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Dissertation Title:

The relationship between Brand Commitment, Brand Image, Perceived Value, Electronic Word of Mouth and Purchase Intention: A case study of Bauhaus International Holding Company

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17th April, 2020

Declaration/Statements page

DECLARATION

This work has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

Signed *Jacky Wu* (candidate)

Date 17th April 9, 2020

STATEMENT 1

This work is the result of my own investigations, except where otherwise stated.

Other sources are acknowledged by footnotes giving explicit references.

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STATEMENT 2

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Abstract

The current report presents a review of how equity factors such as brand commitment, brand image and perceived value, influence the purchase intention that customers have on Tough brand that is owned by Bauhaus Holding Limited. The literature review helps in defining and analysing the key terms and concepts of the research such as brand commitment, brand image and perceived value influence the purchase intention. The report also utilizes a quantitative research methodology that was implemented through the survey of 384 Tough brand customers in Hong Kong.

From the research findings, it is clear that there is a strong correlation between brand commitment, brand image and perceived value, influence the purchase intention of Tough brand. The result also shows the existence of a strong a positive correlation relationship between the purchase intention and increased sales of Tough brand sales. The results also indicate a strong positive effect of perceived value on purchase intention of the Tough brand customers. Another key finding that is evident from the results includes the findings that Electronic Word of Mouth has a positive and significant impact on purchase intention. Among the recommendations that are evident from the research findings is that investing on internet marketing can be beneficial in promoting an entity brand. Another key recommendation is for company to actively engage in brand promotion strategies. The research limitations on the other hand include the lack of high number of respondents due to the Covid 19 virus attack in Hong-Kong

Key Words: Brand Commitment, Brand Image, Perceived Value, Electronic Word of Mouth, and Purchase Intention

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Chapter 1 Introduction

Among the companies whose operations have been greatly affected by technology advancement, include entities that are operating in the fashion industry. With technology, fashion companies interactions with customers have experienced tremendous change as such entities utilize technology tools in influencing customers' behaviour.

1.1 Research Background

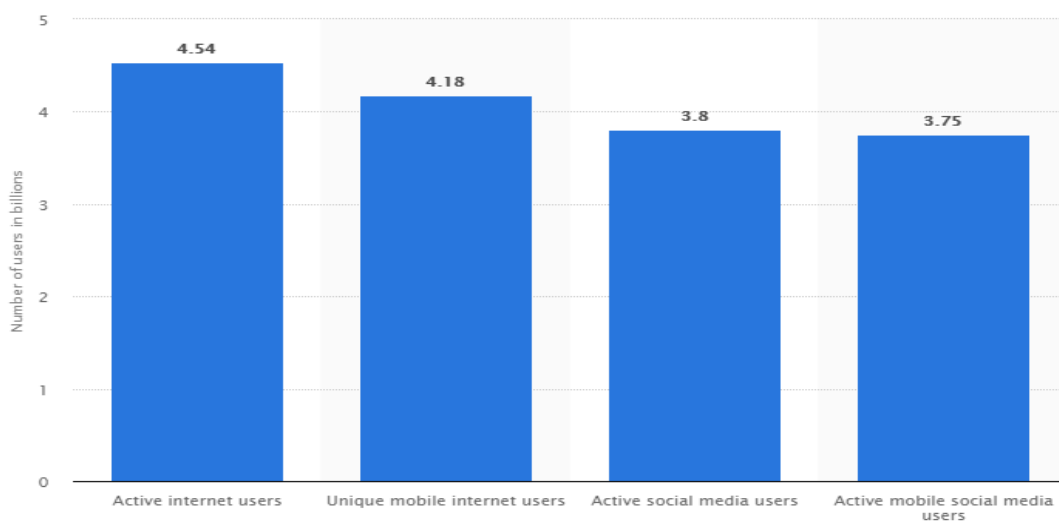
The current section reviews the global fashion industry and the Hong Kong fashion industry such as the review of the current trends that have experienced within the two regions. The chapter also briefly states and reviews the research variables that include the brand image, brand commitment, perceived value and Electronic Word of Mouth. The section also reviews the customers' motive of purchase intention.

1.1.1 Global Fashion Industry

Among the industries that have experienced tremendous change in the recent past is the fashion industry that operated as a multiplayer industry in the past where each player had a role to play. An example was how the producers of raw materials, the production and manufacturing entities and the market selling entities were different. According to Jin and Cedrola (2016), the rise of competitive levels in the fashion industry created a situation where manufacturers started selling their products to customers directly. Fashion manufacturers have sought to create unique brands and are able to sell to their customer directly, either using online platforms or shops where they can access their target customers (Ko et al., 2013).

The fashion industry has been a success in the last decade where it has been growing for at least 5% value annually for the last decade to its current value of over 2.4 trillion dollars. Among the emergent trends in 20th and 21st Century is the internet use that guides the interactions that people have in the world (Ashley & Leonard, 2009). With internet, people are able to conduct business, interact with each other and even engage in economic activities (Madon, 2000). The review of data on internet use indicates that 4.54 billion people are active users of internet in the world as shown in the Figure 1-1 below

Figure 1-1: Global Internet use based on population



Source: Global Digital population 2020 (2020)

As evident in the Figure 1-1 above, the number of global active mobile social media users is 3.75 billion people indicating how social interactions are all time high with the use of the mobile devices. With the existence of a high number of people who are between the ages of 20 to 64 years, the penetration of internet is high as most of the population at that age is exposed to technology throughout the world.

According to Litvin, Goldsmith, & Pan (2018), most companies implements marketing and communication strategies that aim in influencing customers to purchase their products. With advancement in internet technology, new strategies of engaging with customers such as social media advertisement, Electronic Word of Mouth (eWOM) and the use of social media influencers have emerged (Phelps et al., 2004; Hennig-Thurau et al., 2004; Ashley & Leonard, 2009). The use of Electronic Word of Mouth (eWOM) dates back to Word of Mouth (WOM) pioneered by George Silverman in early 1970, a psychologist who created influence groups to engage physicians about new drugs. He has discovered those with good experiences with the drug would win the entire group even those with the negative attitude.

Within the fashion industry, Treadles Company can be credited as the first Company to use eWOM as a marketing strategy of influencing target consumers to purchase its products. According to Liang, Choi, and Joppe (2018), Treadles Company used graphic designers, and fans of artwork to create, buy and share their custom made products by WOM and online. The company attracted more fans through these contests and different challenges and in turn helped designers gain popularity as well as better their skills. The company has also gained popularity by displaying customer-generated content as much as possible.

Another Fashion Company is one of the pioneers in using eWOM successfully; Zappos promotes its clothing and shoe products. The company believes that one of its best growth strategies is to create products or offer services that have people talking. However, the company has invested a few dollars in providing an exceptional experience to its customers through use of the internet (Chinomona, 2016). Over 75% of the sales from the company are generated from returning customers. All this success stems from the use of Electronic Word of Mouth. With such cases where fashion companies have successfully utilized eWOM in bringing out the strength of their

brands and influencing customers to purchase their products, there is a need to understand how eWOM can be successful in emerging economies with the use of Bauhaus International Holdings that operates within the Hong Kong apparel industry.

1.1.2 Hong Kong Fashion Industry

Similar to the global fashion industry that has experienced growth in the last decade, Hong Kong Fashion industry has been growing continuously for the last decade. The industry current value is estimated to be about 1.58 billion USD dollars and it is expected to grow at a rate of 7% for the next decade. Though there are different segments such as the shoe segment, the accessory segments and the apparel segment in Hong Kong, the apparel segment is considered the largest where it generates more than 70% of the total amount that is earned from the industry. In 2017, the apparel industry generated sales of about 900 US million dollars annual revenue (Bloomberg, 2020).

The use of internet is also high in Hong Kong where internet penetration among the local population was 91% in 2019 and is expected to reach 95% of the total population by 2020. The number of people who use internet in Hong Kong is very high indicating the reason on why using internet platforms to conduct business within the area is necessary for any business that is seeking to be successful within the city. The high use of internet in Hong Kong can be described by the age distribution of local population where majority of the residents (about 70%) are between the age of 20 to 64 years as shown in the below table 1-1.

Table 1-1 Hong Kong population demographic on gender and age

Age group	Mid-2019 [#]			
	Male ('000)	Female ('000)	Both sexes ('000)	Both Sexes (% of total population)
0 - 4	144.1	133.5	277.6	3.7
5 - 9	158.6	148.8	307.4	4.1
10 - 14	147.4	141.2	288.6	3.8
15 - 19	144.7	137.8	282.5	3.8
20 - 24	198.2	203.9	402.1	5.3
25 - 29	226.6	265.6	492.2	6.5
30 - 34	230.1	331.3	561.4	7.5
35 - 39	240.0	374.7	614.7	8.2
40 - 44	228.6	341.2	569.8	7.6
45 - 49	243.4	341.2	584.6	7.8
50 - 54	256.7	326.3	583.0	7.7
55 - 59	308.2	342.9	651.1	8.7
60 - 64	284.1	292.6	576.7	7.7
65 - 69	219.0	227.6	446.6	5.9
70 - 74	151.7	156.5	308.2	4.1
75 - 79	95.9	95.6	191.5	2.5
80 - 84	79.3	95.6	174.9	2.3
>= 85	76.1	135.1	211.2	2.8
All age groups	3 432.7	4 091.4	7 524.1	100.0

Source: Hong Kong Census and Statistics Department (2019)

1.1.3 Overview of Bauhaus International Holding Company and its tough brand

Bauhaus International Holdings Limited is a leading fashion company privately owned and Headquartered in Hong Kong China. The company operates in various regions including Hong Kong and Macau, Mainland China and Taiwan. In 1991, Wong Yui Lam established the company started by importing renowned denim brands for sale (Reuters, 2019).

The company later ventured into designing and retailing men and boys' ready to wear clothing and accessories and later introduced more brands to include women in their collection. Some of the products included trendy bags, jackets and coats, windbreakers, sweats, shirts, vests, T-shirts,

shorts pants and dresses. Bauhaus has more than 70 retail shops in Hong Kong and more than 200 different outlets across the world hence enabling the company to sustain over 500 employees across its regions of operation (Bloomberg, 2020). The success of Bauhaus has grown rapidly over the years and In May 2005; Bauhaus was listed in the Hong Kong Stock Exchange. After the landmark naming, the company however attracted a number of investors who bought shares in the much-coveted entity.

Bauhaus International Holdings is owned by several shareholders with the majority shareholders being Wong Yui Lam Family with 49% of the total shares. The company is famously known for its unique brands such as Salad, Tough, 80/20, and Super dry. Furthermore, Bauhaus also retails popular brands such as Levi's, religion Miss Sixty, Killar among other successful brands (Roy & Banerjee, 2014). These unique brands have tied the company to a firm stand in representing continual creativity, originality and functionality and in return earning the company multiple awards and international recognition. Some of the most prestigious awards include the Waste wise Certificate that is established to encourage Hong Kong based businesses to regulate the amount of garbage and waste generated by their businesses.

Bauhaus was also awarded for being consecutive in business for 15 years. This award was given to companies for being consecutive for 15 years and above in business in Hong Kong. Quality e-shops Recognition Scheme was among the prestigious awards to Bauhaus. The award was presented by Hong Kong Retail Management Association to recognize e-shops that were offering quality services and building standards in retailing around Hong Kong (Chung, 2020).

The company was also among the entities that were recognized in the Hong Kong Quality Tourism Services scheme awards. This recognition was by the Hong Kong Tourism Board

businesses are subjected to strict annual assessments to make sure that the products they produced and services they offer are of high quality. To ensure product quality, the companies were required to prove product quality and clear information about the product and ensure excellent customer service. In 2017, Bauhaus International Holdings also won “10 Years Plus Caring Company logo” award after winning another prestigious award, “TVB Most Popular TV Commercial Awards” under the category of Beauty and Fashion. Lastly, in 2011, the Apple Daily Advertising Award was awarded to Bauhaus International Holdings under the category of Fashion, Personal Necessities and Cosmetics. After achieving all this success for its brands, Bauhaus rewarded their customer especially those who bought their products through the E-shop by earning bonus points above specified amounts and excluding delivery charges and other extra charges although the points are limited to a period of 2 years (Reuters, 2019).

Each of these unique brand names have a symbol and meaning behind it. Bauhaus first ever brand was the Tough Jean Smith which put the company on the lead for denim retailing. The 80/20 brand symbolizes smart military whereby there is a mix of smart prints, patchwork designs, and washed skinnies on men ‘collection to redefine the company’s brand (Reuters, 2019). Luo and Zhong (2015) explains how Superdry has been one of the most successful brands of Bauhaus after breaking borders and celebrities such as Zac Efron and David Beckham are seen wearing the brand in public. Luo and Zhong (2015) explain how such success has led to Bauhaus company opening up more outlets in the UK and Mainland China as well as introducing overseas delivery services.

