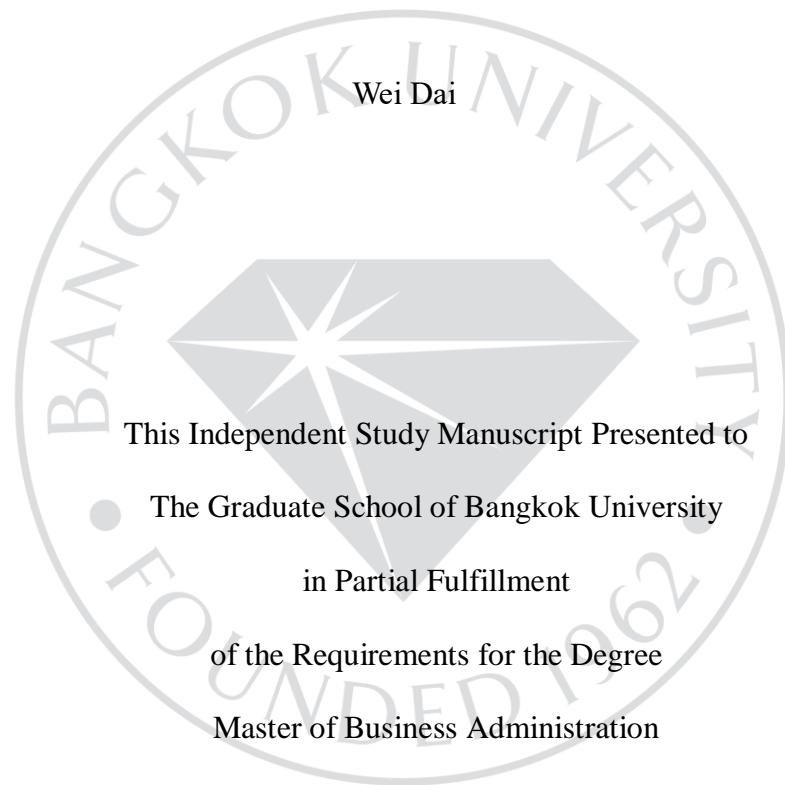


**FACTORS AFFECTING “A” LUXURY BRAND LOYALTY OF CHINESE
UNIVERSITY STUDENTS IN SONGJIANG DISTRICT, SHANGHAI,
CHINA**



FACTORS AFFECTING “A” LUXURY BRAND LOYALTY OF CHINESE
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This Independent Study Manuscript Presented to

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in Partial Fulfillment

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Factors Affecting “A” Luxury Brand Loyalty of Chinese University Students in Songjiang District, Shanghai, China (68 pp.)

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ABSTRACT

The purpose of this paper was to reveal the independent factors affecting “A” luxury brand loyalty of Chinese university students in Songjiang District, Shanghai, China. Those independent factors were service quality, service scape, service equity, alternative attractiveness, customer participation, service risk avoidance, service episodes, competitive productivity. A total sample of 255 shoppers collected with survey questionnaire in Songjiang district in Shanghai in Wanda shopping mall. The majority of respondents were students aged 15-25 years old. Most of them were studying in schools in Songjiang District with income range from 7,500 to 40,000 baht. They went shopping 1-2 times a week, spent 2-3 hours shopping and paid less than or equal to 10,000 baht per month to buy luxury goods. The data sets utilized descriptive statistics and multiple regression analysis. The researchers found that no alternative attractiveness ($\beta = 0.126$) accounted for 6.8% positively affecting Chrisitan Brand “A” brand loyalty with statistical significant level at .01.

Keywords: “A”brand, China, Brand loyalty

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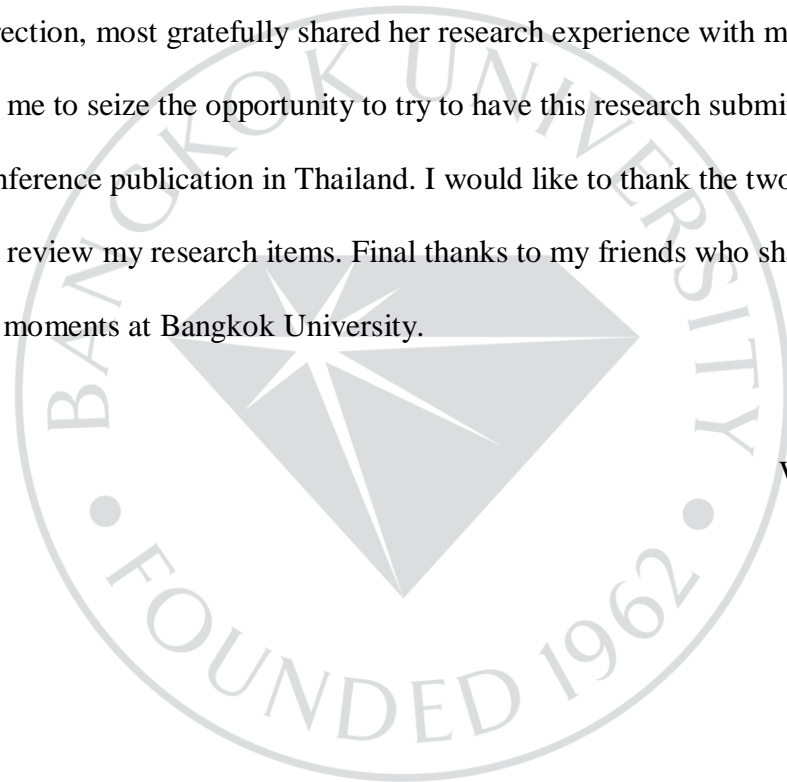


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CHAPTER 1

INTRODUCTION

1.1 Rationale and Problem Statement

The consumption of luxury goods in China has developed very rapidly in recent years. Many international leading brands have entered Chinese market, making the luxury goods market prosperous. At the same time, with a more open Chinese market, GDP growth rate and people's growing consumption power that in a way reflects China's prominent position in the world luxury products consumption today. The scale of personal luxury market in China has exceeded 140 billion and maintained a high growth rate. In 2017, the total sales of China's personal luxury goods reached 20 billion euros (about 142 billion RMB), up to 20% from the same year, and the growth rate in the world is far ahead compare to other countries in the world (Qing, 2018).

Chinese consumers contribute to 32% luxury consumption in the entire luxury market, becoming the world's main growth point. In the global consumer goods market in 2017, consumers from China were expected to contribute about 83 billion 500 million euros (about 650 billion yuan), increase of 13%, accounting for 32% of the globe market, and it is the highest in all countries and regions. It is estimated that in 2017, the global personal luxury market growth rate was 6%, of which Chinese consumers grew 11% year-on-year, while the growth rate of consumers in other countries was only 3% (Qing, 2018).

The core of brand equity is brand loyalty. If consumers have no loyalty to a

brand, the brand is just a symbol for identification only. Studies have shown that 80% of a luxury company's performance comes from 20% of customers who are an often patron, and the cost of developing a new customer is 6 times the cost of maintaining an existing customer. As a strategic asset, brand loyalty is closely related to the survival and development of the company.

Therefore, luxury products allow consumers to satisfy their psychological and functional needs. This psychological satisfaction is the main factor that distinguishes between luxury goods and non-luxury goods or fake goods. The growth of the luxury market worldwide has fueled increased interest among researchers. The luxury market consists of a number of diverse categories and is considerable in size, reaching more than \$1 trillion U.S. in 2014 (D'Arpizio, 2014). This market has also experienced tremendous growth, with the total number of consumers tripling in the past twenty years and is forecasted to reach 400 luxury consumers worldwide by 2020 (D'Arpizio, 2014). A key catalyst of this global phenomenon has been a remarkable increase in luxury consumption in many Asian markets. Moreover, heightened demand in the emerging markets of China, India, and the Middle East has provided much of the growth of the overall luxury market in recent years (Kim & Ko, 2012). Therefore, luxury goods are considered by economists or marketing consultants to be aimed at pursuing high prices and high-quality-consumer markets, and the prices are much higher than ordinary products when with similar characteristics .

In the area of luxury goods, word-of-mouth communication is considered to be a good communication way, which with little spending could cause the largest sales volume in the longest period (Halpert, 2012). The spread of luxury brand word-of-mouth among luxury customers is more likely to be remembered than words and

images, and the resulting word-of-mouth effect is more likely to affect other customers. Young consumers are the fastest-growing segment of luxury brand purchases. These consumers have increased their spending on luxury goods outpacing any other demographic group (Halpert, 2012). Young consumers are developing an increasingly positive attitude toward luxury consumption and the perceptions of what constitutes “luxury” has fluctuated over time (Cristini, 2017). Still, more mature consumers are currently of the greatest economic relevance in the luxury segment. According to Bain & Co, middle-aged luxury consumers were the most fluent spenders (each consumer spends an average of 1600 € a year on luxury items), while older luxury consumers contributed more than 50% of luxury sales (Roberts, 2014). Similar studies had also found that customer satisfaction, customer loyalty, perceived service quality, and product involvement influence word-of-mouth effects.

Shanghai Songjiang District is located in the southwest of Shanghai City, the economic development situation is swift and violent. In 2017 GDP realized the total value of RMB 104 billion 40 million yuan, the big universities stand and the Songjiang university city covers an area of about 1300 acres. It is the largest university park in China so far, various transportation hubs, subway lines, traffic lines and railway lines are crisscross.

Songjiang university town has 7 universities and nearly 200 thousand teachers and students. Songjiang District's existing large business areas include: Wanda Plaza, Kaiyuan Mediterranean shopping center, East Ding shopping center, etc. many luxury brands enter here.

The consumption behavior's difference between college students and other groups is that students are starting to firm up their favorite things. Brand loyalty is

therefore formed from this group, and will continue to play an important role in China's luxury product consuming market. To sum up, the research on the luxury brand loyalty of college students has theoretical and practical significance for luxury companies in developing marketing strategies and selecting marketing strategies.

