91	.778	335
D6	3.74	.726	335
D7	3.78	.726	335
D8	3.84	.730	335
D9	3.82	.715	335

Scale: Brand Personality

Case Processing Summary

		N	%
Cases	Valid	335	100.0
	Excluded ^a	0	.0
	Total	335	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.920	.920	15

Item Statistics

	Mean	Std. Deviation	N
E1	3.56	.776	335
E2	3.83	.657	335
E3	3.80	.762	335
E4	3.86	.764	335
E5	3.92	.807	335
E6	3.94	.795	335
E7	3.85	.786	335
E8	3.87	.814	335
E9	3.96	.802	335
E10	3.86	.785	335
E11	3.93	.743	335
E12	3.73	.763	335
E13	3.84	.777	335
E14	3.80	.781	335
E15	3.82	.736	335

Scale: Brand Experience

Case Processing Summary

		N	%
Cases	Valid	335	100.0
	Excluded ^a	0	.0
	Total	335	100.0

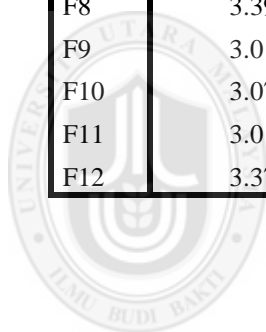
a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.850	.849	12

Item Statistics

	Mean	Std. Deviation	N
F1	3.77	.661	335
F2	3.64	.672	335
F3	2.94	.797	335
F4	3.53	.741	335
F5	3.02	.927	335
F6	3.27	.871	335
F7	3.38	.816	335
F8	3.39	.855	335
F9	3.01	.917	335
F10	3.07	.908	335
F11	3.01	.940	335
F12	3.37	.862	335



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NORMALITY TEST

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Brand Referral Behaviors	335	100.0%	0	0.0%	335	100.0%
Brand Knowledge	335	100.0%	0	0.0%	335	100.0%
Brand Personality	335	100.0%	0	0.0%	335	100.0%
Brand Experience	335	100.0%	0	0.0%	335	100.0%

Descriptives

		Statistic	Std. Error	
Brand Referral Behaviors	Mean	3.8194	.03570	
	95% Confidence Interval for Mean	Lower Bound	3.7492	
		Upper Bound	3.8896	
	5% Trimmed Mean	3.8364		
	Median	4.0000		
	Variance	.427		
	Std. Deviation	.65335		
	Minimum	1.75		
	Maximum	5.00		
	Range	3.25		
	Interquartile Range	.50		
	Skewness	-.309	.133	
	Kurtosis	.364	.266	
	Brand Knowledge	Mean	3.8295	.02783
95% Confidence Interval for Mean		Lower Bound	3.7748	
		Upper Bound	3.8843	
5% Trimmed Mean		3.8415		
Median		3.8889		
Variance		.259		
Std. Deviation		.50937		
Minimum		2.00		
Maximum		5.00		
Range		3.00		

	Interquartile Range	.78	
	Skewness	-.492	.133
	Kurtosis	.602	.266
Brand Personality	Mean	3.8392	.02884
	95% Confidence Interval for Lower Bound	3.7824	
	Mean Upper Bound	3.8959	
	5% Trimmed Mean	3.8499	
	Median	3.9333	
	Variance	.279	
	Std. Deviation	.52790	
	Minimum	2.00	
	Maximum	5.00	
	Range	3.00	
	Interquartile Range	.80	
	Skewness	-.418	.133
	Kurtosis	.224	.266
	Brand Experience	Mean	3.2843
95% Confidence Interval for Lower Bound		3.2292	
Mean Upper Bound		3.3395	
5% Trimmed Mean		3.2672	
Median		3.2500	
Variance		.263	
Std. Deviation		.51312	
Minimum		2.08	
Maximum		5.00	
Range		2.92	
Interquartile Range		.58	
Skewness		.443	.133
Kurtosis		.517	.266

CORRELATION ANALYSIS

Correlations

		Brand Knowledge	Brand Personality	Brand Experience	Brand Referral Behaviors
Brand Knowledge	Pearson Correlation	1	.665**	.328**	.634**
	Sig. (2-tailed)		.000	.000	.000
	N	335	335	335	335
Brand Personality	Pearson Correlation	.665**	1	.370**	.451**
	Sig. (2-tailed)	.000		.000	.000
	N	335	335	335	335
Brand Experience	Pearson Correlation	.328**	.370**	1	.255**
	Sig. (2-tailed)	.000	.000		.000
	N	335	335	335	335
Brand Referral Behaviors	Pearson Correlation	.634**	.451**	.255**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	335	335	335	335

** . Correlation is significant at the 0.01 level (2-tailed).

MULTIPLE REGRESSION ANALYSIS

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.637 ^a	.405	.400	.50615

a. Predictors: (Constant), Brand Knowledge, Brand Personality, Brand Experience

b. Dependent Variable: Brand Referral Behaviors

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57.775	3	19.258	75.173	.000 ^b
	Residual	84.799	331	.256		
	Total	142.574	334			

a. Dependent Variable: Brand Referral Behaviors

b. Predictors: (Constant), Brand Knowledge, Brand Personality, Brand Experience

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	.527	.247		2.132	.034	.041	1.014		
	Brand Knowledge	.759	.073	.592	10.355	.000	.615	.903	.550	1.817
	Brand Personality	.051	.072	.041	.707	.480	-.091	.192	.533	1.878
	Brand Experience	.058	.059	.046	.993	.321	-.057	.173	.851	1.175

a. Dependent Variable: Brand Referral Behaviors