One of the most renowned in-house labels of Bauhaus is the Tough brand, which focuses on fashionable clothes. The Tough brand was introduced to offer their customers of choices to choose from, as well as to offer a variety of style for the consumers. Some of the products under

the Tough brand include women's dresses and swimwear, jeans, pants, skirts, bags, unique cardholders and wallets among other fashion apparels (Bloomberg, 2020)

To maintain this unique and popular brand over the years, Bauhaus designs items by carefully selecting the material, style, functionality and colour, with utmost care. Apart from the uniqueness in design, the different colours and material played a vital role in bringing out the sensitivity of the brand, hence addressing each consumer's unique needs (Reuters, 2019). A move by Bauhaus to introduce the Tough brand on the start of its operations was a plus for the leading fashion house as the brand is easily recognizable by target market in the world. The Tough brand by Bauhaus is well known for its unique selectivity in colour and material that makes the cloth items with unique design and quality (Bloomberg, 2020)

1.1.4 Research variables and motive

The variables that are relied upon when coming up with the research findings include the brand commitment, brand image, perceived value, and electronic word of mouth. The customer motive on the other hand is the purchase intention that reviews the willingness of customers to buy product over a given brand. According to Lee, Lee, and Wu (2011) and Roy and Banerjee (2014) brand image is the perception developed by the consumer about a certain brand as they attempt to decode various facet of brand identity. Brand commitment on the other hand refers to the tendency of the consumers to preserve an esteemed affiliation with the brand because of the satisfaction previously derived from the products or services under the brand (Ilicic and Webster, 2014).

Word of Mouth on the other hand is defined as person-person communication whereby the communicator and the receiver share information about a brand, product service or company to involuntarily influence the individual's decision-making. The use of Word of Mouth over the internet or electronic platforms is what is considered as eWOM. Purchase intention on its part refers to the willingness of customers to buy products or service of brand at the existing marketing price (Iglesias et al., 2011; Younus, Rasheed, and Zia 2015).

1.2 Research questions

There were four main research questions that helped the implementation of the current research as shown below:

1. What is the effect of brand commitment on the purchase intention in fashion purchase?
2. What is the effect of brand image on the purchase intention in fashion purchase?
3. What is the effect of perceived value on the purchase intention in fashion purchase?
4. What is the effect of Electronic Word of Mouth (eWOM) on the purchase intention in fashion purchase?
5. How does Bauhaus increase its sales by improving the above factors?

1.3 Research objectives

With brand equity factors such as brand commitment, brand image and perceived value influencing the purchase intentions that customers have on fashion products, there was need to understand how the brand equity factors of Tough brand that is owned by Bauhaus Holding Limited. The high number of internet users who are engaged with online platforms for their business and social interactions also influenced the need of one understanding how eWOM could

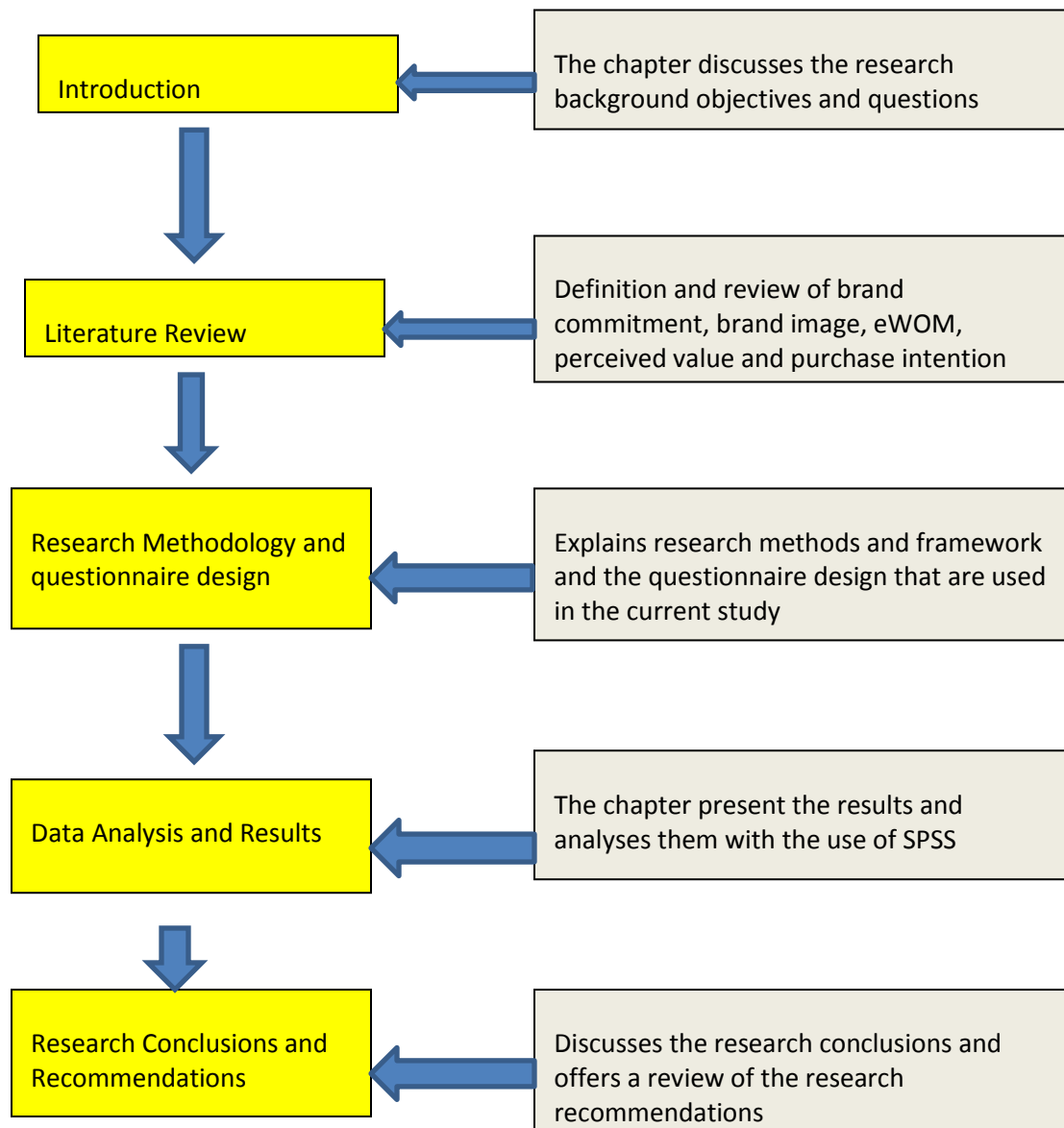
affect the Tough brand purchase intention. With such aims three research objectives were developed for the purpose of the current research as shown below:

1. To find out the factors affecting the Hong Kong customers buying behaviour in fashion industry.
2. To identify the relationship between brand commitment, brand image, perceived value, and electronic word of mouth concerning customers' buying behaviour.
3. To provide recommendation to Bauhaus enhancing the sales performance by 20% compared to the company current sales in the coming year.

1.4 Research flow

The below flow diagram shows the research flow of this research.

Figure 1-2 Research flow figure



Source: Constructed by the writer

Chapter 2 Literature Review

The goal of this chapter is to review existing literature and research on the topic of the study. The chapter searching the contributions of past research on the study's major variables: Brand Commitment, Brand Image, Perceived Value, Electronic Word of Mouth and Purchase Intention. There is also the review of eWOM and how it affects the purchase intention of different brands. The assessment of previous studies is important in identifying the research framework to be used in this study. Besides, the current chapter seeks to determine the study gap that the current study aims to fill.

2.1 Brand Commitment

Extensive literature has been presented on the concept of brand commitment. However, the approach to the concept has changed throughout the years. The concept has also been adopted as a key driver of creating and preserving the consumer-brand relationship. Studies have shown that brand commitment has a potential of promoting purchase/repurchase intentions, which are commonly illustrated as repeat patronage and positively influence the Word of Mouth (Bouhlef et al., 2011; Jung & Soo, 2012; Osuna, Veloutsou & Morgan, 2017). Other relevant outcomes include the potential of brand commitment in promoting readiness to pay price premiums, and enhance self-brand connection.

2.1.1 Definition of Brand Commitment

Numerous definitions of brand commitment have been adopted. Most scholars describe brand commitment has the tendency of the consumers to preserve an esteemed affiliation with the brand because of the satisfaction previously derived from it. As illustrated by Hsiao, Shen, and Chao (2015), committed customers tend to manifest an inner motivation of extending a valued

relationship in the long-term with their brand, which is demonstrated through re-buying, re-using, and re-patronizing. Moreover, they depict confidence in the effective and functional benefits derived from maintaining the relationship. Ilicic and Webster (2014) illustrated that brand commitment is an essential forecaster of purchase intentions.

Through brand commitment, the consumers are attenuated from responding to the negative information about their favourite brand, the size of consideration set is reduced, and the confrontation to competing for brand's switching inducement is increased (Osuna, Veloutsou & Morgan, 2017). While some authors have based their definition of brand commitment on attitudinal disposition, others illustrate integrate the concept of behavioural and attitudinal dimensions in their description. For instance, Chang and Wu (2014) describe brand commitment has the emotional, economic and psychological attachment manifested by the consumers towards a brand which is derived from the long-term expectations from the brand. On the other hand, Ashley and Leonard (2009) illustrate brand commitment as the behavioural and attitudinal disposition of consumers towards the certain brand, which increases their probability of making purchases of the brand over alternatives.

2.1.2 Measurement of Brand Commitment

The expanded definition of brand commitment includes both the behavioural phenomenon and the attitudinal aspects of the construct, which encompass both the cognitive and affective components. Brand commitment can be measured in three-dimension, which include affective, continuance, and normative (Osuna, Veloutsou & Morgan, 2017). The affective commitment is associated with the psychosocial attachment, which arises between the consumer and the brand resulting in the creation of the self-brand connection. Such emotional attachment can be traced to

how the customers associate themselves with the brand and reflect their desires to uphold the relationship. The emotional link positively influences consumers' behaviour including the readiness to pay the price for premium, brand repurchase, and retention. In most cases, the affective commitment is determined by the degree of personal involvement and is an illustration of the consumer's desire to uphold the relationship in the end.

In contrary, continuance commitment is based on a more coherent, economic-based dependence of a certain brand or product (Evanschitzky et al., 2006). Such a relationship is founded on the consumer's perception that there are no other attractive alternatives and they find it challenging losing that adds value to them (Hamilton et al., 2014). Finally, the normative commitment is founded on the sense of obligation perceived by the consumers about a certain brand (Jones et al., 2010). Such moral attachment arises from the social pressure among the consumers to meet certain behaviour standards or act in a certain way. According to Lariviere et al., (2014), the main characteristics of this kind of commitment are the motivation to comply with the normative beliefs, need for approval, and social pressure.

Brand commitment is characterized by the willingness of customers to use a given brand for a long time. Customers with high brand commitment are unlikely be swayed when new brands emerge that are similar to their beloved brands. Such commitment also leads to a strong emotional attachment that customers have on the brand that is being marketed to them.

According to Pechlivanidis (2012), identifying the factors that enhance brand commitment among customers is crucial in marketing campaigns.

Table 2-1: Brand Commitment summary table

Author	Year	Description (Definition and Measurement)
Ashley and Leonard	2009	Brand commitment is the probability of a consumer making purchases of the brand over alternative choices
Pechlivanidis	2012	Marketing campaigns are used to enhance commitment through endorsement
Chang and Wu	2014	Brand commitment has three aspects, emotional, economic and psychological; these aspects are manifested by the consumers towards a brand which is derived from the long-term expectations from the brand
Hamilton et al.	2014	Consumer's perception that there are no other attractive alternatives is the basis of brand commitment
Ilicic and Webster	2014	Brand commitment is a key aspect to forecast customer purchase intentions
Hsiao, Shen and Chao	2015	Brand commitment manifest affective commitment through re-buying, re-using, and re-patronizing
Osuna and Morgan	2017	Brand commitment can be measured by repeat patronage and positively influence the Word of Mouth

Source: Constructed by the writer

2.1.3 Concluding Summary

The affective dimension can be illustrated as the main pillar of brand commitment. However, it is necessary to consider other antecedents of commitment, which illustrate brand commitment as

an outcome. For instance, Osuna, Veloutsou & Morgan (2017) explained how the construct of satisfaction is associated with the overall emotional reaction to usage and purchasing experience. As such, the consumers' satisfaction serves as a transactional driver of cultivating emotional response which is positively linked to the value, and qualities presented by the brand. Moreover, satisfaction can serve as a predictor of the consumer behaviour in future and has a significant influence on their opinions about the brand.

2.2 Brand Image

Brand image has been recognized as the foundation of developing better strategic decisions when positioning a product and targeting a specific market segment. The notion of brand image has been highlighted in numerous consumer behaviour research for decades (Bian & Moutinho, 2011; Lee, James, & Kim, 2014). While the existing literature has attempted to describe the brand image, varying definitions have been presented by researchers.

2.2.1 Definition of Brand Image

Numerous definitions of brand image have been proposed by scholars. For instance, Anselmsson, Vestman Bondesson, and Johansson, (2014) describe brand image has the association and beliefs that the consumers manifest about the brand. While some scholars have used similar terminologies to illustrate the concept of brand image, others have adopted other phrases in conceptualizing this idea. Roy and Banerjee (2014) described the brand image as the perception developed by the consumer about a certain brand as they attempt to decode various facet of brand identity. In general, the consumers tend to manifest a certain set of opinions and perceptions about a brand, which serves to form their attitudes. Once a brand is recalled, then thought about it tend to come in the mind of the consumers.

According to Chinomona (2016), brand image is formed in the mind of the consumers regarding the perception that they have on existing brand. It is usually formed with the influence of customer experience with a specific brand and how such brand helps in meeting their needs. The central concept of brand image is that consumers not only buy the qualities of a product but also buy the message that is communicated on having the brand.

2.2.2 Measurement of Brand Image

Different studies such as the study by Sampson (1993) have generally illustrated two facets of brand image that include explicit and implicate facts. In this case, brand image can be illustrated as an aggregation of brand identity and brand personality, which depicts the explicit and implicit facts respectively. While the explicitness is rational and cognitive, the implicitness is irrational and emotive. Thus, it is important to evaluate the two facets of the brand image. Most of the scholars focus on measuring brand identity while evaluating the brand image and include few personality attributes without conceptual recognition or using terms of measurement, which recognize implicit and explicit facts as separate entities.