Table 1.1: "A", CHANEL and GUCCIO GUCCI SWOT analysis

	"A"	Chanel	Guccio Gucci
Strengths	1. Production and research and development capabilities. 2. Vast global market. 3. Product update cycle short. 4. Brand culture has a long history.	1. Technical skills advantage. 2. Excellent brand image. 3. Complete information management system. 4. Adequate quality raw materials.	1. Strong management. 2. Pricing power. 3. Supply chain. 4. Economies of scale. 5. Technology. 6. Customer loyalty 7. Brand name.
Weaknesses	1. Income is heavily dependent on market share. 2. Being passed on	1. The market is saturated, and the consumer groups are basically fixed.	1. Tarnished reputation. 2. Cost structure

(Continued)

Table 1.1 (Continued): “A”, CHANEL and Gucci SWOT analysis

	<p>by the retailer.</p> <p>3. Trade protectionism increases costs.</p> <p>4. Serious product design classification.</p>	<p>2. Negative influence of agency behavior. competitive advantage in key areas.</p> <p>4. Increased counterfeit products.</p>	
Opportunities	<p>1. Emerging markets.</p> <p>2. Rich brand resources.</p> <p>3. Innovative advantages lead the fashion brand.</p> <p>4. The development of the network market.</p>	<p>1. Product segmentation market, expanding consumer groups.</p> <p>2. New markets for product development and adaptation to new regions.</p> <p>3. China's tariff reduction.</p>	<p>1. Online market.</p> <p>2. Innovation.</p> <p>3. New technology.</p> <p>4. New products.</p> <p>5. New market.</p> <p>6. International expansion.</p>
Threat	<p>1. The fierce competition in the international market.</p> <p>2. Increasing</p>	<p>1. Frequent changes in foreign exchange policy.</p> <p>2. Changes in social</p>	<p>1. Rival brands.</p> <p>2. Change in tastes.</p> <p>3. Political risk.</p>

(Continued)

Table 1.1 (Continued): “A”, CHANEL and Gucci SWOT analysis

	imitators. 3. Price competition. 4. Regional differences, differences in customer preferences.	consumption trends.	4. Volatile costs.
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Source: Chenen, L. (2014). *Legend of Coach*. Retrieved from myweb.scu.edu.tw/~hkchieh/course/982StrategicM/final/05.ppt
Retrieved from http://www.chanel.com/en_US/

In conclusion, the Chinese huge consumption potential along with rapid growth in economy has made China one of the most attractive markets for luxury brands that have entered China with a long-term expansion plan. Understanding the varied factors affecting “A” luxury brand loyalty, will improve understanding of opportunities and challenges for all those who selling brand “A” at refered area.

Nowadays, more and more international luxury brands are focusing on the Chinese market, the scope of the Chinese market is not only limited to the eastern coastal developed areas, but also gradually in the Midwest cities. The main consumer groups of luxury goods are gradually becoming younger, and students are becoming the main consumers. In this regard, the study also helped new luxury goods companies to grasp the Chinese market, but also to a certain extent on the

existing several major brands of new trends in the development of help.

1.2 Objectives of Study

The objective of this research is to study factors affecting “A” luxury brand loyalty of Chinese university students in Songjiang district in Shanghai in China. Those positive factors are service quality, service scape, service equity, alternative attractiveness, customer participation, service risk avoidance, service episodes, competitive productivity and brand loyalty.

1.3 Contribution of Study

1.3.1 The contribution of this research can provide benefits for the luxury industry with potential new markets, future strategic improvement or investment decision-making process, and predict future customer preferences in brand selection.

1.3.2 This research is to enlarge information on the factors that influence the loyalty of students towards the luxury in China.

1.3.3 This research expanded the information on how service quality, service scape, service equity, alternative attractiveness, customer participation, service risk avoidance, service episodes, competitive productivity and brand loyalty which would be beneficial to researchers in the future research.

CHAPTER 2

LITERATURE REVIEW

2.1 Related Theories and Previous Studies

2.1.1 Fennell believes that perceived service quality is the perception of the customer's perception of the product placement, store size, and store image in the store's stores, and the overall evaluation of the company's service quality (Fennell, 1978). Many department stores facing the mass market conducted research on the behavior of customers after they entered the store. The experience of employees' services to customers has a great influence on the customer's perception of service quality. Xin Luqi thinks that interactive communication has a significant impact on brand loyalty at the time-limit level on functional value, social value and emotional value (Luqi, 2018).

2.1.2 Lu Juan thinks that customer perceived service quality is the result of the customer's actual perception of the service compared with the previous expectations of the quality of the service environment (Juan, 2007). Liu Chang in the study of high-end consumer goods find that customer perceived service quality of bad environment refers to the customer's sales staff to the company's communication methods and marketing experience service experience and experience (Chang, 2015).

2.1.3 Oliver believes that satisfaction is an emotional response to the product or service that is expected. This definition emphasizes that consumers' attitudes toward products or services are mainly determined by expectations (Oliver, 1980).

Churchill and Surprenant believe that satisfaction is the result of consumers'

comparison of the cost before the purchase with the income gained after purchase and consumption (Churchill & Surprenant, 1982). This definition emphasizes that the value of the acquisition and cost of the consumer's purchase consumption is higher than it is expected to make consumers satisfied. The satisfaction degree of consumers from the vast majority of definitions is an attitude of fairness to services, and the fairness of service for equivalent exchanges can bring enough satisfaction to consumers. Zhu Liye believes that enterprises attract customers to participate in the development, construction and dissemination of brands through virtual brand communities, so as to strengthen the relationship between brands and customers and establish effective brand loyalty (Liye, 2018).

2.1.4 Khongsawatvorakul believe that customer satisfaction should have the following three characteristics: First, satisfaction is a cognitive and/or emotional response; second, satisfaction is expressed as a satisfaction of product characteristics and expectations; and third, satisfaction is not Occur at random, need to consume or experience the displayed exports within a certain period of time (Khongsawatvorakul, 2017). Tsiros believes that consumers' satisfaction after purchase depends on the interpretation of whether the performance of the product meets the expectations of the consumer and the difference between the consumer's performance on the product and the consumer's expectation (Tsiros, 2004). The degree of satisfaction generated by consumers is also a result of the comparison of competitors of similar products, mainly reflected in purchase policies, service quality and fairness.

2.1.5 Xie Peihong et al. pointed out that customer satisfaction in the e-commerce market is a total of satisfaction that the customer experiences in the shopping site, such as convenience of transactions, fast logistics, safe and convenient

payment methods, and a complete customer service system (Nongjian, 2011).

Therefore, improvements in corporate transactions, logistics, and security have made its customers more satisfied (Khongsawatvorakul, 2017). The customer's feedback to the employees of the company, their satisfaction level and demand is going to be a perfect system for the customer to participate in the company. It has a very positive impact on establishing a completely autonomous, customer-led feedback system.

2.1.6 When Jiang Yushi studied the customer loyalty in the retail industry, he came to the conclusion that customer loyalty has a significant positive impact on the customer's willingness to communicate through word-of-mouth (Yushi, 2007). This research mainly analyzes the influence of customer loyalty on word-of-mouth effect from two aspects behavioral loyalty and attitude. Tang Shaoxiang considered that the word-of-mouth or recommended products provided by loyal customers are more effective than the marketing activities of companies when they review researches on customer loyalty (Ran, 2010). This shows that the more loyal customers are, the more effective the word-of-mouth is, and that customer loyalty is a very successful marketing tool. In the feedback service mechanism provided by employees, the positive word-of-mouth effect brought by employees' positive status is indispensable for companies to avoid service risks at any time and place.

2.1.7 Krugman applies the theory to the analysis of consumer behavior when studying the impact of television advertising on consumers (Krugman, 1965). The study found that consumers have different levels of interest in advertising stimuli or different interests, and to a certain extent, consumers will have different effects on their purchase behavior. Zaichkowsky's study on the conceptualization of involvement theory divides the involved theory into advertising involvement

(customers' attention and psychological changes in advertising stimulation), product involvement and purchase decisions (customers' evaluation and perception of post-purchase behavior). three aspects (Zaichkowsky, 1986). The product involvement theory is the evaluation of the customer's perception of the service brought by the product and the evaluation of the degree of satisfaction after the purchase. Shang Pengfei believes that in the trend of product and specialization, brand is also a new comprehensive competitiveness, and brand premium will become the focus of new and old customers' choice (Pengfei, 2018).

2.1.8 Through the early research on brand competitiveness in product involvement, Zhang Xiaotong believes that the company's core competitiveness refers to the performance of the customer's consumer behavior resulting from changes in the customer's level of interest in the company's products or services (Xiaolu, 2013). In a certain sense, the performance of product brands in innovation capability, whether it is the products , shop infrastructure upgrading, or the quality training of employees, are all reflected in product involvement and competitiveness (Norkaew, 2017).

2.1.9 Dick believes that customer loyalty refers to the customer's positive attitude toward corporate brands and products (Dick & Basu, 1994). Customer loyalty is very important for companies, manufacturers and retailers. Only when the customer has a high positive rating on the brand, product or service, and the customer has a repurchase behavior, the customer loyalty is lasting. Dietz believes that customer loyalty is when customers repurchase their favorite corporate brand or product for a certain period of time in the future, which in turn forms a shopping habit for the brand or product of the company (Dietz, 1997). The customer loyalty under this definition is that regardless of whether there is a substitute or appearance in the market

environment or the influence of the company's marketing efforts, the customer will not change its purchase of the company brand or product.

2.2 Hypothesis

Based on the related literature, theories and previous studies, this study can thus hypothesize as following:

H1: There is a positive relationship between service quality and brand loyalty.

H2: There is a positive relationship between servicescape and brand loyalty.

H3: There is a positive relationship between service equity and brand loyalty.

H4: There is a positive relationship between alternative attractiveness and brand loyalty.

H5: There is a positive relationship between customer participation and brand loyalty.

H6: There is a positive relationship between service risk avoidance and brand loyalty.

H7: There is a positive relationship between service episodes and brand loyalty.

H8: There is a positive relationship between perceived competitive productivity and brand loyalty

H9: There is a positive influence that service quality, servicescape, service equity, alternative attractiveness, customer participation, service risk avoidance, service episodes, competitive productivity towards Chinese university students' brand loyalty in songjiang district in shanghai in China.

2.3 Conceptual Framework

Then, the researchers had conceptualized and hypothesized that service quality, servicescape, service equity, alternative attractiveness, customer participation, service risk avoidance, service episodes, competitive productivity that affect brand loyalty in Figure 1 conceptual framework.

