

## The Role of Brand Loyalty in Generating Positive Word of Mouth among Malaysian Hypermarket Customers

**Authors :** S. R. Nikhashemi, Laily Haj Paim, Ali Khatibi

**Abstract :** Structural Equation Modeling (SEM) was used to test a hypothesized model explaining Malaysian hypermarket customers' perceptions of brand trust (BT), customer perceived value (CPV) and perceived service quality (PSQ) on building their brand loyalty (CBL) and generating positive word-of-mouth communication (WOM). Self-administered questionnaires were used to collect data from 374 Malaysian hypermarket customers from Mydin, Tesco, Aeon Big and Giant in Kuala Lumpur, a metropolitan city of Malaysia. The data strongly supported the model exhibiting that BT, CPV and PSQ are prerequisite factors in building customer brand loyalty, while PSQ has the strongest effect on prediction of customer brand loyalty compared to other factors. Besides, the present study suggests the effect of the aforementioned factors via customer brand loyalty strongly contributes to generate positive word of mouth communication.

**Keywords :** brand trust, perceived value, Perceived Service Quality, Brand loyalty, positive word of mouth communication

**Conference Title :** ICMM 2015 : International Conference on Marketing Management

**Conference Location :** Tokyo, Japan

**Conference Dates :** May 28-29, 2015