Measuring the rational attribute of the brand is not sufficient and results in a partial picture of the brand image. Thus, there is a need for including the emotional attributes in the measurements to obtain a complete picture. The IMPMAP system can be employed to measure brand personality as it accounts for both the explicit and implicate bases of consumer behaviour. The models take into account the three dimensions of human behaviour, which include the conscious rationality, the semi-conscious emotions, and the unconscious instincts and biological drives. While each of the behavioural dimensions can be differentiated as separate entities theoretically, they are

related and are not separate and independent from one another. As such, these dimensions illustrate the behaviour of the consumers as a whole.

The customer willingness to pay a premium brand is among the key concepts that can be utilized in measuring brand image. A strong brand image influences customers to buy products even when they are priced highly while a low brand image reduces the willingness of consumers buying the product at a high price. The research by Boerman, Willemsen, and Van Der Aa (2012) also utilized empirical results in asserting how availability of products under a brand influences its brand image. When the products are less available in the market, their brand image in the market is strong.

Table 2-2: Brand Image summary table

Author	Year	Description (Definition and Measurement)
Sampson	1993	Brand image is measured by explicit and implicate facts
Bondesson & Johansson	2014	Brand image is the association and beliefs that the consumers manifest about the brand.
Roy and Banerjee	2014	Brand image is based on customer satisfaction and correlation
Chinomona	2016	Brand image is enhanced by meeting the needs of the customers
Boerman, Willemsen, and Van Der Aa	2017	Brand image is measured by the availability of products

Source: Constructed by the writer

2.2.3 Concluding Summary

Brand image encompasses both the aspects of brand identity and brand image. Consumers tend to manifest a certain association, perception and beliefs towards the brand (Chinomona, 2016). Such attachment to the brand can evolve and does not necessarily mean that the consumers have purchased or used the brand. Different consumers have different opinions about the brand, and some do not buy the products because they are the best but rather because of what the brand stands for.

2.3 Perceived Value

Perceived value is one of the primary variables in this study. Thus, this research assessed what other scholars have defined and measured this concept in their studies.

2.3.1 Definition of Perceived Value.

The review of multiple studies such as the research by Lennon (2015) explains how the concept of perceived value has been in existence since 1990s where it is usually utilized in marketing and customer research. Among the early definitions include the understanding that clients have on the benefits that they can derive from a product ("Business Performance Tracking: Execution and Measurement," (2012) the definition focuses on the view that customer have on how the product or service they are consuming can satisfy them.

The research by Zauner, Koller, and Hatak (2015) defines perceived value as the customer's general evaluation of a product's utility regarding what is given and what is received. The emphasis on customer evaluation is important as how customers define the product utility of a given commodity or service may differ from various stakeholders and the customers themselves. Suryadi et al. (2018) also defines perceived value as the measure of what is given such as costs and what one gets in return such as utility or benefits.

These definitions shed a clear of what perceived value entails. Thus, perceived value can be defined as the ability of a product to satisfy and meet customer needs about its cost. From the existing definition, it is clear that perceived value is influenced by perceptions that customers may individual have. According to Business Performance Tracking, Execution and Measurement (2012), customers' perception on product or service attributes can be used in defining perceived value within an entity.

2.3.2 Measurement of Perceived Value

Measuring perceived value calls for the evaluation of the cost incurred by the customer when purchasing a product or service versus the value gained by the purchased commodity. Boksberger and Melsen (2011) argue that the cost of a product comprises of both monetary and non-monetary costs of acquiring a service or a good. Monetary cost is the price of a good, while non-monetary cost is perceived sacrifices that a customer incur while purchasing a product. Boerman, Willemsen, and Van Der Aa (2017) also added how the typical non-monetary prices are psychic costs, time, search costs, convenience, effort, and brand image, which significantly affect the perceived value indirectly. The research by Babic Rosario (2016) also supported these assertions by claiming that perceived value of a product is a sum of both non-monetary costs such as time spent and effort as well as the monetary costs such as the price of a product.

Aulia, Sukati, and Sulaiman (2016), claim that all attributes of a product must be considered when measuring its perceived value. Nevertheless, price and quality of a product should be evaluated differently because their effect on perceived value is different. According to Ilicic and Webster (2014), there exist a negative relationship between the price of a commodity and its perceived value. Such view is similar with the research by (Dietrich, 2002) that explains how a

higher price of a community or service is likely to influence low perceived value while a high price may influence the perception of a high value.

The relationship between perceived value and the quality of a product is different from the relationship between perceived value and price of a product. In the case of quality of a product, a positive relationship exists where high quality leads to a high-perceived value. According to Pechlivanidis (2012), high quality products derive more utility to their customers leading to a situation where customers are more satisfied.

Another key consideration when measuring the perceived value of a product is the pleasure that the customer experiences after consuming a product. The pleasure experienced is considered as a positive attribute while the risks that are derived from the customer consumption are considered as a negative attribute. Thus, if customers are able to share their experiences on the product they consume, they are likely to communicate the various issues that influence their perceived value.

Table 2-3: Perceived Value summary table

Author	Year	Description (Definition and Measurement)
Dietrich	2002	Perceived value is affected by the changes in the price of a product
Boksberger and Melsen	2011	Perceived value is comprised of monetary and non-monetary cost. While monetary cost is the cost of the product and non-monetary costs perceived sacrifices a customer incurs while purchasing a product
Business Performance Tracking: Execution and Measurement	2012	Perceived value is measured by the understanding that clients have on the benefits they can derive from a product
Pechlivanidis	2012	Perceived value is measure by product quality and customer satisfaction
Zauner, Koller, and Hatak	2015	Perceived value is the customer's general evaluation of a product's utility regarding what is given and what is received
Babic Rosario et al.	2016	Perceived value is a sum of both non-monetary costs such as time spent and effort as well as the monetary costs such as the price of a product
Boerman, Willemsen, and Van Der Aa	2017	Psychic costs, time, search costs, convenience, effort, and brand image are determinants of perceived value
Suryadi et al.	2018	Perceived value has two aspects, utility and benefits.

Source: Constructed by the writer

2.3.3 Concluding summary

There lacks a standard definition of perceived value in the current literature. The existing definitions of this term revolve around the benefits of a product compared to its cost. However, the researcher has determined that perceived value refers to the capability of a product or service to meet customer's needs concerning its price (Wang et al., 2016). Thus, the research shows how perceived value is influenced by both price and quality of the product or services being offered. The pleasure experienced in using a product is a positive risk while the risks affect the consumption are a negative thing.

2.4 Electronic Word of Mouth

Electronic word of mouth is one of the primary variables for evaluation in this research. Therefore, the current research reviews how other literature has measured and defined their studies are based on this concept.

2.4.1 Definition of the Electric Word of Mouth

Electronic Word of Mouth is one of the commonly used business tools of marketing, which can become viral, especially if the information is funny. It is primarily a commercial term used in marketing activities and the promotion of products and services. According to Liang, Choi, and Joppe (2018), Electronic Word of Mouth (eWOM) exist when the word of mouth is exchanged over the online platform. Such platforms may include the social sites such as Wechat, Facebook and QQ that are popular in different parts of the world.

The research by Babic Rosario et al. (2016) also explains how eWOM explains the ability of customers to share their own experiences of using product or services to their colleagues. The act of sharing is hence central to eWOM where customers are likely to narrate their experiences of

using a product or services to their friends over the online platform. As most of the people in the social media has a type of connection such as family or friend connection, what they share has great impact to social media users.

Further, these customers also share with colleagues on the specific brands from such companies regarding the specifications and tastes. In return, customers can make a buying decision from the information obtained from the Word of Mouth interaction with their friends on social media and online networks (Wang et al., 2016). eWOM differs from the traditional word of mouth in that eWOM uses electronic media and the internet to promote information sharing among people. It is hence more appropriate and convenient since people can access any information regarding any product from the online catalogue and companies' websites. It is a contact that happens on the internet on person-to-person where they pass information about the various products, such as electronic, which they purchase (Babic Rosario et al., 2016). The improved technology helps people to give information to their friend through the internet and social media.

2.4.2 Measurement of Electronic Word of Mouth

According to Ahmad and Laroche (2017), measurement of Electronic Word of Mouth is characterized by interpersonal communication that makes it different from the mass communication approaches used in marketing, including advertising. In addition, communication in the electronic word of mouth is essentially non-commercially based, and hence there is no bias in the information sharing. Primarily, one can share with a friend about a particular product or service bought from a specific retail store via a variety of social media and online platforms. Such interaction can influence the buying decision of the other person to purchase a similar product from the same store.

Some researchers such as Luo and Zhong (2015) explain how eWOM leads to information sharing. According to the authors, electronic Word of Mouth promotes advertising and marketing efforts by companies since it involves commercial content. Such content includes information regarding different companies, products, services, and brands of companies. The research by Boerman, Willemsen, and Van Der Aa (2017) explains how the number of people who are willing to share information regarding a certain brand is among the key indicator that can be used to measure eWOM. The effectiveness of eWOM is considered high in a situation where there is high number of people who are using online platforms in sharing information about a brand.

Table 2-4: Electronic Word of Mouth summary table

Author	Year	Description (Definition and Measurement)
Luo and Zhong	2015	Word of mouth comprises of the customer reviews shared with other potential customers
Babic Rosario et al.	2016	Word of mouth is the ability of customers to share their own experiences of using product or services to their colleagues
Wang et al.	2016	Social media communication is the measure of eWOM
Ahmad and Laroche	2017	Word of mouth is characterized by interpersonal communication among customers
Boerman, Willemsen, and Van Der Aa	2017	Word of mouth is measured by the information shared by the customers
Liang, Choi, and Joppe	2018	Word of mouth can be measured by analysing the comments shared by the customers of social platforms

Source: Constructed by the writer

2.4.3 Concluding Summary

Electronic Word of Mouth has become more popular due to its applicability to social media networks. The growing communication technology has been a major driving force of eWOM since it creates social interactions via the internet. Most of the world's population is regular visitors of online /social media platforms (Litvin, Goldsmith, & Pan, 2018). Especially in a young society, social media has become a habit. Hence, companies are taking advantage of

social interactions to advertise and post crucial information regarding their services and products for online users to access and make buying decisions.

Moreover, Boerman, Willemssen, and Van Der Aa (2017) argued that eWOM continues to gain popularity and more beneficial to the growth and profitability of business companies because people like to share. Most of the peoples seem to trust real people more than they believe the information given through advertisement (Luo & Zhong, 2015). Therefore, the internet is helping people to have information on what to purchase and from which store. The consumers are getting help from social media in making decisions about buying products and influencing people positively.

2.5 Purchase Intention

Defining purchase intention is crucial to understanding factors influencing a customer's decision to purchase a product. The investigator explores contribution of various scholars in defining this term and measurement tools used to assess this concept.

2.5.1 Definition of Purchase Intention

According to Wang and Tsai (2014), purchase intention can be easily defined as the willingness of customers to buy products or service of brand at the existing marketing price. Such willingness usually leads to the actual purchase among the consumers who are involved in the purchase decisions. The research by Younus, Rasheed, and Zia (2015) also defines the purchase intention as the customer's preference in buying products or services. Thus, it is evident that the purchase intentions are guided by some aspects of evaluation.

Rezvani et al. (2012) define purchase intention as the personal action propensities according to a brand. However, a significant distinction has been made between attitude and intention. Scholars have reported that intention is guided by a sense of motivation while mentality is based on the

evaluation of products. Others researchers have defined purchase intention as the perceived likelihood or feeling of buying products that are advertised; “what we think we will buy”; the individual consciousness while buying a brand; physiological actions or decision to act that shows the customer’s behaviour according to the product (Rezvani et al., 2012). Studies have highlighted a strong connection between brand image, perceived value, and purchase intention. Wang and Tsai (2014) reported that consumers have a higher tendency of purchasing the brand products that are well known and those with a positive image due to the increased perceived value and lowered perceived risks.

2.5.2 Measurement of Purchase Intention

Purchase intentions are a crucial element of consumers’ cognitive behaviour because it highlights the intent of an individual to buy specific products or brand. Thus, the consumer purchase intention can be measured by evaluating both the consideration and the expectation of the customer in buying a product (Hosein, 2012). Generally, measuring the purchase intent can help in determining the “optimal” prices especially when it is integrated with price elasticity. Thus, the inverse relationship can be modelled to assist in measuring the purchase intention. However, there may be no correlation between the purchase intent and the price of the product or services especially those based on brand perception (Zhang, 2015). For example, the price of luxury care does not influence the purchasing decisions of a customer as much as brand relation and loyalty. Numerous ways and models can be used to measure the purchase intention of the consumers. One of the simplest models is to identify purchasing behaviour using online surveys. The purchasers and non-purchasers manifest varying individual product experiences based on their knowledge or familiarity with the brand (Yu & Lee, 2019). Thus, individual customers tend to portray different valuation of the product. Based on the traditional consumer’s perspective, the

purchasers with information about the product can easily judge the attributes of the product and make informed decisions while evaluating the alternatives (Zhang, 2015). Similarly, Yu and Lee (2019) illustrated that the product-related experiences aid the consumers in generating memories of the products.