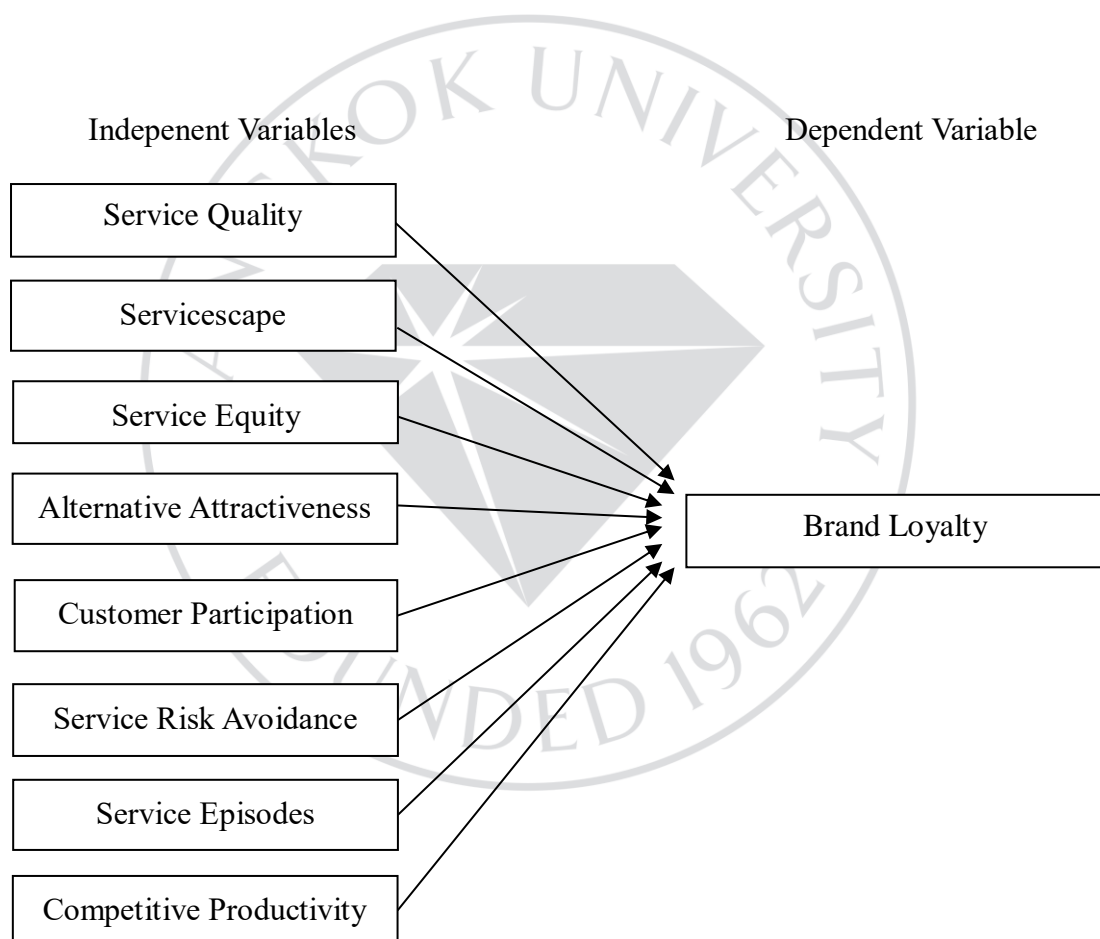


Figure 2.1: Theoretical framework for future intentions

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Design

This research objective was to explore factors positively affecting Chinese university students towards products of “A” brand loyalty in Songjiang district in Shanghai. The methodology was based on the quantitative approach. The survey method and data collection through questionnaires were chosen for this research.

3.2 Population and Sample Selection

The people in this study were recruited by inquiring whether the customers had been to a Brand “A” 's physical store and had ever consumed Brand “A” products and were willing to repurchase Brand “A” products. Researchers conducted surveys from college students who were shopping in a large department store in Songjiang District, Shanghai, and were working in a brand “A” physical store. There is a lot of evidence that university students in Songjiang University Town have higher spending power and are also an important microcosm of Chinese university students' consumption in luxury goods.

The sample size was calculated from 40 pilot questionnaires by using G*power version 3.1.9.2, created by Erdfelder, Faul & Buchner (Faul, Erdfelder, Buchner, & Lang, 2009) from the concepts of Cohen (Cohen, 1977b) and approved by Wiratchai (2012) with the Power ($1-\beta$) of 0.80, Alpha (α) of 0.20, Number of Test Predictor of 8, Effect Size of 0.03745202 (Calculated by Partial R^2 of 0.0361). As a

result of G*power calculation, the minimum number of the total sample size was 255 (Cohen, 1977a). Consequently, total 255 sets of the questionnaire would be collected from participants.

3.3 Research Instrument and Content Validity

3.3.1 Exploring published articles and journals from www.emeraldinsight.com and www.sciencedirect.com which related to luxury brand, customer loyalty and consuming behavior.

3.3.2 Creating questionnaire form which selected from articles and journals to get approval from an advisor.

3.3.3 Pass completed questionnaire form to 2 experts in the luxury industry, Mr. Haisheng Zhang, “A” Wanda(Songjiang) store, Director, and Mr. Shijia Jin, Shanghai New Era Fashion Trade Co., Ltd, Store Manager gave the advices to be more precise. After that, finalizing questionnaire referred to comments from the experts including an advisor’s guidance.

3.3.4 Launching 40 pilots testing of questionnaires. Next step was to conduct the reliability test of each variable in individual factor by using Cronbach’s Alpha Coefficient. Value of Cronbach’s Alpha was between $0 \leq \alpha \leq 1$, higher value means higher reliability and closely related of a section.

3.3.5 Analysis of the reliability test was executed for 40 pilots testing of questionnaires in order to ensure the grouping of question and the consistency of each factor were aligned with theories of study.

From instruments mentioned above, the questionnaire form that created from related principles could be divided into three parts with total fifty questions.

Part 1 It's containing 6 items asking about respondent's demographic conditions: Gender, Age, Education, School, Monthly income and Family Size. Another 6 questions were about respondent's consuming behavior e.g. How much you spend on luxury products per month? What luxury brand you prefer to purchase? What kinds of payment methods you use to buy luxury products? Which products would you like and how much you willing to pay for it?

Part 2 Closed-ended response questions about "Factors Affecting Chinese University Students Towards Products of "A" Brand Loyalty in Songjiang District in Shanghai in China". The purpose was to gain the attitude toward questions of each variable consist of:

Service Quality	4 Questions
Servicescape	4 Questions
Service Equity	4 Questions
No Alternative Attractiveness	4 Questions
Customer Participation	4 Questions
Service Risk Avoidance	4 Questions
Service Episodes	4 Questions
Competitive Productivity	4 Questions
Brand Loyalty	4 Questions

This part was evaluated from interval scale by using a five-point scales ranking from 1 (lowest agreeable level) to 5 (Highest agreeable level).

Part 3 Open-ended response question for participants to recommend other factors that might affect Chinese university students towards products of "A" brand loyalty.

3.4 Testing Research Instrument

The researcher examined the validity and appropriateness of each question with 3 experts using an Index of item-Objective Congruence: IOC. After revised questionnaires align with experts recommend, the 40 pilots testing of questionnaires were collected. The Cronbach's Alpha Coefficient of each factor was computed, result value was between 0.668-0.950 which exceed 0.65 regarding the suggested level.

There is one deleted the question from Individual factor (IF) in order to increase the Cronbach's Alpha Coefficient result to reach 0.65 suggested levels (Nunnally, 1978). The question "I am excited about new exercises such as Pilates, Yoga, Material Arts and etc." was removed from this evaluation.

Table 3.1: Cronbach's Alpha Coefficient of 40 pilots testing of questionnaires

Questionnaire	n = 40	n2 = 255
Variable Factor		
Service Quality(SQ)	.720	.671
Servicescape(SC)	.824	.845
Service Equity(SE)	.829	.844
No Alternative Attractiveness(NAA)	.791	.858
Customer Participation(CP)	.782	.838
Service Risk Avoidance(SRA)	.819	.721
Service Episodes(SEE)	.815	.843
Competitive Productivity(COP)	.836	.861
Independent Factor		
Brand Loyalty(BL)	.783	.757

The researcher used factor analysis technique to investigate construct validity as well as analyzed factor loading value of each factor. However, factor loading value result should exceed 0.3 to ensure the reliable component of questions (Craig, 2006).

Factor analysis was conducted based on these factors: Service Quality (SQ), Servicescape (SC), Service Equity(SE), No Alternative Attractiveness(NAA), Customer Participation(CP), Service Risk Avoidance(SRA), Service Episodes(SEE), Competitive Productivity(COP) and Brand Loyalty(BL) at n = 255.

Table 3.2: Factor Analysis of factors positively affecting Chinese university students towards products of “A” brand loyalty in Songjiang district in Shanghai at n = 255

	SQ	SC	SE	NAA	CP	SRA	SEE	COP	BL
SQ1	0.753								
SQ2	0.745								
SQ3	0.703								
SQ4	0.598								
SC1		0.834							
SC2		0.836							
SC3		0.832							
SC4		0.736							

(Continued)

Table 3.2 (Continued): Factor Analysis of factors positively affecting Chinese university students towards products of “A” brand loyalty in Songjiang district in Shanghai at n = 255

SE1			0.804						
SE2			0.817						
SE3			0.845						
SE4			0.786						
NAA1			0.831						
NAA2			0.780						
NAA3			0.841						
NAA4			0.847						
CP1					0.819				
CP2					0.807				
CP3					0.813				
CP4					0.778				
SRA1						0.733			
SRA2						0.709			
SRA3						0.717			
SRA4						0.740			

(Continued)

Table 3.2 (Continued): Factor Analysis of factors positively affecting Chinese university students towards products of “A” brand loyalty in Songjiang district in Shanghai at n = 255

SEE1							0.815		
SEE2							0.793		
SEE3							0.864		
SEE4							0.761		
COP1								0.842	
COP2								0.823	
COP3								0.841	
COP4								0.765	
BL1									0.780
BL2									0.651
BL3									0.865
BL4									0.678

3.5 Statistics for Data Analysis

The questionnaires data were analyzed using statistical analysis software named SPSS version 23 by using Statistical Significant level of .05.

Descriptive statistics analysis such as demographic, general information and respondent’s exercise behavior were measured by using Frequency and Percentage;

whereas the scale ranking as service quality, service scape, service equity, alternative attractiveness, customer participation, service risk avoidance, service episodes, competitive productivity and brand loyalty were measured by using Mean (\bar{x}) and Standard Deviation (S.D). Furthermore, Pearson's Correlation Coefficient and Multiple Regression analysis were used for Inferential statistical analysis to evaluate independent variable.