Table 2-5: Purchase Intension summary table

Author	Year	Description (Definition and Measurement)
Hosein,	2012	Purchase intention can be measured by evaluating both the consideration and the expectation of the customer in buying a product
Rezvani et al.	2012	Purchase intention is the perceived likelihood or feeling of buying products that are advertised
Wang and Tsai	2014	Purchase intention is has two aspects, product image and product reach.
Younus, Rasheed, and Zia	2015	Purchase intention is the customer's preference in buying products or services
Zhang	2015	Evaluating consumer purchase behaviour to determine purchase intention
Yu and Lee	2019	Purchase behaviour is attributed to customer's familiarity with the product

Source: Constructed by the writer

2.5.3 Concluding Summary

The consumer purchase decision multifaceted process that is related to attitudes, perception and behaviour of the consumers. Studies have shown that purchasing intention is significantly influenced by the price of the product or perceived quality and value (Wang & Tsai, 2014). Correspondingly, the consumers are also affected by external and internal motivations during the

procuring process. Thus, purchase intention can be illustrated as the tendency of consumers to buy certain products under certain conditions. A strong connection exists between the customers' perception of the product and purchasing intentions. As such, most customers always think that the purchase of little known, simple packaged and low-cost products is a high risk since they question the quality products. A positive image created by the brand has a significant role in creating loyal customers and retaining the market share. Studies have reported that the customers who are loyal to the brand tend to make more purchases and make recommendations to others. Additionally, a correlation exists between brand equity, brand image, and the consumer's purchase intention.

2.6 Relationship between Variables

This section presents the various relationships existing between the study variables. This is key to identifying what other researchers have documented regarding the way these variables interact.

2.6.1 Relationship between Brand Commitment and Purchase Intention

Most of the existing studies that show the relationship between brand commitment and purchase intention explain how the two concepts complement each other. The purchase intention of a consumer can be used to explain the brand commitment levels that they have a strong brand commitment will influence a strong purchase intention (Rezvani et al. 2012). When there is a strong commitment, the willingness of a consumer to purchase a product or service is high.

2.6.2 Relationship between Brand Image and Purchase Intention

The research Wang and Tsai (2014) identified how the relationship between brand image and purchase intention is strongly correlated. With a strong brand image, consumers are willing to

purchase products or services under a brand even when they are priced highly. The brand image also influences customers in having a positive perception on the products that are being sold leading to a strong brand commitment.

2.6.3 Relationship between Perceived Value and Purchase Intention

As evident from the literature evaluation of perceived value, the perception that customers have on the value of the product influences their decision to purchase or not purchase the product. Most of the existing literatures such as the study by Wang and Tsai (2014) assert the existence of a positive relationship between perceived value and purchase intention that customers may have towards a product. Such perception indicates that a strong perceived value will lead to a strong purchase intention. The relationship between the two variables is direct implying that a change in perceived value will directly affect the purchase intention

2.6.4 Relationship between Electronic Word of Mouth and Purchase Intention

There are mixed literature review results on the relationship between eWOM and purchase intention (Wang et al., 2016). While in most cases eWOM is likely to positively influence purchase intention, there are some cases where the impact of eWOM is not significant. Liang, Choi, and Joppe (2018) explain a situation where consumers feel the experiences of their family members and friends is not similar with their own experiences as an example when the impact of eWOM may not be significant.

2.6.5 Concluding summary and Research Gaps

Reviewed literature has demonstrated that electronic word of mouth plays an imperative role in selling of a product. In line with eWOM, brand image and commitment have a close correlation

as they aid in promoting a customer's purchase intention resulting to customer loyalty. Perceived value of a quality is also important in facilitating eWOM marketing since customers can share more information about a product to their fellow colleagues. Brand image, purchase value, and brand commitment influences a customer's purchase decision since what one knows about the product determines the purchase intention of a product.

However, a critical review of the literature also shows the existence of literature gaps that can be addressed by the implementation of a primary research. Among such gaps is the lack of case studies of how eWOM, brand image, perceived value and brand commitment have affected the purchase intention of fashion brands in emerging economies. Most of the existing data on brand value focuses on western brands and emerging economies such as Asian tiger's countries, Brazil and India are greatly ignored. Implementing a research on Tough fashion brand that is managed by Bauhaus International Holding Company is hence essential in filling the literature gaps that currently exist.

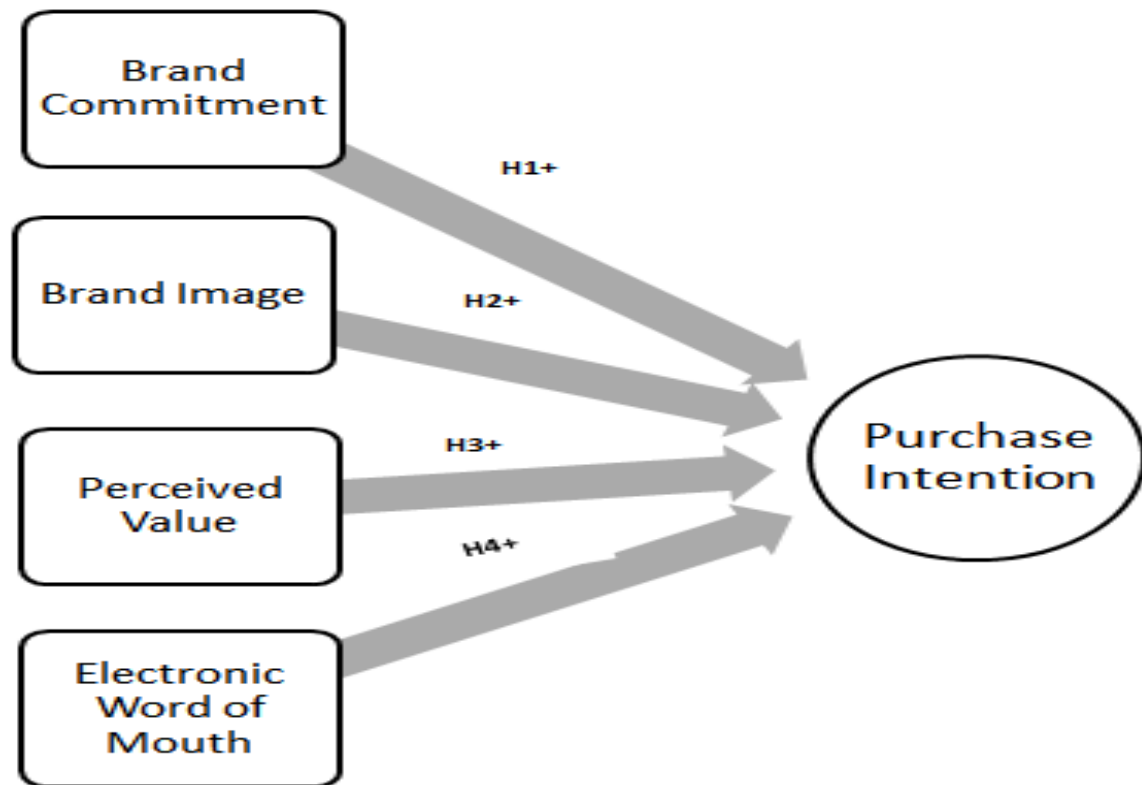
Chapter 3 Research Methodology

The current chapter outlines the research framework, variables, and structure applied in the current research implementation. The chapter also describes the study population and identification of sample size, and points out the methodology and methods that were relied upon to collect the research data. There is also a discussion of the research ethics that were observed throughout the research implementation and the end of the chapter.

3.1 Research Framework

The research framework indicates the association between variables in the study proposal. The purpose of the study is to test the hypotheses stated below.

Figure 3-1: Research Framework



Source: Constructed by the writer

Hypotheses to be tested:

H1: Brand Commitment has a positive and significant effect on Purchase Intention

H2: Brand Image has a positive and significant effect on Purchase Intention

H3: Perceived Value has a positive and significant effect on Purchase Intention

H4: Electronic Word of Mouth has a positive and significant effect on Purchase Intention

It is necessary to define the variables and structure of the study since the research framework is fixed. Brand Commitment is equivalent to the measure of consumers' loyalty a particular product's brand, in this case to Tough clothing line (Alhaddad, 2015). Brand Image refers to the

overall impression of a given product's brand, which is common in a given group of consumers, and it has a direct relation to Perceived Value. Electronic Word of Mouth is any statement about a given product's brand, whether negative or positive, published on the internet and available to a multitude of people, who may be former, existing, or potential clients (See Table 3.1). Perceived Value, on the other hand, is the imagined value of products based on both intrinsic and extrinsic cues relative to the quality of alternative products. Finally, Purchase Intention is the likelihood that customers will buy a given product of a specific firm, as presented in the market. Perceived Value is more of an abstract aspect and can only be measured by considering the extrinsic and intrinsic cues of a product. Bauhaus has various brands (Superdry, Salad, Tough, and 80/20), but in this study, only the Tough brand is considered for analysis.

Table 3-1: Operational definitions of variables

Variable	Definition	Source
Brand Commitment	This refers to the measure of consumers' loyalty a particular product's brand	Alhaddad (2015)
Brand Image	This refers to the overall impression of a given product's brand which is common in a given group of consumers	Alhaddad (2015)
Perceived Value	Consumers' overall feeling about the quality of the Tough clothing line	Alhaddad (2015)
Electronic Word of Mouth	Electronic word of mouth is any statement about a given product's brand, whether negative or positive, published on the internet and available to a multitude of people, who may be former, existing, or potential clients	Wu and Wang (2011)
Purchase Intention	Purchase intention is the likelihood that customers will buy a given product of a specific firm, as presented in the market	Cronin et al. (2000)

Source: Constructed by the writer

3.2 Type of Research

The research can be categorized into various types as per the nature and goal of the study. The current research adopted mixed research methods where both qualitative and quantitative data were collected.

3.2.1 Quantitative Research

This method focuses on collecting and analysing data quantitatively. Thus, quantifiable or numerical data were collected using survey questions and later analysed it using mathematical and statistical tools (Frels & Onwuegbuzie, 2013). Questionnaires were designed to prompt the respondent in providing quantitative data. The quantitative analysis offered more information about the Bauhaus Tough products and facilitated in establishing the research hypotheses for quantitative analysis.

3.2.2 Qualitative Research

The research collected descriptive qualitative data. Focus groups were utilized to help in collecting qualitative data where they attended to the open-ended questions. According to Berger (2015), the use of qualitative approach allows the respondents to convey their thoughts without being restricted to choices. Questions that aimed at gaining insights about what participants viewed the Brand Commitment, Brand Image, Perceived Value, and Electronic Word of Mouth among other features of Bauhaus products were posed.

3.3 Data Collection Method

The objective of this analysis is to identify the object of research and meet all study objectives. The research, therefore, considered both primary and secondary data were collected through interviews and questionnaires.

3.3.1 Primary Data

Primary data refers to the first-hand information collected in a research by utilizing methods such as surveys and experiments (Bernard & Bernard, 2012; Bernard, 2017). The research data was collected with the help of a questionnaire data collection and the focus group interviews.

3.3.2 Secondary Data

Bryman and Bell (2015) explain how the use secondary data sources offers a variety of theses as well as an extensive description of the research construct. There is a wide collection of resources available for use by scholars as secondary sources of information, and those used in this study have been provided in the reference section. Data obtained from the secondary sources is usually analysed using complex sample designs (Berger, 2015). The sources also provided information useful in developing the data analysis methodologies as well as statistical analysis tools. This was necessary to understand the planning process required before embarking on the study to ensure effective and successful achievement of research objectives.

3.4 Sampling Method

The sampling is aimed at explaining the study target population, size of the sample population, type of data to be studied as well as the type of research. It also provides the descriptions and definitions of each part of this study.

3.4.1 Target Population

The target population of the study includes all people living in Hong Kong. Referred to the records from Hong Kong Census and Statistics Department, (2019) up to June 2018, Tough consumers are mostly aged between 20-64 years old in Hong Kong, and the total revenue of the apparel industry is about billion. According to the Hong Kong Census and Statistics Department, (2019) report, there are 3.1 million users of apparels in Hong Kong, who contribute more than HK\$1,425 million into the industry. The total population of Hong Kong is 7.49 million, and about 70% of this population comprises people between the ages of 20-64 years (Hong Kong Census and Statistics Department, 2019). In this research, the target population group who are aged 20-64 and have shopping experience in Bauhaus retail stores.

3.4.2 Sample Frame

A sample frame refers to the people from which the study data can be collected. The frame denotes people within the target population that can participate in the research and stand out to be sampled. The research targeted residents of Hong Kong aged 20 to 64 years.

3.4.3 Determination of Samples Size

According to the population data by the Hong Kong Census and Statistics Department, there are 5.3million people aged 20 to 64 who are the research objects as of July 2018 (Hong Kong Census & Statistic Department, 2019). The formulae used for calculating the sample size are:

$$\text{Sample size} = \frac{z^2 \times \hat{p}(1-\hat{p})}{c^2}$$

Source: Taherdoost (2017)

Where z is the z score, which corresponds to a given value of confidence level, p is the proportion of the population, ϵ is the margin of error, and N is the size of the population. The z score values are provided in the table below for varying confidence levels

Using the above formula for the unlimited population in Hong Kong, for a sample with a 95% confidence level, the z score is 1.96, the margin of error is 5%, and a population proportion of 0.5, the size of the sample is 384 (Hong Kong Demographics Profile 2019). The sample size for this research is 384.

3.4.4 Sample Procedure

In this study, a snowball sampling method was adopted where the study subjects were recruited, as they were perceived to contain significant information about the study topic. Although this method is non-random, it allows one to be selective of the samples that possibly would enrich the current research (Creswell & Poth, 2017).

3.5 Data Analysis

Data collected from the interview and questionnaires was analysed using thematic and SPSS statistical techniques. Thematic analysis was necessary to identify the patterns and similarities within the data collected in the focus group discussion (Vaismoradi et al., 2016; Nowell et al. 2017). Regression and correlation tools were employed to analyse how the variables were interrelated as per the responses provided in the questionnaires.

3.5.1 Descriptive Analysis

Collected data were evaluated using descriptive tools of analysis. Descriptive analysis helps in gaining an outward context of obtained data (Nowell et al., 2017). It enabled the research to

understand the distribution of the data collected, identify errors and omissions, and recognize any connections between variables (Anderson, Kelley, & Maxwell, 2017).

3.5.2 Reliability Test

According to Leung (2015), reliability test is required to determine the consistency and stability of the measurement tool in achieving the objectives of the research. The study used the test-retest method to determine the reliability of the study tool to determine the consistency of results over time. The reference table below help in showing the measures that were used to evaluate the reliability of the research data collected.

Table 3-2 Reference table for reliability test

Cronbach's alpha level	Situation
$\alpha < 0.5$	Unacceptable
$0.5 \leq \alpha < 0.6$	Poor
$0.6 \leq \alpha < 0.7$	Questionable
$0.7 \leq \alpha < 0.8$	Acceptable
$0.8 \leq \alpha < 0.9$	Good
$\alpha \geq 0.9$	Excellent

Source: Constructed by the writer

3.5.3 Validity Test

Validity refers to the ability of the research tool to provide valid results. It is different from reliability in that reliability is a function of time and validity is not (Bolarinwa, 2015). The validity of the measurement tools was determined using the factor analysis method. Validity is directly related to reliability and vice versa (Bolarinwa, 2015). In this case, if the validity of the research tool is in question, its reliability is also disputable.

Table 3-3: Reference table of validity test

KMO's Level	Evaluation Standard
$KMO < 0.5$	Unacceptable
$0.5 \leq KMO < 0.6$	Poor
$0.6 \leq KMO < 0.7$	Average
$0.7 \leq KMO < 0.8$	Acceptable
$0.8 \leq KMO < 0.9$	Good
$KMO \geq 0.9$	Excellent

Source: Constructed by the writer

3.5.4 Correlation Analysis

Correlation analysis is required to establish the strength of the relationship between two variables, which are represented numerically and continuous. It helps the research to determine whether variables are related to one another. If two variables are correlated, it means that a variation in one affects the other variable resulting in a connected change. The Pearson coefficient was computed for the variables of this research to determine their correlation.

Table 3-4: Reference table for correlation analysis

Related Range	Related Meaning
$1.0 > \text{Pearson coefficient} \geq 0.7$	High positive
$0.7 > \text{Pearson coefficient} \geq 0.4$	Moderate positive
$0.4 > \text{Pearson coefficient} \geq 0.0$	Low positive
$0.0 > \text{Pearson coefficient} \geq -0.4$	Low negative
$-0.4 > \text{Pearson coefficient} \geq -0.7$	Moderate negative
$-0.7 > \text{Pearson coefficient} \geq -1.0$	High negative

Source: Constructed by the writer

3.5.5 Regression Analysis

Regression analysis is used to develop a mathematical function that explains the connection between two variables, one independent and the other dependent. This analysis took a multiple regression approach to show the relationship between the three independent variables on consumer's purchase intention of Bauhaus' Tough clothing brand.

Table 3-5: Reference table for regression analysis

Range of R Value	Related meaning of R value
0.9-1.0	Very high correlation
0.7-0.89	High correlation
0.40-0.69	Moderate correlation
0.2-0.39	Low correlation
0.00-0.19	Very low correlation

Source: Constructed by the writer

3.6 Focus group

The research used focus groups to collect qualitative data for the research. The focus group would participate in an extensive discussion lasting for two hours to answer open-ended questions provided in the questionnaires. The focus group consisted of six members. To keep the identities of the participants confidential, their records were kept anonymous (Plummer, 2017). There were six interviewees agreed to meet at Shangrila La Hotel for the discussion at 10:00 a.m. The meeting lasted for two hours, and by 12:00 noon, the focus group meeting was over. All the respondents had bought Tough branded clothing in the past hence were suited for the research. The research coordinator acted as the moderator during the discussion, ensuring that participants remained focused on the research questions. The questions addressed in the focus group discussions are shown in appendix 1.

3.7 Questionnaire Design

As identified by Osuna & Morgan (2017), the questionnaire is designed by analysing the constructs from the literature review and in the light of literature review the construct of all variables were constructed in Table 2-1 to 2-5. Accordingly, the developed questionnaire was tested in a pilot study to improve the questionnaire using the feedback from the pilot study.

To conduct the study, previous researches were identified and reviewed to construct the context of the analysis. Surveys were done online as well as through hard copy questionnaires to gain an understanding of the Perceived Value of Tough clothing brand and how it has affected consumers' Purchase Intention. The questions were framed in English and translated to Chinese language, which is the common language in Hong Kong. The initial 100 contacted people further reached out to their contacts that resulted in a total response of 1000. In total, 384 valid responses were extracted from the data collection and incomplete responses were discarded.

The questionnaire was structured as shown in appendix 2 and 3 where the questions for each of the research variables are shown in the tables below

Table 3-6: Variables and questionnaire of Brand Commitment

Research Objectives	Question No	Before Pilot Test	Remain After Pilot Test
Brand Commitment	BC01	I have positive thoughts when someone mentions Tough brand of clothes	I have positive thoughts when someone mentions Tough brand of clothes
	BC02	My family members and friends say positive things about Bauhaus' Tough clothe line	My family members and friends say positive things about Bauhaus' Tough clothe line
	BC03	Comment of others on Bauhaus' Tough clothe line have strong effect on me	Comment of others on Bauhaus' Tough clothe line have strong effect on me
	BC04	Based on my experience with the cloth brand, I am planning to continue wearing Tough clothes	Based on my experience with the cloth brand, I am planning to continue wearing Tough clothes
	BC05	I will not switch to another clothing brand	I will not switch to another clothing brand
	BC06	I am loyal to the Tough clothing line	I am loyal to the Tough clothing line
	BC07	I will still use Tough brand products in future	

Source: Constructed by the writer

The BCO7 was removed after the pilot study as it was found to be direct and leading to the participants who took part in the research.

Table 3-7: Variables and questionnaire of Brand Image

Research Objectives	Question No	Before Pilot Test	Remain After Pilot Test
Brand Image	BI01	Tough clothes meets my expectations	Tough clothes meets my expectations
	BI02	The prices of Tough clothing brand are reasonable	The prices of Tough clothing brand are reasonable
	BI03	Tough clothing brand are durable	Tough clothing brand are durable
	BI04	Tough brand raw are materials premium	
	BI05	Tough clothes are comfortable and appropriate for various functions.	Tough clothes are comfortable and appropriate for various functions.
	BI06	Tough clothes are suitable for both official and casual events.	Tough clothes are suitable for both official and casual events.
	BI07	I had a negative experience with Tough clothes	I had a negative experience with Tough clothes
	BI08	Are you confident when wearing Tough brand products	
	BI09	Tough clothing brand increases my confidence	Tough clothing brand increases my confidence
	BI10	I am a fashion enthusiast	I am a fashion enthusiast
	BI11	Tough brand is a famous brand	Tough brand is a famous brand

Source: Constructed by the writer

The B104 question was removed as it was found to be similar with B104 question that focused on quality of the raw materials.

The B108 question was also removed due to its similarity with B109 question as both questions focused on how the Tough brand increases the consumer's confidence.

Table 3-8: Variables and questionnaire of Perceived Value

Research Objectives	Question No	Before Pilot Test	Remain After Pilot Test
Perceived Value	PV01	My rating of Tough brand of clothes out of 5	My rating of Tough brand of clothes out of 5
	PV02	I love Tough designs	I love Tough designs
	PV03	I feel that Tough clothing brand connects with me as a client	I feel that Tough clothing brand connects with me as a client
	PV04	I think Tough brand is worth its cost	

Source: Constructed by the writer

The removal of PV04 was influenced by the pilot study participants who stated that the statement is ambiguous as the cost of different products under Tough brand is diverse.

Table 3-9: Variables and questionnaire of Electronic Word of Mouth

Research Objectives	Question No	Before Pilot Test	Remain After Pilot Test
Electronic Word of Mouth	eWOM01	I will share my views on the e-commerce/internet platforms	I will share my views on the e-commerce/internet platforms
	eWOM02	I will recommend my relatives and friends to look for comments from the internet	I will recommend my relatives and friends to look for comments from the internet
	eWOM03	Before shopping, I will look for relevant comments from the internet	Before shopping, I will look for relevant comments from the internet
	eWOM04	The posts of my friends over the internet on the price of fashion products	

Source: Constructed by the writer

The eWOM04 statement was removed, as it is similar with eWOM03 statement that focuses on one looking on relevant comments in the internet before making fashion product purchases.

Table 3-10: Variables and questionnaire of Purchase Intention

Research Objectives	Question No	Before Pilot Test	Remain After Pilot Test
Purchase Intention	PI01	When I walk into a Bauhaus store, I prefer buying Tough clothes as compared to other brands	When I walk into a Bauhaus store, I prefer buying Tough clothes as compared to other brands
	PI02	I would choose the Tough clothing brand as compared to other brands	I would choose the Tough clothing brand as compared to other brands
	PI03	I can buy different types of the Tough clothing line	I can buy different types of the Tough clothing line
	PI04	Other peoples' negative comments on Bauhaus' online about the Tough brand affects my purchase intention	Other peoples' negative comments on Bauhaus' online about the Tough brand affects my purchase intention

Source: Constructed by the writer

All the statements are found appropriate after the interview.

3.8 Pilot Test

The pilot test enables one to get familiar with the analysis process in addition to determining the reliability of the research tools (Anderson, Kelley, & Maxwell, 2017). A group of 30 people were identified and used as the research participants in the pilot study. Participants were chosen

with the use of the snowballing sampling that helps in identifying the most qualified participants for the research.

Research questionnaires are provided to pilot test respondents and requested them to be as honest as possible. They are also not required to provide their personal details to preserve their confidentiality. Results obtained were tested for consistency, and analyzed critically to determine irrelevant questions in the questionnaire (Mirabi, Akbariyeh, & Tahmasebifard, 2015). The factor analysis method was used to test the validity of the questionnaires. For each question in the questionnaire, the respondents would provide their agreement with the question using a five-point like scale. In this scale, strongly disagree=1, disagree-2, neutral-3, agree-4, and strongly agree-5. This would provide an insight into the reliability of the research tools.

3.9 Reliability Statistics

The reliability test for the pilot study indicated that the data was highly reliable as shown below:

Table 3-11: Reliability Statistics in Brand Commitment

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.84	.867	30

Source: Constructed by the writer

A Cronbach value of 0.84 indicates that the pilot test figures for brand value items are reliable and hence applicable in the final research.

Table 3-12: Reliability Statistics in Brand Image

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.902	.910	30

Source: Constructed by the writer

A Cronbach value of 0.902 indicates that the pilot test figures for brand image items are reliable and hence applicable in the final research.

Table 3-13: Reliability Statistics in Perceived Value

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.893	.894	30

Source: Constructed by the writer

A Cronbach value of 0.893 indicates that the pilot test figures for the perceived value items are reliable and hence applicable in the final research.

Table 3-14: Reliability Statistics in Electronic Word of Mouth

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.854	.850	30

Source: Constructed by the writer

A Cronbach value of 0.854 indicates that the pilot test figures for electronic word of mouth value items are reliable and hence applicable in the final research.

3.10 Formal Survey

Only the research respondents who have bought Tough products were asked to participate in the analysis. The participants were selected randomly to avoid biased opinions. The focus group discussion was necessary to collect qualitative data within the shortest time possible while the use of questionnaires provided qualitative data. The closed-ended questionnaires were necessary to facilitate quantitative analysis of the respondents' answers.

3.11 Research Ethics

To ensure ethics of research were observed, no respondent was forced or coerced to participate in the study. All participants participated willingly and were fully educated about the type of research conducted and what was required of them. They were then asked to sign an informed consent agreement paper confirming that they participated in the study willingly and were fully aware about the study objectives (Hair Jr., Page, & Brunsveld, 2019). It was also necessary to assure respondents that their confidentiality would be kept and, as such, was not required to provide their personal details in the questionnaire papers. The respondents were asked to remain as honest as possible and to provide their opinions without fear of maintaining the reliability of the study.

3. 12 Research Limitation

The study used non-probability sampling that relies on one's subjective judgment in selecting the participants of the study. This implies that not all individuals within the target population stood out to be selected in the study, but rather those that were perceived fit for the study. The study also aims at finding ways that can be used to market apparel products to the target customers (Lewis, 2015). However, it fails to identify ways that the industry can be improved in meeting customer expectation regarding goods and services offered by this industry.

3.13 Concluding Summary

The current chapter helps in directing the research and determining the collection of data. It has presented monumental information regarding the way the sample size was determined, recruited, and sampled. The chapter has also presented the questionnaire design that dictates the tools to be used in the collection of data. The chapter has also presented the way the pilot test was conducted, which was later used as the basis for major study. The collected data was analysed and discussed in the subsequent chapters.

Chapter 4 Data Analysis and Results

The current chapter presents the research data that was derived with the use of the SPSS data analysis tool. Among the research findings that are presented include the descriptive data that include the mean and the standard deviations of the research variables. The descriptive analysis also provides demographic variables, personal information, predictors and outcome attributes. The data analysis and results section also presents the regression and correlation data that indicates the relationships that exist among the multiple variables of the current research. The chapter also offers findings on the reliability and validity of the research data that was applied when coming up with the current research.