CHAPTER 4

RESEARCH RESULTS

The aim of this research is to explore factors positively affecting Chinese university students towards products of “A” brand loyalty in Songjiang district in Shanghai. The data was collected from 255 respondents by the survey questionnaire, and then the data analysis completed by SPSS version 23. The Cronbach’s Alpha Coefficient of each factor was computed which had the result value between 0.709-0.946 as table 3.1, meaning that all alpha coefficient passed the suggested level (Craig & Moores, 2006) and had proven to be reliable.

4.1 Summary of Demographic Data

Of 255 respondents consisted of 73.7% females and 26.3% males, with the age above 21 years old which calculated as 62.4%. The proportion of the bachelor's degree and graduate degree or above accounted for 47.8% and 31.8%, respectively. The percentage of people who earn more than 20,000 baht per month is 47.9%. These students mainly came from business schools (18.0%) and international colleges (25.5%). The proportion of their family members from 2 to 5 members is as high as 81.5%. However, the proportion of Chanel brands that were interviewed was 22.0%. Finally, the percentage of people willing to spend 4000-800,000 baht per month on luxury goods accounted for 71.8%.

4.2 Results of Research Variables

The analysis of the correlation between independent variable and the dependent variable using Pearson's Correlation Coefficient of service quality, service scape, service equity, alternative attractiveness, customer participation, service risk avoidance, service episodes, competitive productivity and brand loyalty.

Table 4.1: Analysis of correlation between independent variable and the dependent variable using Pearson's Correlation Coefficient.
(Descriptive Statistic)

	Mean	S.D.	N
Service Quality	4.060	.5489	255
Servicescape	3.149	.9569	255
Service Equity	3.093	.8953	255
No Alternative Attractiveness	3.017	.9619	255
Customer Participation	3.082	.9627	255
Service Risk Avoidance	4.085	.6405	255
Service Episodes	3.175	.9600	255
Competitive Productivity	3.266	.9387	255
Brand Loyalty	3.797	.6496	255

Table 4.2: Analysis of correlation between independent variable and the dependent variable using Pearson's Correlation Coefficient of service quality, servicescape, service equity, alternative attractiveness, customer participation, service risk avoidance, service episodes, competitive productivity and brand loyalty.

Variable	SQ	SC	SE	NAA	CP	SRA	SEE	COP	BL
Service Quality(SQ)	1								
Servicescape(SC)	.035	1							
Service Equity(SE)	-.012	.249**	1						
No Alternative Attractiveness(NAA)	.027	-.109	.003	1					
Customer Participation(CP)	.110	-.128*	-.113	-.022	1				
Service Risk Avoidance(SRA)	.051	-.063	.047	.178**	.072	1			
Service Episodes(SEE)	.74	.091	-.007	.159*	.093	.151*	1		
Competitive Productivity(COP)	-.126*	-.036	.090	.017	.237**	.137*	.228**	1	
Brand Loyalty(BL)	-.066	-.038	.097	.198**	.017	.064	.080	.129*	1

** Correlation is significant at the .01 level

* Correlation is significant at the .05 level

According to table 4.2, Hypothesis can explain as the following

Hypothesis 1, service quality has a positive relationship toward brand loyalty or not. The analysis revealed that service quality had no positive relationship toward brand loyalty (Pearson's Correlation = -0.066) at .01 significant level.

Hypothesis 2, servicescape has a positive relationship toward brand loyalty or not. The analysis revealed that servicescape had no positive relationship toward brand loyalty (Pearson's Correlation = -0.038) at .01 significant level.

Hypothesis 3, service equity has a positive relationship toward brand loyalty or not. The analysis revealed that service equity had no positive relationship toward brand loyalty (Pearson's Correlation = 0.097) at .01 significant level.

Hypothesis 4, no alternative attractiveness has a positive relationship toward brand loyalty or not. The analysis revealed that no alternative attractiveness had a positive relationship toward brand loyalty (Pearson's Correlation = 0.198) at .01 significant level.

Hypothesis 5, customer participation has a positive relationship toward brand loyalty or not. The analysis revealed that customer participation had no positive relationship toward brand loyalty (Pearson's Correlation = 0.017) at .01 significant level.

Hypothesis 6, service risk avoidance has a positive relationship toward brand loyalty or not. The analysis revealed that service risk avoidance had no positive relationship toward brand loyalty (Pearson's Correlation = 0.064) at .01 significant level.

Hypothesis 7, service episodes has a positive relationship toward brand loyalty or not. The analysis revealed that service episodes had no positive relationship toward

brand loyalty (Pearson's Correlation = 0.080) at .01 significant level.

Hypothesis 8, competitive productivity has a positive relationship toward brand loyalty or not. The analysis revealed that competitive productivity had no positive relationship toward brand loyalty (Pearson's Correlation = 0.129) at .01 significant level.

4.3 Results of Hypothesis Testing

Table 4.3: Analysis of variance (ANOVA) of service quality, servicescape, service equity, alternative attractiveness, customer participation, service risk avoidance, service episodes, competitive productivity that positively impacting brand loyalty on Chinese university students in Songjiang district.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.243	8	.905	2.228	.026 ^b
	Residual	99.942	246	.406		
	Total	107.185	254			

From table 4.3 above, ANOVA analysis confirmed that service quality, servicescape, service equity, alternative attractiveness, customer participation, service risk avoidance, service episodes, competitive productivity had influence on brand loyalty factor because Sig. of the equation equaled 0.000 at .01 significant level.

Table 4.4: Multiple Regression Analysis of service quality, service scape, service equity, alternative attractiveness, customer participation, service risk avoidance,

service episodes, competitive productivity that positively impacting brand loyalty on Chinese university students in Songjiang district.

Table 4.4: Multiple Regression Analysis of service quality, service scape, service equity, alternative attractiveness, customer participation, service risk avoidance, service episodes, competitive productivity that positively impacting brand loyalty on Chinese university students in Songjiang district.

Dependent Variable : Brand Loyalty, R = 0.260 , R² = 0.068 , Constant(a) = 3.226						
<u>Independent Variables</u>	<u>β</u>	<u>Std Error</u>	<u>T</u>	<u>Sig</u>	<u>Tolerance</u>	<u>VIF</u>
(Constant)	3.226	.458	7.051	.000		
Service Quality(SQ)	-0.071	0.075	-0.947	0.344	0.949	1.054
Servicescape(SC)	-0.026	0.044	-0.585	0.559	0.892	1.121
Service Equity(SE)	0.070	0.047	1.497	0.136	0.909	1.100
No Alternative Attractiveness(NAA)	0.126	0.043	2.923	0.004	0.932	1.073
Customer Participation(CP)	0.005	0.044	0.110	0.913	0.893	1.120
Service Risk Avoidance(SRA)	0.008	0.065	0.127	0.899	0.932	1.074
Service Episodes(SEE)	0.023	0.044	0.528	0.598	0.887	1.128
Competitive Productivity(COP)	0.068	0.046	1.462	0.145	0.849	1.178

*Statistical significant at .05 level

**Statistical significant at .01 level

From table 4.4, Multiple Regression Analysis results can be defined that an

independent variable, which was no alternative attractiveness (Sig =0.004) could be as the predictors for brand loyalty. On the other hand, there were another seven independent variables that had no positively impact on the brand loyalty which were service quality (Sig =0.344), servicescape (Sig =0.559), service equity (Sig = 0.136), customer participation (Sig = 0.913), service risk avoidance (Sig = 0.899), service episodes (Sig = 0.598) and competitive productivity (Sig = 0.849). Thus these seven independent variables were not a significant predictor of future intentions.

The most predictive independent variables were no alternative attractiveness ($\beta = 0.126$). As a result, no alternative attractiveness could be shown the positively affecting customer brand loyalty at 6.8%. The rest 93.2% were influenced by other variables which were not in used in this research. The standard error was ± 0.458 by the following equation:

$$Y (\text{Future Intentions}) = 3.226 + 0.126 (\text{No Alternative Attractiveness})$$

From this equation

If outcome quality value increased by 1 point while other factors remained, brand loyalty would be increased by 0.428 points.

From table 4.4 used to test the following hypothesis.

Hypothesis 9, by using Multiple Regression Analysis. The result showed that no alternative attractiveness had positive influence on brand loyalty at statistically significant level of .01; but on the contrary, service quality service scape, service equity, customer participation, service risk avoidance, service episodes and competitive productivity had no positive influence on brand loyalty at .01 statistic significant.