Table 4-1: Respondents' Age frequency distribution

Age Frequency					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20	39	10.2	10.2	10.2
	20- 34	113	29.4	29.4	39.6
	34-49	158	41.1	41.1	80.7
	50- 64	74	19.3	19.3	100
	Total	384	100	100	

Source: Constructed by the writer

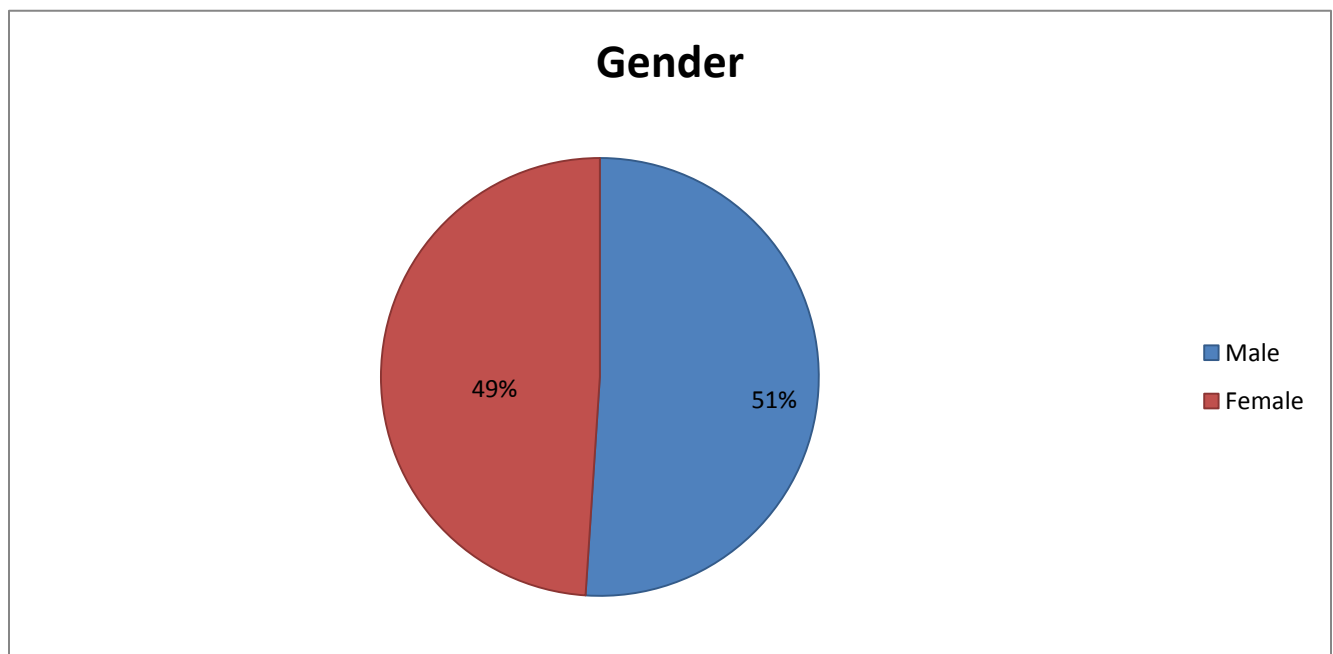
Results in above Table shows frequency distribution of respondents' Age. From a total of n = 384 valid respondents, majority 41.1% are the age of 34 to 49 years, 10.2% are age below 20, 29.4% are age between 20 to 34 years, and 19.3% are age between 50 and 64 years. The gender of the respondents is shown in the Table 4-1 and Figure 4-1 below

Table 4-2: Respondents' Gender frequency distribution

Gender Frequency					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	196	51	51	51
	Female	188	49	49	100
	Total	384	100	100	

Source: Constructed by the writer

Figure 4-1: Respondents' gender frequency distribution



Source: Constructed by the writer

Results in figure 4-1 shows frequency distribution of respondents' gender. From a total of $n = 384$ valid respondents, 51.0% are males while 49.0% are females. This shows there is gender balance in questionnaire distribution.

Table 4-3: Respondents' Personal Monthly Income frequency distribution

Personal Monthly Income/ Allowance (HK\$)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15,000 to 19,999	192	50	50	50
	20,000 to 24,999	71	18.5	18.5	68.5
	25,000 to 29999,	53	13.8	13.8	82.3
	30,000 and above	68	17.7	17.7	100
	Total	384	100	100	

Source: Constructed by the writer

Results in above Table shows frequency distribution of respondents' Personal Monthly Income. From a total of n = 384 valid respondents, majority (50.0%) of the respondents earn between HK\$15,000 to 19,999, (18.5%) earn between 20,000 to 24,999, and 17.7% earn between 300,000 and above respectively. The least (13.8%) earn between 25,000 and 29,999.

Table 4-4: Respondents' Employment Status frequency distribution

Employment Status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	34	8.9	8.9	8.9
	Employed	324	84.3	84.3	93.2
	Unemployed	26	6.8	6.8	100
	Total	384	100	100	

Source: Constructed by the writer

Result in above Table shows frequency distribution of respondents' Employment status. From a total of n = 384 valid respondents, majority (84.3%) are employed while 8.9% are students. Only 6.8% are unemployed.

Table 4-5: Respondents' Marital Status frequency distribution

Marital status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	127	33.1	33.1	33.1
	Married	228	59.4	59.4	92.5
	Other	29	7.5	7.5	100
	Total	384	100	100	

Source: Constructed by the writer

Results show frequency distribution of respondents' Marital Status. From a total of n = 384 valid respondents, 59.4% are married while 33.1% are single. Others forms of marital status are 7.5%.

Table 4-6: Respondents' Education Level frequency distribution

Education Level					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary	13	3.3	3.3	3.3
	HKDSE	77	20.1	20.1	23.4
	Diploma	132	34.4	34.4	57.8
	Degree	118	30.7	30.7	88.5
	Master and above	28	7.3	7.3	95.8
	Other	16	4.2	4.2	100
	Total	384	100	100	

Source: Constructed by the writer

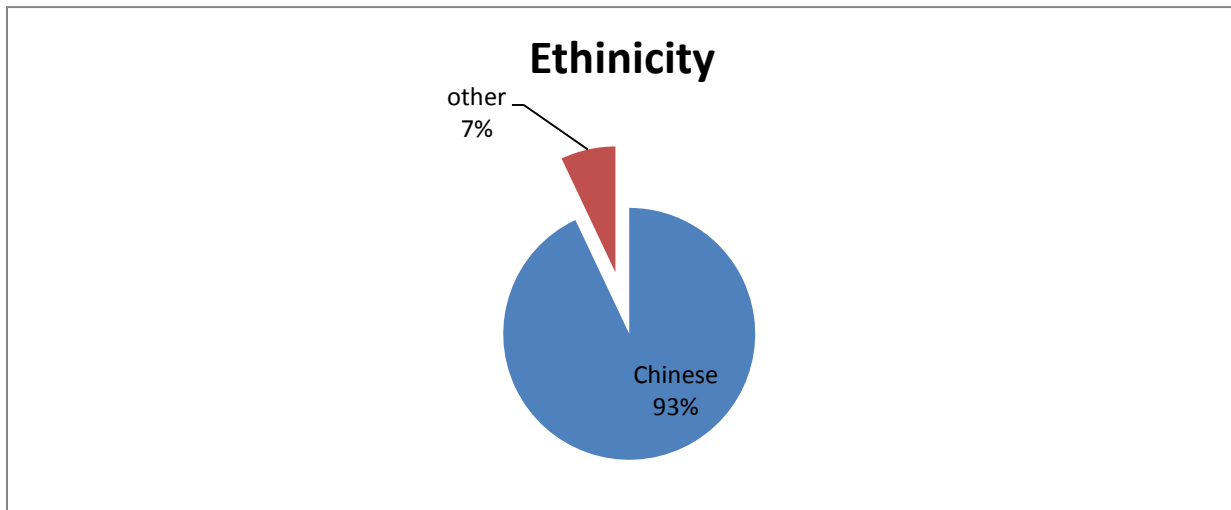
Results in above Table show frequency distribution of respondents' Education Level. From a total of n = 384 valid respondents, majority are Diploma (34.4%) while (30.7%) have Degree. (20.1%) and (7.3%) completed HKDSE and Master program respectively. 16 respondents stated their education qualification as other such as foreign certificates qualifications. 13 respondents completed with Primary education.

Table 4-7: Ethnicity frequency distribution

Ethnicity					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese	357	93	93	93
	Other	27	7	7	100
	Total	384	100	100	

Source: Constructed by the writer

Figure 4-2: Ethnicity distribution



Source: Constructed by the writer

Figure 4-2 shows majority (93%) of the respondents were Chinese while only 7% constituted of other ethnic backgrounds.

4.2 Reliability and Descriptive Statistics

Cronbach's alpha statistic was used to test if questionnaire variables are reliable to be used for analysis purposes.

4.2.1 Scale: Brand Commitment

Table 4-8: Reliability Statistics in Brand Commitment

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.815	.817	5

Source: Constructed by the writer

Cronbach's Alpha coefficient (0.815) shows excellent reliability of Emotional Commitment sub factors. It indicates a high level of internal consistency in all the five-item measures.

Table 4-9: Item Statistics in Brand Commitment

Item Statistics				
		Mean	Std. Deviation	N
BC01	I have positive thoughts when someone mentions Tough brand of clothes	3.54	.902	384
BC02	My family members and friends say positive things about Bauhaus' Tough clothe line	3.89	.990	384
BC03	Comment of others on Bauhaus' Tough clothe line have strong effect on me	3.86	.980	384
BC04	Based on my experience with the cloth brand, I am planning to continue wearing Tough clothes	3.54	.902	384
BC05	I will not switch to another clothing brand	3.91	.959	384
BC06	I am loyal to the Tough clothing line	3.83	.970	384

Source: Constructed by the writer

There are 6 items. The standard deviation is between 0.902 to 0.990, less than 1.

The difference is small. Thus, they have the similar opinion.

The highest mean is 3.91 for BC05: 'I will not switch to another clothing brand'.

The lowest mean is 3.54 for BC01: 'I have positive thoughts when someone mentions Tough brand of clothes'.

4.2.2 Scale: Brand Image

Table 4-10: Reliability Statistics in Brand Image

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.813	.813	7

Source: Constructed by the writer

Cronbach's Alpha coefficient (0.813) shows excellent reliability of Brand Image sub factors. It indicates a high level of internal consistency in all the seven-item measures.

Table 4-11: Item Statistics in Brand Image

Item Statistics				
		Mean	Std. Deviation	N
BI01	Tough clothes meet my expectations	3.83	.969	384
BI02	The prices of Tough clothing brand are reasonable	3.91	.967	384
BI03	Tough clothing brands are durable	3.57	.897	384
BI05	Tough clothes are comfortable and appropriate for various functions.	4.12	.874	384
BI06	Tough clothes are suitable for both official and casual events.	3.74	.834	384
BI07	I had a negative experience with Tough clothes	3.86	.972	384
BI09	Tough clothing brand increases my confidence	3.97	.950	384
BI10	I am a fashion enthusiast	3.60	.867	384
BI11	Tough brand is a famous brand	3.93	.983	384

Source: Constructed by the writer

There are 9 items. The standard deviation is between 0.834 to 0.983, less than 1.

The difference is small. Thus, they have the similar opinion.

The highest mean is 4.12 for BI05: ‘Tough clothes are comfortable and appropriate for various functions.’.

The lowest mean is 3.57 for BI03: ‘Tough clothing brands are durable’.

4.2.3 Scale: Perceived Value

Table 4-12: Reliability Statistics in Perceived Value

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.893	.894	3

Source: Constructed by the writer

Cronbach's Alpha coefficient (0.893) shows excellent reliability of Perceived Value sub factors.

It indicates a high level of internal consistency in all the three-item measures.

Table 4-13: Item Statistics in Perceived Value

Item Statistics				
		Mean	Std. Deviation	N
PV01	My rating of Tough brand of clothes out of 5	4.02	.960	384
PV02	I love Tough designs	3.88	.977	384
PV03	I feel that Tough clothing brand connects with me as a client	3.99	.938	384

Source: Constructed by the writer

There are 3 items. The standard deviation is between 0.938 to 0.977, less than 1.

The difference is small. Thus, they have the similar opinion.

The highest mean is 4.02 for PV01: 'My rating of Tough brand of clothes out of 5'.

The lowest mean is 3.88 for PV02: 'I love Tough designs'.

4.24 Scale: Electronic Word of Mouth

Table 4-14: Reliability Statistics in Electronic Word of Mouth

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.909	.908	3

Source: Constructed by the writer

Cronbach's Alpha coefficient (0.909) shows excellent reliability of Electronic Word of Mouth subfactors. It indicates a high level of internal consistency in all the three-item measures.

Table 4-15: Item Statistics in Electronic Word of Mouth

Item Statistics				
		Mean	Std. Deviation	N
EWM01	I will recommend my relatives and friends to look for comments from the internet	4.15	.845	384
EWM02	Before shopping, I will look for relevant comments from the internet	4.10	.857	384
EWM03	I will share my views on the e-commerce/internet platforms	4.05	.867	384

Source: Constructed by the writer

There are 3 items. The standard deviation is between 0.845 to 0.867, less than 1.

The difference is small. Thus, they have the similar opinion.

The highest mean is 4.15 for EWM01: 'I will recommend my relatives and friends to look for comments from the internet'.

The lowest mean is 4.05 for EWM03: ‘I will share my views on the e-commerce/internet platforms’.