In statistics, Multicollinearity is a circumstance of a very high relationship

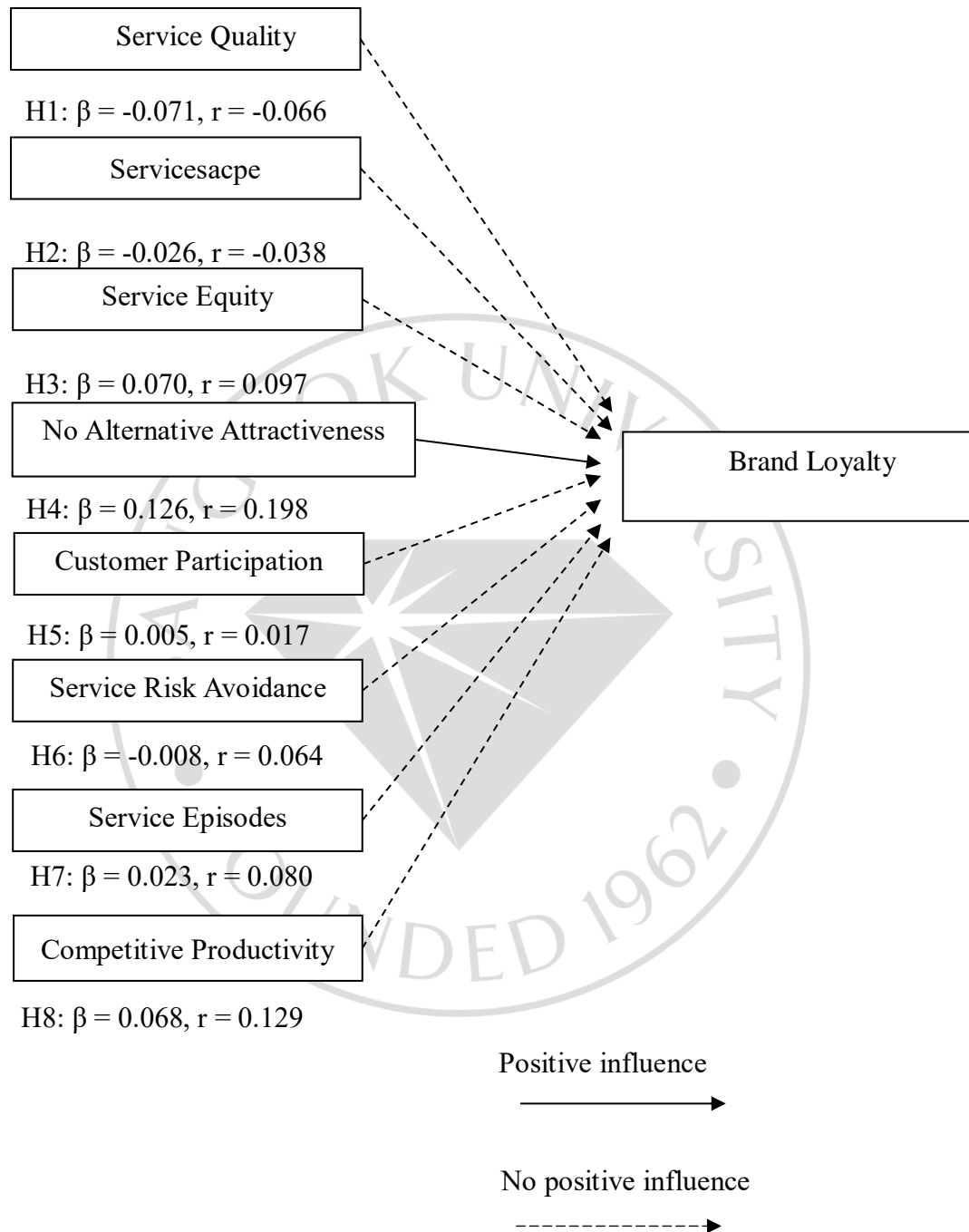
among the independent variables (Statistics Solutions, 2017). High multicollinearity indicated the high degree of correlation between independent variables which might be caused the deviation from the true value. Likewise, multicollinearity should not occur as it could lead to incorrect interpreting of multiple regression results.

Multicollinearity can be examined by Variance Inflation Factor (VIF) value or Tolerance value. Variance Inflation Factor (VIF) value should not exceed 4 and Tolerance value should exceed 0.2 (Miles & Shevlin, 2001).

The result from table 4.4 showed that Tolerance value of each independent variables exceeded 0.2 with the smallest Tolerance value was 0.849. Furthermore, Variance Inflation Factor (VIF) value of each independent variables values not over than 4 with the highest value was 1.178. All in all, there had no Multicollinearity among the independent variables.

4.4 Summary of Hypothesis Testing

Result of Multiple Regression Analysis found that no alternative attractiveness had positive impact on brand loyalty of Chinese university students towards products of “A” brand at statistical significant level of .01, whereas service quality service scape, service equity, customer participation, service risk avoidance, service episodes and competitive productivity had no positive impact on brand loyalty of Chinese university students towards products of “A” brand as Figure 4.1 below



*significant at .01 level

Figure 4.1: Result of Multiple Regression Analysis from scope of Research

CHAPTER 5

DISCUSSION

This chapter summarizes and presents the significant results and findings from the former analysis. This chapter also encompasses this research's implications, managerial applications and recommendation for further research.

5.1 Research findings and conclusion

5.2 Discussion

5.3 Recommendation for managerial implication

5.4 Recommendation for further research

5.1 Research findings and conclusion

The purpose of this study is to describe the positive impact factors of service quality, servicescape, service equity, alternative attractiveness, customer participation, service risk avoidance, service episodes, competitive productivity towards brand loyalty on Chinese university students in Songjiang district. A quantitative research method was used for this research through questionnaires surveys to collecting data.

The populations were collected from 255 respondents who were shopping in a large department store in Songjiang District, Shanghai, and were working in a Brand "A" physical store. The data analysis completed by SPSS version 23, the results could be concluded as the following.

Multiple Regression analysis applied to test hypotheses in this study and the

results are interpreted. Overall analysis result indicates that multiple factors are positively influencing Chinese university students towards products of “A” brand loyalty. The result of the hypothesis testing exposed that no alternative attractiveness ($\beta=0.126$) were matched assumption and had been considering the most while respondents were selecting “A” sellers at the statistical significant level at .01. Whereas, the rest of hypothesizes need to be rejected since those factors (service quality, servicescape, service equity, customer participation, service risk avoidance, service episodes, competitive productivity) have not detected or without strong positive influences at .01 significant level.

5.2 Discussion

This paper explored factors positively affecting Chinese university students towards products of “A” brand loyalty in Songjiang district in Shanghai. Brand loyalty always relying on multiple factors rather than only one, service quality, servicescape, service equity, alternative attractiveness, customer participation, service risk avoidance, service episodes, competitive productivity were investigated to find out consumers considering the most of times when purchasing brand among those factors.

Overall, this study found that no alternative attractiveness influenced consumers’ brand purchasing decisions. Regression analysis verifies that Hypothesis 4---- no alternative attractiveness have a positive relationship with the brand loyalty.

Hypothesis 1, service quality factor has a positive relationship toward brand loyalty or not. The results from Pearson correlation analysis show that service quality has no positive relationship towards brand loyalty at .01 significant levels which

accepted hypothesis. Young customers' concern for service quality has not reached the level of mature customers. Service quality has a significant impact on brand loyalty at the time-limit level on functional value, social value and emotional value (Luqi, 2018).

Hypothesis 2, servicescape factor has a positive relationship toward brand loyalty or not. The results from Pearson correlation analysis show that servicescape has no positive relationship towards brand loyalty at .01 significant levels which accepted hypothesis. Young customers in the choice of servicescape, whether luxury shopping malls or ordinary shoppers are their frequent destination (Chang, 2015).

Hypothesis 3, service equity factor has a positive relationship toward brand loyalty or not. The results from Pearson correlation analysis show that service equity has no positive relationship towards brand loyalty at .01 significant levels which accepted hypothesis. In comparison with other customer services, student customers do not feel the difference of service equity (Liye, 2018).

Hypothesis 4, alternative attractiveness factor has a positive relationship toward brand loyalty or not. The results from Pearson correlation analysis show that alternative attractiveness has a positive relationship towards brand loyalty at .01 significant levels which accepted hypothesis. In other luxury choices, the characteristics of alternatives will play an important role in student customers. It can be seen that student customers face a variety of opportunities in brand selection (Tsiros, 2004).

Hypothesis 5, customer participation factor has a positive relationship toward brand loyalty or not. The results from Pearson correlation analysis show that customer participation has no positive relationship towards brand loyalty at .01 significant

levels which accepted hypothesis. Student customers did not respond much to the opportunity to participate in brand feedback and production. Student customers love brand designers more than other groups of customers.

Hypothesis 6, service risk avoidance factor has a positive relationship toward brand loyalty or not. The results from Pearson correlation analysis show that service risk avoidance has no positive relationship towards brand loyalty at .01 significant levels which accepted hypothesis. It's not hard to find that in the service risk avoidance, student customers have a simpler problem to consider (Yushi, 2007).

Hypothesis 7, service episodes factor has a positive relationship toward brand loyalty or not. The results from Pearson correlation analysis show that service episode has no positive relationship towards brand loyalty at .01 significant levels which accepted hypothesis. Different brands will adopt different strategies when dealing with service incidents (Pengfei, 2018). This is a company's public relations work, which shows brand influence. Under this effect, the fluctuation of customer's brand choice tends to be smooth.

Hypothesis 8, competitive productivity factor has a positive relationship toward brand loyalty or not. The results from Pearson correlation analysis show that competitive productivity has no positive relationship towards brand loyalty at .01 significant levels which accepted hypothesis. Brand competitiveness is compared in the same level of products, different levels of products have different competitive strategies, and the productivity of products should focus on the upstream and downstream of the supply chain (Xiaolu, 2013). Customers do not have much influence in this process.

Hypothesis 9, the result from Multiple Regression Analysis showed that there was one factors impacting “A” luxury brand loyalty of Chinese university students in Songjiang District, Shanghai, China which was alternative attractiveness. No other brand features are worth replacing and attracting (Dietz, 1997). The customer loyalty under this definition is that regardless of whether there is a substitute or appearance in the market environment or the influence of the company's marketing efforts, the customer will not change its purchase of the company brand or product.

5.3 Recommendation for managerial implication

The study has confirmed that there is a factor consistent with the previous studies. Based on the results of this study, we have a new understanding of the factors that influence brand loyalty. As the study found that at investigated place that only the factor no alternative attractiveness had positive affect which, suggesting as to the brand loyalty to those university students lived in the area, for most of the reason students consume brand “A” product is that there is no alternative attractiveness , so to operate brand “A” more profitable is to serve good services or any other soft-environment such more attractive price policies, fairness to root the brand “A” image into consumers’ mind. Customer satisfaction is not only reflected in the service environment, service fairness, service quality and transfer service risk, but more importantly, it is reflected in customer participation. Compared to other luxury brands. The decision-making power of today's luxury goods market is concentrated in the hands of consumers, which promotes the formation of the buyer's market.

We can discover four characteristics that customer loyalty is important to managers: first, customer loyalty is the customer's loyalty to the company's brand and

products; second, customer loyalty is the purchase habits that the customer makes to the company's products; third, the customer Loyalty is that customers will not change their purchase habits of corporate brands and products regardless of changes in the market environment (including the emergence of substitutes, etc.). Fourth, customer loyalty can ensure that customers purchase products or services again in the future.

5.4 Recommendation for further research

According to research and analysis, the store will display the product in a background, the different brand performance combination enables the customer to experience the most complete brand experience. Customers are also influenced by the aesthetics of architecture, products and sales staff. Furthermore, it is a more sensory experience for customers who can touch products, music, smells, decorations, light, logos and advertising materials. There are further features of interaction. Here customers can get the richest information about the brand and enjoy the service of luxury brand customers. This will enhance luxury customer satisfaction, customer loyalty and perceived quality of service.

This study identifies several limitations that may restrict the research data collection, analysis and findings. Some limitations are intentionally set in order to confine the research scope, while others are considering as an opportunity for future research. Due to the time constraint and other objective factors, this research particularly focuses on Shanghai shopping mall, even so, it was hardly stretched entire Shanghai city, and participants from chosen districts may not be enough representative as entire Shanghai students' shoppers. We should narrow down the target group and find more accurate group in future data collection.

Traditionally, in every city or country, luxury goods companies enjoy a reputation for having the most beautiful window display in a store. The Christmas window of Saks Fifth Avenue in New York is accompanied by the growth of generations of children. The window of the Spanish brand Loewe was eagerly awaited in the 1950s and 1960s, but Hermes was on St. When the window has changed, long queues will appear at the door. This is one of the ways that the luxury goods industry loves to use. Louis Vuitton has spent a great deal of investment in this area, employing well-known artists to decorate spectacular and complex display windows. It is like a real work of art. All these can improve customer satisfaction, customer loyalty and perceived service quality.

For "Elite", luxury goods companies can improve their customer satisfaction, customer loyalty and perceived service quality through customized services to enhance the word-of-mouth effect of luxury goods and increase their purchasing possibilities. For "Democrats" and " Detached ", luxury goods companies can increase the perceived value of luxury goods customers in terms of store product location, store size, store form, and sales personnel. Especially in the smart communication of luxury sales personnel, the communication role of the store is unmatched by any other party, especially the luxury stores. This communication can enhance customer satisfaction, customer loyalty and perceived service quality. For “disgusting”, luxury goods companies can improve customer satisfaction and loyalty with superior customer benefits to provide a full range of multi-angle sensory experiences to enhance customer perceived service quality.

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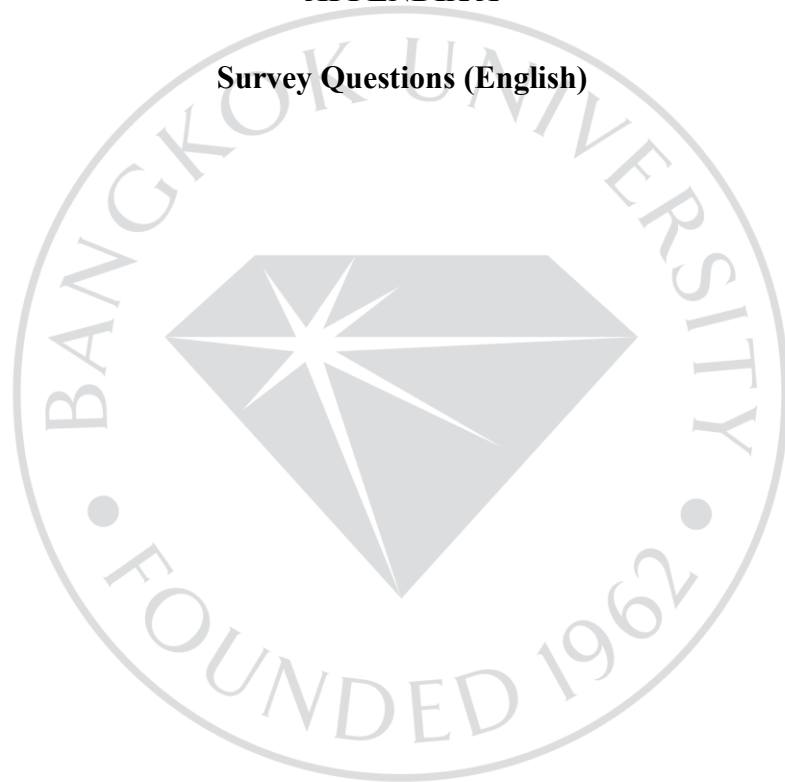
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APPENDIX A

Survey Questions (English)





มหาวิทยาลัยกรุงเทพ
BANGKOK UNIVERSITY

NO.....

Questionnaire

on

Factors Affecting “A” Luxury Brand Loyalty of Chinese University Students in
Songjiang District, Shanghai, China

INTRODUCTION:

Objective of this survey is to collect data for use in Master of Business Administration (M.B.A) research, Bangkok University. The result of this research will be benefit to luxury brand markets development in university students. I, Wei Dai, master's degree of M.B.A student of Bangkok University is gratefully for your kind assistance and cooperation.

Instruction:

Please fulfill the questions below and give rating or checkmark on the answer(s) that mostly match your circumstance.

Part 1, Please put a check (✓) in • that matches your conditions the most.

1. Gender.

- 1) Male
- 2) Female

2. Age.

- 1) Under 18
- 2) 18-20
- 3) 21-23
- 4) Above 23

3. Education.

- 1) Community College levels.
- 2) College levels.
- 3) Undergraduate levels.
- 4) Graduate levels or above.

4. Monthly Income. (Assume exchange rate: 1 RMB = 5 Baht)

- 1) Below 7,500 Baht(1500RMB).
- 2) 7,501-20,000 Baht(1501-4000RMB).
- 3) 20,005-40,000Baht(4001-8000RMB).
- 4) Above 40,000Baht(Above 8000RMB).

5. School.

- 1) Business School.
- 2) Art College.
- 3) Foreign Language School.
- 4) Civil Engineering College.

- 5) Law School.
- 6) College of Science.
- 7) Medical School.
- 8) Sports Institute.
- 9) International College.

6. Family Size.

- 1) Single
- 2) Family of 1-2 members
- 3) Family of 3-4 members
- 4) Family of 5 or more members

7. What luxury brand you prefer to purchase ?

- 1) “A”
- 2) Chanel
- 3) Calvin Klein
- 4) Davidoff
- 5) Others_____.

8. How much you spend on luxury products per month (could be average expense) ?

- 1) Below 4,000 Baht (Below 800RMB).
- 2) 4,005-25,000Baht(801-5,000RMB).

- 3) 25,005-80,000Baht(5,001-16,000RMB)

- 4) Above 80,000Baht (Above 16,000RMB)

9. Where do you usually buy luxury goods (you choose one more choice) ?

- 1) Online shopping

- 2) Physical stores

- 3) Overseas shopping stores

- 4) Used resale stores

- 5) Others_____.

10. What kinds of payment methods you use to buy luxury products (you can choose more than one choice)?

- 1) Mobile payment (Alipay, WeChatpay, Apple Pay)

- 2) Credit card

- 3) Cash

- 4) Installment

- 5) Other_____.

11. Which products would you like and how much you willing to pay for it?

(Assume currency CNY-THB--1:5)

- 1) Bags . 1.1 Below 2,000 RMB (10,000 baht)

- 1.2 2,001- 5,000 RMB (10,005-25,000 baht)

- 1.3 5,001- 10,000 RMB (25,005-50,000 baht)

1.4 Above 10,000 RMB (50,000 baht)

• 2) Cloths.

2.1 Below 2,000 RMB (10,000 baht)

2.2 2,001-8,000RMB (10,005-40,000 baht)

2.3 8,001-15,000RMB (40,005-75,000 baht)

2.4 1Above 15,000RMB (75,000 baht)

• 3) Perfume.

3.1Below 500 RMB (2,500 baht)

3.2 501-800 RMB (2,505-4,000 baht)

3.3 801-1,200 RMB (4,005-6,000 baht)

3.4 Above 1,200 RMB (6,000 baht)

• 4) Accessories.

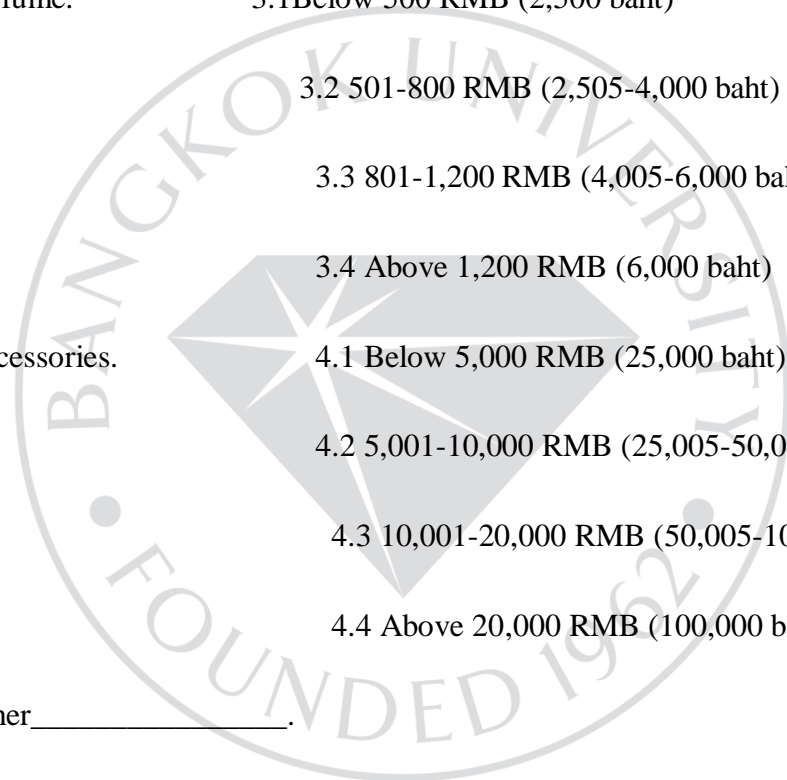
4.1 Below 5,000 RMB (25,000 baht)

4.2 5,001-10,000 RMB (25,005-50,000 baht)

4.3 10,001-20,000 RMB (50,005-100,000 baht)

4.4 Above 20,000 RMB (100,000 baht)

• 5) Other_____.



Part 2, Please mark every statement with only one \surd in the box that you have the strongest feeling with.

	Agree level				
	Lowest	Low	Moderate	High	Highest
	(1)	(2)	(3)	(4)	(5)
Service Quality					
SQ1. "A" staffs provide courteous services to the customers.					
SQ2. "A" clerks have meticulous attitude to their service details.					
SQ3. "A" staffs provide consistent service quality.					
SQ4. "A" clerks have taken into account interests of their customers.					
Servicescape					
SC1. Customers feel delight in "A"'s service process.					
SC2. "A" stores offers simplified process in purchasing products in the stores.					
SC3. "A" stores provides neat store environment.					