4.2.5 Scale: Purchase Intention

Table 4-16: Reliability Statistics in Purchase Intention

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.878	.880	4

Source: Constructed by the writer

Cronbach’s Alpha coefficient (0.878) shows excellent reliability of Purchased Intention sub factors. It indicates a high level of internal consistency in all the four-item measures.

Table 4-17: Item Statistics in Purchase Intention

Item Statistics				
		Mean	Std. Deviation	N
PI01	When I walk into a Bauhaus store, I prefer buying Tough clothes as compared to other brands	4.31	.708	384
PI02	I would choose the Tough clothing brand as compared to other brands	4.22	.787	384
PI03	I can buy different types of the Tough clothing line	4.33	.738	384
PI04	Other peoples’ negative comments on Bauhaus’ online about the Tough brand affects my purchase intention	4.32	.707	384

Source: Constructed by the writer

There are 4 items. The standard deviation is between 0.707 to 0.787, less than 1.

The difference is small. Thus, they have the similar opinion.

The highest mean is 4.33 for PI03: 'I can buy different types of the Tough clothing line'.

The lowest mean is 4.22 for PI02: 'I would choose the Tough clothing brand as compared to other brands.'.

4.3 Validity and Descriptive Statistics

This section presents validity and descriptive statistics of the study variables.

4.3.1 Scale: Brand Commitment

Table 4-18: KMO and Bartlett's Test in Brand Commitment

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.609
Bartlett's Test of Sphericity	Approx. Chi-Square	564.831
	Df	10
	Sig.	.000

Source: Constructed by the writer

Kaiser-Meyer-Olkin Measure of Sampling Adequacy test shows there is significant correlation between the brand commitment variables, that is, KMO = 0.609, which is greater than .5 and Bartlett's test of Sphericity is significant at 0.0001.

4.3.2 Scale: Brand Image

Table 4-19: KMO and Bartlett's Test in Brand Image

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.546
Bartlett's Test of Sphericity	Approx. Chi-Square	1615.972
	Df	21
	Sig.	.000

Source: Constructed by the writer

Kaiser-Meyer-Olkin Measure of Sampling Adequacy test shows there is significant correlation between the Brand Image variables, that is, $KMO = 0.546$, which is greater than .5 and Bartlett's test of Sphericity is significant at 0.0001.

4.3.3 Scale: Perceived Value

Table 4-20: KMO and Bartlett's Test in Perceived Value

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.750
Bartlett's Test of Sphericity	Approx. Chi-Square	675.060
	Df	3
	Sig.	.000

Source: Constructed by the writer

Kaiser-Meyer-Olkin Measure of Sampling Adequacy test shows there is significant correlation between the Perceived Value variables, that is, $KMO = 0.750$, which is greater than .5 and Bartlett's test of Sphericity is significant at 0.0001.

4.3.4 Scale: Electronic Word of Mouth

Table 4-21 KMO and Bartlett's Test in Electronic Word of Mouth

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.681
Bartlett's Test of Sphericity	Approx. Chi-Square	1003.503
	Df	3
	Sig.	.000

Source: Constructed by the writer

Kaiser-Meyer-Olkin Measure of Sampling Adequacy test shows there is significant correlation between the Electronic Word of Mouth variables, that is, KMO = 0.681, which is greater than .5 and Bartlett's test of Sphericity is significant at 0.0001.

4.3.5 Scale: Purchase Intention

Table 4-22: KMO and Bartlett's Test in Purchase Intention

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.692
Bartlett's Test of Sphericity	Approx. Chi-Square	1719.687
	Df	6
	Sig.	.000

Source: Constructed by the writer

Kaiser-Meyer-Olkin Measure of Sampling Adequacy test shows there is significant correlation between the Purchase Intention variables, that is, KMO = 0.692, which is greater than .5 and Bartlett's test of Sphericity is significant at 0.0001.

4.4 Inferential Statistics

Correlation analysis is a bivariate analysis to measure the strength of association between two variables and the direction of relationship (Cohen et al., 2014). The correlation analysis shows the relationship between brand commitment, brand image, perceived value, and electronic word of mouth.

4.4.1 Pearson's Product-Moment Correlations

Table 4-23: Correlation between predictor attributes and outcome variable

Correlations						
		Purchase Intention	Brand Commitment	Brand Image	Perceived Value	Electronic Word of Mouth
Purchase Intention	Pearson Correlation	1	.771*	.994*	.786*	.864*
	Sig. (2-tailed)		.000	.000	.000	.000
	N	384	384	384	384	384
Brand Commitment	Pearson Correlation	.771*	1	.626*	.589*	.745*
	Sig. (2-tailed)	.000		.000	.000	.000
	N	384	384	384	384	384
Brand Image	Pearson Correlation	.994*	.626*	1	.783*	.696*
	Sig. (2-tailed)	.000	.000		.000	.000
	N	384	384	384	384	384
Perceived Value	Pearson Correlation	.786*	.589*	.783*	1	.712*
	Sig. (2-tailed)	.000	.000	.000		.000
	N	384	384	384	384	384
Electronic Word of Mouth	Pearson Correlation	.864*	.745*	.696*	.712*	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	384	384	384	384	384
*. Correlation is significant at the 0.05 level (2-tailed).						

Source: Constructed by the writer

The Table above shows at 5% level; there exists moderate to high statistically significant

relationship between Purchase Intention and all the predictor attributes - Brand Commitment, Brand Image, Perceived Value, Electronic Word of Mouth. We can therefore conclude that all the independent variables are good predictors for linear regression model in predicting customer Purchase Intention.

4.4.2 Linear Regression

Table 4-24: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.83 ^a	.69	.687	3.87
a. Predictors: (Constant), Brand Commitment, Brand Image, Perceived Value, , Electronic Word of Mouth,				

Source: Constructed by the writer

The co-efficient of determination (R^2) (**0.69**) indicates Brand Commitment, Brand Image, Perceived Value, Electronic Word of Mouth, predictor variables explains **69%** of the variability of Purchase Intention.

Table 4-25: ANOVA Summary

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3937.076	4	984.269	6.978	.000 ^b
	Residual	53460.776	379	141.057		
	Total	57397.852	383			
a. Dependent Variable: Purchase Intention						
b. Predictors: (Constant), Brand Commitment, Brand Image, Perceived Value, Electronic Word of Mouth						

Source: Constructed by the writer

ANOVA results in table above shows that F-test is significant, i.e. $F(4, 379) = 6.978$, $p < 0.0001$.

Thus, we reject null hypothesis and assume that the model explains a significant amount of the variance in Purchase Intention. In addition, the significant predictor variables that constitute of regression model is a good fit for the data.

Table 4-26: Regression Co-efficient

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	63.584	5.193		12.243	.000
	Brand Commitment	.227	.043	.233	3.628	.000
	Brand Image	.442	.094	.545	2.647	.008
	Perceived Value	.360	.053	.387	6.746	.000
	Electronic Word of Mouth	.138	.040	.178	3.417	.001
a. Dependent Variable: Purchase Intention						

Source: Constructed by the writer

Brand Commitment, Brand Image, Perceived Value, and Electronic Word of Mouth are significant predictors of Purchase Intention, i.e. p-values < 0.05. Therefore, the regression models with all the predictor variables are good fit of the data. We can reject null hypothesis and conclude that; Brand Commitment, Brand Image, and Perceived Value affect consumers' Purchase Intention.

4.5 Research results

The review of the research findings and discussions indicates the existence of research results on the research hypothesis as shown below.

Table 4.27 Research Hypothesis results

Research hypothesis	Results
H1: Brand commitment has a positive and significant impact on purchase intention	Support
H2: Brand image has a positive and significant impact on purchase intention	Support
H3: Perceived value has a positive and significant impact on purchase intention	Support
H4: Electronic word of mouth has a positive and significant impact on purchase intention	Support

Source: Constructed by the writer

As shown in the table above, the results from the research findings support the two research hypotheses on purchase intention being affected and the increased purchase intention leading to higher profits.

4.6 Summary

The chapter summarizes the research findings that were derived from the survey of 384 Tough brand customers in Hong Kong. The reliability and validity tests indicates the data used in coming up with the results was reliable as the Cronbach's alpha test was above 0.75. The chapter also presents the descriptive statistics that shows a wide range of data such as the gender and the age of the research respondents who came up with the final study. The chapter also has information on correlations and regression of the research variables and purchase intentions where strong correlations of more than 0.7 are evident.

Chapter 5 Research Conclusions and Recommendations

The current chapter presents the research conclusions and recommendations that were derived from the implementation of the current research. From the research conclusions, the research implications and discussion have been offered. The research also presents recommendations that offer insights on the main takeaways that one can have from the current research implementation. The chapter also presents the research contributions where a review of the insights that the current research has given is analysed. The chapter also discloses the research limitations that affected the implementation of the current research where it explains the different factors that could have influenced the limitations in occurring. The chapter also reviews areas of future research such as studies that have avoided the current limitations. It also offers a summary of the different issues that have been covered by the chapter.

5.1 Research conclusions

The current section focuses on different areas of the research such as the establishment of the key objectives and methodology that guided the research implementation. There is also the review of the research findings and key takeaways from the current study.

5.1.1 Restating the research objectives and methodology

The main aim of the current research was to understand how brand equity factors such as brand commitment, brand image and perceived value influencing the purchase intentions that customers have on Tough brand that is owned by Bauhaus Holding Limited. The research aim was further broken down into three research objectives that include determining the effects of brand image, brand commitment, electronic word of mouth, and perceived quality on consumer

purchasing behaviour. The second objective sought to identify the relationship between brand commitment, brand image, perceived value, and electronic word of mouth concerning customers' buying behaviour. The third objective on its part sought to determine effective means of increasing brand commitment, brand image, and perceived quality to boost Bauhaus Company sales.

As evident from the research methodology section, a quantitative research methodological approach was utilized in the research analysis. The methodological approach entailed the collection of research data from 384 Tough brand customers in Hong Kong. Some of the research data was collected with the use of focus groups to understand the reactions that customers have on the Tough brand. The research data was collected with the use of a questionnaire design that dictates the tools to be used in the collection of data. A pilot test was also conducted, which was later used as the basis for identifying the questionnaire data collection used in the major study. Ethical issues that were mainly observed in this study include allowing participants to make personal decisions to participate in the study voluntarily and requesting them to sign a consent form. The privacy of the research information was also observed throughout the research implementation.

5.1.2 Discussion of the results

Cronbach's Alpha coefficient of Electronic word of mouth, Brand commitment, Brand image, Perceived value, and Purchase intention were 0.909, 0.815, 0.813, 0.893 and 0.878 respectively. This indicated that the data collected for Electronic word of mouth, Brand commitment, Brand image, Perceived value, and Purchase intention was reliable as all the variables reported a Cronbach's Alpha coefficient of >0.8 which shows good reliability of data.

Results further indicated that a Kaiser-Meyer-Olkin measure of sampling adequacy of Electronic word of mouth, Brand commitment, Brand image, Perceived value, and Purchase intention were 0.681, 0.609, 0.546, 0.750 and 0.692 respectively and Bartlett's test of Sphericity was significant at 0.0001 for all the variables. This result verified that there was a significant correlation among variables as KMO value of >0.5 was observed for all variables.

The research results indicated the existence of a strong correlation between brand equity factors and eWOM factor and the purchase intention of Tough brand. The correlation data indicated a correlation of more than 0.7 indicating that brand factors have strong role in influencing customer intention. The significant value (p value) was 0.000 for all the research variables that were tested indicating that the effect of eWOM and brand equity factors on the purchase intention of Bauhaus Company's Tough brand is significant. A positive correlation relationship was also evident between the purchase intention and increased sales of Tough brand sales. The correlation value of more than 0.8 indicated a very strong correlation while the significant value of 0.00 indicated that the correlation was significant.

Linear regression analysis resulted in a co-efficient of determination (R^2) to be 0.69. Furthermore all the variables were significant as significance value of all the variables in regression coefficient table was <0.05 . This indicates that Brand Commitment, Brand Image, Perceived Value, Electronic Word of Mouth as a predictor were 69% successful in predicting the Purchase intention of customers and the regression model in this research is:

$$PI = 63.584 + 0.227 \times BC + 0.442 \times BI + 0.360 \times PV + 0.138 \times EWOM$$

Where,

PI = Purchase intention

BC = Brand commitment

BI = Brand image

PV = Perceived value

EWOM = Electronic Word of Mouth

The coefficient of Brand image is 0.442 which shows that brand image is mostly responsible for purchase intention in comparison to other three variables.

5.1.3 Correlation and regression analysis of the research results

As indicated in the results chapter of the dissertation, there is a significant correlation between the four variables and the purchase intention. Such correlation is shown is summarized in the table 5-1 below

Table 5-1: A summary table showing the correlation significance between the research variables

Research hypothesis	Results
H1: Brand commitment has a positive and significant impact on purchase intention	Support
H2: Brand image has a positive and significant impact on purchase intention	Support
H3: Perceived value has a positive and significant impact on purchase intention	Support
H4: Electronic word of mouth has a positive and significant impact on purchase intention	Support

5.2 Research recommendations

The research recommendations explain the key lessons that one can derive from the implementation of the current study. They review the key takeaways that can be utilized by companies that focus on branding strategies and eWOM.

5.2.1 Incorporating Electronic Word of Mouth as part of marketing strategy

The findings that eWOM has strong and significant correlation with purchase intention among Tough brand customers is a clear indicator of how strong online marketing strategies are in convincing customers to buy products under any brand. Such results shows why companies should invest in online tools such as creating customer engagement campaigns in the social media as a way of gaining new customers and motivating existing customers to buy new products under the brand (Boerman, Willemsen, & Van Der Aa, 2017).