SC4. "A" stores maintain reasonable distance between the seats of their customers to protect customer's privacies.					
Service Equity					
SE1. Customers of "A" get fairness of the exchange of payment for service outcome.					
SE2. "A" stores can guarantee low risk for participating in promotional activities such as getting customers' phone number to send SMS for new arrivals.					
SE3. "A" customers get fair prices if they spend enough time to shop at the stores.					
SE4. "A" stores promote sale promotional activities in different media such as Weibo or Wechat.					
No Alternative Attractiveness					
NAA1. No competitors such as CHANEL or Gucci would be much fairer than "A".					
NAA2. No competitors' policies such as those of CHANEL or Gucci would benefit me much more than "A"'s policies.					

NAA3. I would not be much more satisfied with the services available from competitors such as CHANEL or Gucci than the services provided by “A”.					
NAA4. I would not be much more satisfied with competitors than I am with “A” brand.					
Customer Participation					
CP1. I often express my personal needs to “A” staff.					
CP2. I often suggest how “A” brand can improve their services.					
CP3. I participate in decisions about how “A” brand offer its services.					
CP4. I often find solutions of my problems together with “A” staff.					
Service Risk Avoidance					
SRA1. “A” insists on providing high quality service.					
SRA2. “A” clerks can maintain and improve the company's service reputation.					
SRA3. “A” clerks always keep their personal appearance clean and imaginative.					

SRA4. “A” store to handle customer complaints in a timely manner.					
Service Episodes					
SE1. “A” customers have a sense of “value for money”.					
SE2. “A” clerks offers "exclusive treatment" service.					
SE3. “A” clerks can serve the customer's verbal requests.					
SE4. “A” clerks can save the delivery service time.					
Competitive Productivity					
CP1. “A” brand is always creating and upgrading their decorations at their stores.					
CP2. “A” brand is all about creating and upgrading their infrastructure for their online stores.					
CP3. The speed to market with new products and services of “A” brand is more competitive than other brands.					
CP4. The level of innovation of “A” brand is higher than other brands.					

Brand Loyalty					
BL1. I intend to stay loyal to “A” brand in the future.					
BL2. I intend to stay on as a customer of “A” brand for the next three years.					
BL3. I intend to recommend “A” brand to other people.					
BL4. If I had to choose again I would still choose “A” brand.					

Please recommend other factors that might positively affect Chinese university students towards products of “A” brand loyalty.

Thank you for your cooperation.

Mr Wei Dai

E-mail: dwwwwei@gmail.com

APPENDIX B

Survey Questions (Chinese)





มหาวิทยาลัยกรุงเทพ
BANGKOK UNIVERSITY

NO.....

影响中国大学生对上海松江区“A”品牌忠诚的因素分析

简介

本调查的目的是收集曼谷大学工商管理硕士（M.B.A）研究中使用的数据。本研究的结果将有利于大学生奢侈品牌市场的发展。我，daiwei，曼谷大学在读硕士学位，感谢您的亲切协助与合作。

第一部分：

请您在最符合您个人情况的选项前打勾（√）或任何您喜爱的标记。

1.性别。

- 1) 男性 2) 女性

2.年龄。

- 1) 18 岁以下 2) 18-20 3) 21-23 4) 23 岁以上

3.教育。

1) 社区学院的水平。

2) 大学水平。

3) 本科水平。

4) 研究生以上水平。

4.月收入。（假设汇率：1 人民币= 5 泰铢）

1) 低于 7500 泰铢（1500RMB）。

2) 7,501-20,000 泰铢（1501-4000RMB）。

3) 20,005-40,000 泰铢（4001-8000 人民币）。

4) 40,000 泰铢以上 (8000 元以上)。

5.学院。

1) 商学院。2) 艺术学院。3) 外语学校。4) 土木工程学院。5) 法学院。

6) 理学院。7) 医学院。8) 体育学院。9) 国际学院。

6.家庭规模。

1) 单一

2) 有 1-2 个成员的家庭

3) 3-4 人的家庭

4) 5 人或以上的家庭成员

7.你喜欢购买哪一种奢侈品牌?

1) 迪奥

2) 香奈儿

3) 爱马仕

4) 杜嘉班纳

5) 其他_____。

8.你每月花在奢侈品上的花费是多少 (可能是平均花费) ?

1) 低于 4,000 泰铢 (低于 800 人民币)。

2) 4,005-25,000 泰铢 (801-5000 人民币)。

3) 25,005-80,000 泰铢 (5,001-16,000 人民币)

4) 超过 80,000 泰铢 (超过 16,000 人民币)

9.你通常在哪里购买奢侈品 (多选) ?

1) 网上购物

2) 实体店

3) 海外购物商店

4) 转售商店

5) 其他_____。

10.您使用哪种付款方式购买奢侈品 (多选) ?

- 1) 手机支付 (支付宝, 微信支付, Apple Pay)
- 2) 信用卡
- 3) 现金
- 4) 分期付款
- 5) 其他_____。

11. 您需要哪些产品以及您愿意为此付多少钱? (假设货币 CNY-THB - 1: 5)

- 1) 包。
 - 1.1 2000 元以下 (10,000 泰铢)
 - 1.2 2,001- 5,000 人民币 (10,005-25,000 泰铢)
 - 1.3 5,001 至 10,000 人民币 (25,005 至 50,000 泰铢)
 - 1.4 10,000 元以上 (50,000 泰铢)
- 2) 衣服。
 - 2.1 2000 元以下 (10000 泰铢)
 - 2.2 2,001-8,000 元 (10,005-40,000 铢)
 - 2.3 8,001-15,000 元 (40,005-75,000 泰铢)
 - 2.4 15,000 以上 (75,000 泰铢)
- 3) 香水。
 - 3.1 低于 500 人民币 (2,500 泰铢)
 - 3.2 501-800 人民币 (2,505-4,000 泰铢)
 - 3.3 801-1,200 人民币 (4,005-6,000 泰铢)
 - 3.4 1,200 元以上 (6000 泰铢)
- 4) 配件。
 - 4.1 5,000 元以下 (25,000 泰铢)
 - 4.2 5,001-10,000 元 (25,005-50,000 铢)
 - 4.3 10,001-20,000 元 (5,005-100,000 铢)
 - 4.4 20,000 元以上 (100,000 泰铢)
- 5) 其他_____。

第二部分, 在以下陈述中, 请您在最符合您个人感受程度的框里打勾 (√) 或者任意您喜爱的标记 (5和1分别代表认可度最高和最低)。

	认可（感受）度				
	极低	低	普通	高	极高
	(1)	(2)	(3)	(4)	(5)
服务质量					
SQ1. 迪奥的员工为顾客提供有礼貌的服务.					
SQ2. 迪奥职员对他们的服务细节一丝不苟.					
SQ3. 迪奥员工提供一致的服务质量.					
SQ4. 迪奥的职员已经考虑到了他们的顾客的利益.					
服务环境					
SC1. 客户对迪奥的服务过程感到高兴					
SC2. 迪奥商店提供简化的商店采购产品流程					
SC3. 迪奥商店提供整洁的店面环境					
SC4. 迪奥商店保持客户席位之间的合理距离, 以保护客户的隐私.					
服务公平					
SE1. 迪奥的客户得到公平的服务结果付款交换					
SE2. 商店可以保证参与促销活动的低风险, 例如获取客户的电话号码以便为新来者发送短信					
SE3. 如果迪奥的顾客花费足够的时间在商店购物, 他们会得到合理的价格.					

SE4. 迪奥商店在微博或微信等不同媒体上推销促销活动.					
没有其他吸引力					
NAA1. 没有任何竞争对手如香奈儿或古驰比迪奥更公平					
NAA2. 没有任何竞争对手的政策如香奈儿或古驰的政策会比迪奥的政策更受益.					
NAA3. 对于像香奈儿或古驰这样的竞争对手提供的服务, 迪奥提供的服务我不会感到满意.					
NAA4. 我不会对竞争对手感到满意, 因为我比迪奥品牌更令人满意					
客户参与					
CP1. 我经常向迪奥的工作人员表达我个人的需求					
CP2. 我经常建议品牌如何改善他们的服务					
CP3. 我参与有关品牌如何提供服务的决定					
CP4. 我经常和的工作人员一起找到解决问题的办法					
避免服务风险					
SRA1. 迪奥坚持提供优质的服务					
SRA2. 职员可以保持和提高公司的服务声誉					
SRA3. 迪奥的职员总是保持自己的外表干净和富有想象力					
SRA4. 迪奥专卖店及时处理客户投诉					
服务情节					
SE1. 迪奥的顾客有一种“物有所值”的感觉					
SE2. 迪奥职员提供“独家待遇”服务					
SE3. 迪奥的职员可以服务客户的口头请求					
SE4. 迪奥的职员可以节省送货服务时间					

竞争力的生产力					
CP1. 迪奥品牌一直在特么的商店创建和升级他们的装饰					
CP2. 迪奥品牌就是为她们的网上商店创建和升级基础设施					
CP3. 迪奥品牌的新产品和服务的上市速度比其他品牌更具竞争力					
CP4. 迪奥品牌的创新水平高于其他品牌					
品牌忠诚度					
BL1. 我打算在未来继续忠于迪奥品牌					
BL2. 我打算在未来三年继续担任迪奥品牌的客户					
BL3. 我打算向其他人推荐迪奥品牌					
BL4. 如果我不得不再次选择，我仍然会选择迪奥品牌					

请推荐其他可能会对中国大学生产生迪奥品牌忠诚度的因素产生积极影响的因素：

非常感谢您的参与

戴伟

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December 12, 2017

Reference: Acceptance to be the Expert in reviewing questionnaire items for the research as a part of Independent Study of M.B.A student at Bangkok University

To Dr. Penjira Kanthawongs

Advisor

Bangkok University

I, Wei Dai, a Master of Business Administration's student majoring in Business Administration at Bangkok University is conducting a research as a part of Independent Study titled, Factors Affecting "A" Luxury Brand Loyalty of Chinese University Students in Songjiang District, Shanghai, China. Due to your expertise in your business, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence: IOC with +1 as comprehensible, 0 as uncertain, or -1 as incomprehensible by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature.....

(Dr.Penjira Kanthawongs)

Advisor

Signature.....

(Wei Dai)

Researcher

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December 12, 2017

Reference: Acceptance to be the Expert in reviewing questionnaire items for the research as a part of Independent Study of M.B.A student at Bangkok University

To Mr. Shijia Jin
Store Manager
Shanghai New Era Fashion Trade Co., Ltd.

I, Wei Dai, a Master of Business Administration's student majoring in Business Administration at Bangkok University is conducting a research as a part of Independent Study titled, Factors Affecting "A" Luxury Brand Loyalty of Chinese University Students in Songjiang District, Shanghai, China. Due to your expertise in your business, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence: IOC with **+1** as **comprehensible**, **0** as **uncertain**, or **-1** as **incomprehensible** by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature.....

(Shijia Jin)

Store Manager

Signature

(Wei Dai)

Researcher

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December 12, 2017

Reference: Acceptance to be the Expert in reviewing questionnaire items for the research as a part of Independent Study of M.B.A student at Bangkok University

To Mr. Haisheng Zhang
Director
Christian Dior Wanda (Songjiang) store

I, Wei Dai, a Master of Business Administration's student majoring in Business Administration at Bangkok University is conducting a research as a part of Independent Study titled, Factors Affecting "A" Luxury Brand Loyalty of Chinese University Students in Songjiang District, Shanghai, China. Due to your expertise in your business, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence: IOC with **+1** as **comprehensible**, **0** as **uncertain**, or **-1** as **incomprehensible** by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature.....

(Haisheng Zhang)

Director

Signature ...

(Wei Dai)

Researcher

<u>Factors</u>	<u>Eng. V.</u>	<u>Adjusted Eng v.</u>	<u>IOC</u>	<u>Comments</u> <u>from the</u> <u>expert</u>	<u>Total points</u>
Service Quality (Chen, 2015)	SQ1. A show of politeness	SQ1. "A" staffs provide courteous services to the customers.			
	SQ2. Meticulous attitude in service details	SQ2. "A" clerks have meticulous attitude to their service details.			
	SQ3. Consistent service quality	SQ3. "A" staffs provide consistent service quality.			
	SQ4. Consideration for customers' interests	SQ4. "A" clerks have taken into account interests of their customers.			
Servicescape (Chen, 2015)	SC1. Delight in the service process	SC1. Customers feel delight in "A"'s service process.			
	SC2. Ease in service procedure	SC2. "A" stores offers simplified process in purchasing products in the stores.			

<u>Factors</u>	<u>Eng. V.</u>	<u>Adjusted Eng v.</u>	<u>IOC</u>	<u>Comments</u> <u>from the</u> <u>expert</u>	<u>Total points</u>
	SC3. A tidy store environment	SC3. "A" stores provides neat store environment.			
	SC4. Wide distance among seats for privacy	SC4. "A" stores maintain reasonable distance between the seats of their customers to protect customer's privacies.			
Service Equity (Chen, 2015)	SE1. Fairness of the exchange of payment for service outcome.	SE1. Customers of "A" get fairness of the exchange of payment for service outcome.			
	SE2. Assurance of low risk for participating in promotion activities.	SE2. "A" stores can guarantee low risk for participating in promotional activities such as getting customers' phone			

<u>Factors</u>	<u>Eng. V.</u>	<u>Adjusted Eng v.</u>	<u>IOC</u>	<u>Comments</u> <u>from the</u> <u>expert</u>	<u>Total points</u>
		number to send SMS for new arrivals.			
	SE3. Fairness of the exchange of payment for time spent in store Promotional offerings regarding the customers' interests.	SE3. "A" customers get fair prices if they spend enough time to shop at the stores.			
	SE4. Notice of sales promotion by different media.	SE4. "A" stores promote sale promotional activities in different media such as weibo and wechat.			
No Alternative Attractiveness (Shukla, Banerjee, & Singh, 2016)	NAA1. All in all, competitors would be much fairer than X.	AA1. No competitors such as CHANEL or Gucci would be much fairer than "A".			
	NAA2. Overall, competitors' policies would benefit me much more than X's policies.	AA2. No competitors' policies such as those of CHANEL or Gucci would benefit me much			

<u>Factors</u>	<u>Eng. V.</u>	<u>Adjusted Eng v.</u>	<u>IOC</u>	<u>Comments</u> <u>from the</u> <u>expert</u>	<u>Total points</u>
		more than “A”’s policies.			
	NAA3. I would be much more satisfied with the service available from competitors than the service provided by X.	AA3. I would not be much more satisfied with the services available from competitors such as CHANEL or Gucci than the services provided by “A”.			
	NAA4. In general, I would be much more satisfied with competitors than I am with X.	AA4. I would not be much more satisfied with competitors than I am with “A” brand.			
Customer Participation (Birgit Andrine Apenes, 2016)	CP1. I often express my personal needs to (brand).	CP1. I often express my personal needs to “A” staff.			
	CP2. I often suggest how (brand) can improve their services.	CP2. I often suggest how “A” brand can improve their services.			

<u>Factors</u>	<u>Eng. V.</u>	<u>Adjusted Eng v.</u>	<u>IOC</u>	<u>Comments</u> <u>from the</u> <u>expert</u>	<u>Total points</u>
	CP3. I participate in decisions about how (brand) offer its services.	CP3. I participate in decisions about how “A” brand offer its services.			
	CP4. I often find solutions of my problems together with (brand).	CP4. I often find solutions of my problems together with “A” staff.			
Service Risk Avoidance (Chen, 2015)	SRA1. Assertion of high service quality.	SRA1. “A” insists on providing high quality service.			
	SRA2. Maintain and enhance company’s reputation in service.	SRA2. “A” clerks can maintain and improve the company's service reputation.			
	SRA3. The cleanness of employees’ appearance.	SRA3. “A” clerks always keep their personal appearance clean and imaginative.			

<u>Factors</u>	<u>Eng. V.</u>	<u>Adjusted Eng v.</u>	<u>IOC</u>	<u>Comments</u> <u>from the</u> <u>expert</u>	<u>Total points</u>
	SRA4. Promptly deal with customers' complaints to service.	SRA4. "A" store to handle customer complaints in a timely manner.			
Service Episodes (Chen, 2015)	SE1. A sense of "value for money".	SE1. "A" customers have a sense of "value for money".			
	SE2. A sense of exclusive treatment achieving.	SE2. "A" clerks offers "exclusive treatment" service.			
	SE3. Service at customers' verbal requirement.	SE3. "A" clerks can serve the customer's verbal requests.			
	SE4. Saving time on communication by a specific service provider.	SE4. "A" clerks can save the delivery service time.			
Competitive Productivity (Baumann, Hoadley, Hamin, &	CP1. My main bank is all about creating and upgrading their infrastructure (internet	CP1. "A" brand is always creating and upgrading their			

<u>Factors</u>	<u>Eng. V.</u>	<u>Adjusted Eng v.</u>	<u>IOC</u>	<u>Comments</u> <u>from the</u> <u>expert</u>	<u>Total points</u>
Nugraha, 2017)	and mobile application banking).	decorations at their stores.			
	CP2. My main bank is all about creating and upgrading their infrastructure (phone banking).	CP2. "A" brand is all about creating and upgrading their infrastructure for their online stores.			
	CP3. The speed to market with new products and services of my main bank is more competitive than other banks in Australia.	CP3. The speed to market with new products and services of "A" brand is more competitive than other brands.			
	CP4. The level of innovation of my main bank is higher than other banks in Australia.	CP4. The level of innovation of "A" brand is higher than other brands.			
Brand Loyalty (Birgit Andrine Apenes, 2016)	BL1. I intend to stay loyal to (brand) in the future.	BL1. I intend to stay loyal to "A" brand in the future.			

<u>Factors</u>	<u>Eng. V.</u>	<u>Adjusted Eng v.</u>	<u>IOC</u>	<u>Comments</u> <u>from the</u> <u>expert</u>	<u>Total points</u>
	BL2. I intend to stay on as a customer of (brand) for the next three years.	BL2. I intend to stay on as a customer of “A” brand for the next three years.			
	BL3. I intend to recommend (brand) to other people.	BL3. I intend to recommend “A” brand to other people.			
	BL4. If I had to choose again I would still choose (brand).	BL4. If I had to choose again I would still choose “A” brand.			

Reference for form to Expert:

Baumann, C., Hoadley, S., Hamin, H., & Nugraha, A. (2017). Competitiveness vis-à-vis service quality as drivers of customer loyalty mediated by perceptions of regulation and stability in steady and volatile markets. *Journal of Retailing and Consumer Services*, 36, 62-74.

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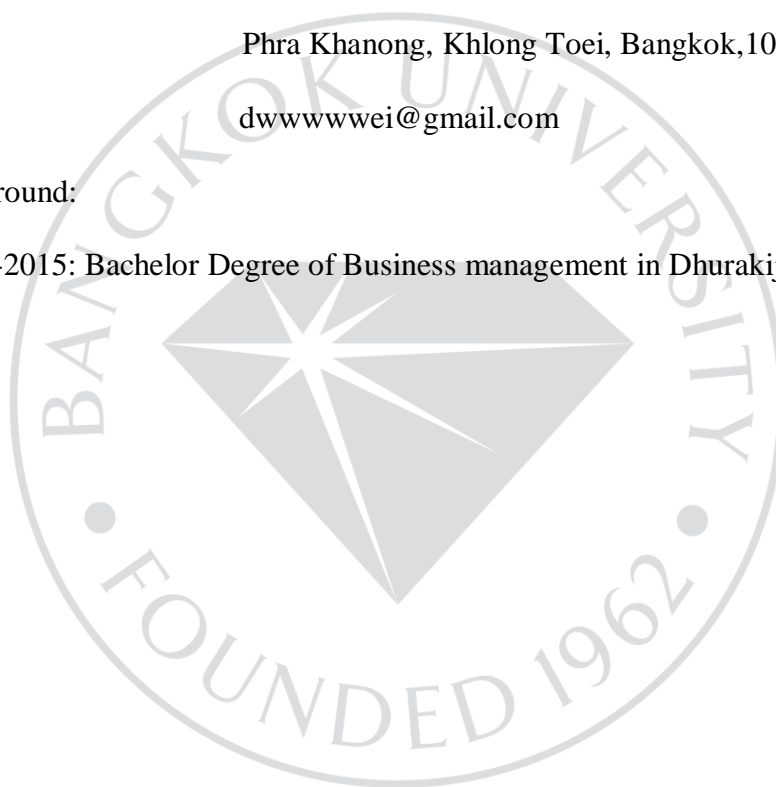
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Education Background:

2014-2015: Bachelor Degree of Business management in Dhurakij Pundit University



Bangkok University

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