5.2.2 Brand promotion strategies

From the research findings, it is clear that brand promotion strategies should be a continuous process for any company that is seeking to have competitive advantage compared to other brand in the market. The review of past studies such as the research by Wang et al. (2016) also indicates how different strategies of brand promotion, whether online or physical can work in enhancing the brand equity of a company leading to a higher performance on the revenue that the brand generates. Such strategies include advertisements that can help in highlighting the strengths and weaknesses of a give brand.

5.2.3 Need of creating a brand image

As evident from the results, the correlation between brand image and purchase intention that customers have is very strong. When the brand images of the products or services offered by an organization are high, the number of customers who are willing to purchase the organization products is high too. The findings on the positive effects of brand image in an organization shows why entities should focus on enhancing their brand image as it will lead to increase in the purchases that are made under a specific brand. The review of past studies such as the research Wang and Tsai (2014) explains the positive relationship between brand image and purchase intention. With a strong brand image, consumers are willing to purchase products or services under a brand even when they are priced highly (Luo & Zhong, 2015). The brand image also influences customers in having a positive perception on the products that are being sold leading to a strong brand commitment

5.2.4 Need for creating positive perception on organization brand

The need for creating a positive perception among organizations is also evident from both literature review and the research results from the study that was implemented. As indicated in the literature review and the current research findings, the customer's general evaluation of a product's utility regarding what is given and what is received (Babic Rosario et al., 2016). The emphasis on customer evaluation is important as how customers define the product utility of a given commodity or service may differ from various stakeholders and the customers themselves. Suryadi et al. (2018) also defines perceived value as the measure of what is given such as costs and what one gets in return such as utility or benefits.

The need of investing in creating positive perceptions is particularly evident from the research finding that indicates how the perception that customers have on the value of the product influences their decision to purchase or not purchase the product. Most of the existing literatures such as the study by Wang and Tsai (2014) assert the existence of a positive relationship between perceived value and purchase intention that customers may have towards a product. Such perception indicates that a strong perceived value will lead to a strong purchase intention. The relationship between the two variables is direct implying that a change in perceived value will directly affect the purchase intention.

5.3 Research Contribution

The major contribution made the current research is displaying how brand promotion variables such as brand image and perceived value influence the purchase intention that customers have towards a given brand. From the current research, it is possible to establish how the promotional strategies are implemented in a marketing of a given brand and how their application can affect the consumer behaviour. As the current study involved the study of Bauhaus Fashion Company, the research increases knowledge on the different aspect of promotional strategies with the use of their application to the operations of an entity.

The research is particular effective in defining promotional strategies variables by development of a framework on how they relate with each other. From the findings, it is clear that brand commitment is equivalent to the measure of consumers' loyalty a particular product's brand, in this case to Tough clothing line. Brand image refers to the overall impression of a given product's brand, which is common in a given group of consumers, and it has a direct relation to perceived quality. Electronic Word of Mouth is any statement about a given product's brand,

whether negative or positive, published on the internet and available to a multitude of people, who may be former, existing, or potential clients. Perceived value, on the other hand, is the imagined value of products based on both intrinsic and extrinsic cues relative to the quality of alternative products. Finally, purchase intention is the likelihood that customers will buy a given product of a specific firm, as presented in the market. Perceived value is more of an abstract aspect and can only be measured by considering the extrinsic and intrinsic cues of a product.

5.4 Research Limitation

The research aimed to target diverse respondents who are consumers of tough brand of Bauhaus Company in Hong Kong, 384 primary research respondents were selected for the purpose of the research with the use of the snowballing survey technique. In order to ensure that diverse respondents who are consumers of the brand were selected, it took times to screen all respondents. Due to limitation of research timeline and resource constraints, all samples were gathered by non-probability sampling and conducted with relatives, friends, friends of friends in the snowball sampling method. Even though the snowball sampling method recruited the hidden populations and it can collect primary data in cost-effective manner, the sample size is unrepresentative of the whole population who were involved in the final study.

Another key limitation that affects the implementation of the current research findings is the existence of bias opinions that are usually inevitable in the survey. Some of the respondents could have been untruthful on their use of the brand being researched on, as they could have feared offering critical information on how the brand was being used. Moreover, the research has taken a great deal of time to find the relevant literature about brand promotional strategies and information on Bauhaus brands. The information of the company was particularly inadequate as

their no previous studies that have utilized the company as a case study. Most of the information about the company was from its own sources indicating that it could have been biased.

The limited number of interviewees was also influenced by the lack of research participants as most of the target population were quarantined during the period when the research was being implemented. With the rise of COVID-19 epidemic in Hong Kong where the research data was being collected, the movement of people in the region was curtailed affecting the implementation of the current research. According to Chung (2020), Hong Kong government required citizens to self-quarantine as a way dealing with the outbreak of COVID-19 within the city.

5.5 Direction of Further Research

The need of carrying out any research is not only to come up with research conclusions but also to develop recommendations for future research. Such recommendations can be crucial in helping future researchers in areas they can study on to ensure the existing literature on a given topic can be enriched. In the current research, limited resources and limited timeline led to the use of snowballing sampling approach that is non-probability in nature (Frels & Onwuegbuzie 2013). Future researchers can consider utilizing probability-sampling techniques when coming up with research respondents to eliminate cases of biasness that may exist on data collection.

The limited literature could been influenced in using online searches in identifying the literatures that are relevant to Bauhaus Company as only the company sources have information about its brands and operations background. To eliminate the problem in future, future researchers should consider implementing a physical search of literatures in Hong Kong where government records may contain independent information on Bauhaus Company. They should also consider evaluating specific marketing campaigns over time and understand how such

campaigns are effective in increasing or decreasing the purchase intentions that customers have on the brand that is offered in the market.

5.6 Summary

This chapter summarizes the discussion on research findings, research recommendation, research contribution, research limitation and direction of further research in conclusion. The conclusion dictates the research implications and discussion of how the different promotional strategy variables such as brand commitment, brand image, perceived value, and eWOM influence the purchase intention. The research also presents recommendations that offer insights on the main takeaways that one can have from the current research implementation such as the need of investing in a strong brand image within an entity. The chapter also presents the research contributions where the relationships between the brand promotional variable and the purchase intention have been offered.

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Focus Group

Focus group meeting details:

Date: 23rd January, 2020

Time: 10:00am to 12:00 noon

Place: Function Room at Shangri-La Hotel

Members of Focus Group:

Employed: A, B, C, D

Student: E, F

*** All of them have purchased Tough experience.

The following is the discussion summary.

Question 1: What make you loyal to Tough fashion items?

Answer of:

A: Price of the products.

C: Design of the product.

E: Quality of the products.

Question 2: Do you like Tough design?

Answer of:

B: Yes, I wear to office and doing exercise.

F: Yes, I wear to attend lecture and shopping.

Question 3: Will you share your views of Tough on internet?

Answer of:

A: Yes, I share on the e-commerce and internet.

D: Yes, I post my fashion items on the internet.

Question 4: Do you have any comment for the questionnaire design?

Answers from them in brief:

1/ Do not be complicated, only ask simple questions.

2/ Do not ask too many questions, just a few questions in each section.

3/ Simplify the choice of questions.

4/ It is a good idea that we can answer the questionnaire in Chinese.

Survey in English

Ladies and Gentlemen,

Thank you very much for taking time to fill out this survey. This survey is used to investigate the factors affect the purchase intention. This questionnaire is divided into 3 parts.

The first part is the screening questions. The second part is questionnaire, while the last part is the basic information.

This survey is anonymous, and the results of the survey are only used for academic research. Your personal information will not be released.

Yours sincerely,
Wu Hon Kwong
Master of Business Administration
University of Wales, UK

Part I

1. Have you ever purchase Tough?

☐ Yes

☐ No (End)

Question No.	Research Objectives	Stronly Disagree	Disagree	Neutral	Agree	Stronly Aagree
		1	2	3	4	5
	Brand Commitment:					
BC01	I have positive thoughts when someone mentions Tough brand of clothes					
BC02	My family members and friends say positive things about Bauhaus' Tough clothe line					
BC03	Comment of others on Bauhaus' Tough clothe line have strong effect on me					
BC04	Based on my experience with the cloth brand, I am planning to continue wearing Tough clothes					
BC05	I will not switch to another clothing brand					
BC06	I am loyal to the Tough clothing line					
	Brand Image:					
BI01	Tough clothes meets my expectations					
BI02	The prices of Tough clothing brand are reasonable					
BI03	Tough clothing brands are durable					
BI05	Tough clothes are comfortable and appropriate for various functions.					
BI06	Tough clothes are suitable for both official and casual events.					
BI07	I had a negative experience with Tough clothes					
BI09	Tough clothing brand increases my confidence					
BI10	I am a fashion enthusiast					
BI11	Tough brand is a famous brand					
	Perceived Value:					
PV01	My rating of Tough brand of clothes out of 5 is					
PV02	I love Tough designs					
PV03	I feel that Tough clothing brand connects with me as a client					
	Electronic Word of Mouth:					
EWM01	I will share my views on the e-commerce/internet platforms					
EWM02	I will recommend my relatives and friends to look for comments from the internet					
EWM03	Before shopping, I will look for relevant comments from the internet					
	Purchase Intention:					
PI01	When I walk into a Bauhaus store, I prefer buying Tough clothes as compared to other brands					
PI02	I would choose the Tough clothing brand as compared to other brands					
PI03	I can buy different types of the Tough clothing line					
PI04	Other peoples' negative comments on Bauhaus' online about the Tough brand affects my purchase intention					

Part III: Basic Information

1. Gender

☐ Male ☐ Female

2. Age

☐ Below 20 ☐ 20 to 34 ☐ 35 to 49 ☐ 50 to 64.

3. Marital status

☐ Single ☐ Married ☐ other: _____

4. Ethnicity

☐ Chinese ☐ other: _____

5. Education Level

☐ Primary
☐ HKDSE,
☐ Diploma
☐ Degree
☐ Master and above
☐ Other

6. Personal Monthly Income HK\$

☐ 15,000 to 19,999
☐ 20,000 to 24,999
☐ 25,000 to 29,999
☐ 30,000 and above

7. Employment Status

☐ Student
☐ Employed
☐ Unemployed

Survey in Chinese

女士們，先生們:

非常感謝您們抽出寶貴時間填寫本問卷。本問卷主要是要了解影響購買意願的因素。本問卷分為三個部分。

第一部分是篩選問題。第二部分是調查問題，最後一部分是基本資料。

本問卷是不記名的，調查的結果僅用於學術研究，因此您的個人資料絕對不會對外公開的。

英國威爾斯大學
工商管理碩士研究生
胡漢光敬上

第一部分

1. 您是否曾經購買過 Tough?

☐ 是

☐ 沒有(完)

問題編號	研究目標	強烈 不同意	不同意	中性	同意	強烈 同意
		1	2	3	4	5
	品牌承諾：					
BC01	當有人提到Tough品牌的衣服時，我有積極的想法					
BC02	我的家人和朋友對Bauhaus的Tough衣物系列表示正面評價					
BC03	其他人對Bauhaus的Tough服裝系列的評論對我有很大影響					
BC04	根據我在布料品牌方面的經驗，我計劃繼續穿Tough的衣服					
BC05	我不會改用其他服裝品牌					
BC06	我忠於Tough的服裝系列					
	品牌形象：					
BI01	Tough的衣服符合我的期望					
BI02	Tough服裝品牌的價格合理					
BI03	Tough的服裝品牌經久耐用					
BI05	Tough的衣服舒適且適合各種功能					
BI06	Tough的衣服適合舉行正式活動和休閒活動					
BI07	我對Tough的衣服有負面的體驗					
BI09	Tough的服裝品牌增加了我的信心					
BI10	我是時尚愛好者					
BI11	Tough品牌是著名品牌					
	感知價值：					
PV01	我對Tough品牌的衣服（滿分是5分）的評價是					
PV02	我喜歡Tough的設計					
PV03	我覺得Tough的服裝品牌與我建立了客戶關係					
	電子口碑：					
EWM01	我將在電子商務/互聯網平台上分享我的觀點					
EWM02	我會推薦我的親戚和朋友從互聯網上尋求評論					
EWM03	購物之前，我會在互聯網上尋找相關評論					
	購買意向：					
PI01	當我走進Bauhaus商店時，與其他品牌相比，我更喜歡購買Tough的衣服					
PI02	與其他品牌相比，我會選擇Tough的服裝品牌					
PI03	我可以購買不同類型的Tough服裝系列					
PI04	其他人在Bauhaus的線上對Tough品牌的負面評論影響我的購買意願					

第三部分
基本資料

1. 性別

☐ 男 ☐ 女

2. 年齡

☐ 20 以下 ☐ 20 至 34 ☐ 35 至 49 ☐ 50 至 64.

3. 婚姻狀況

☐ 未婚 ☐ 已婚 ☐ 其他: _____

4. 種族

☐ 華人 ☐ 其他: _____

5. 教育程度

☐ 小學或以下
☐ 中學
☐ 文憑或證書
☐ 學士學位
☐ 碩士或以上學歷
☐ 其他

6. 個人每月收入港幣

☐ 15,000 至 19,999
☐ 20,000 至 24,999
☐ 25,000 至 29,999
☐ 30,000 或以上

7. 就業狀況

☐ 學生
☐ 受僱
☐ 未受僱

APPLICATION FOR ETHICAL APPROVAL

In order for research to result in benefit and minimise risk of harm, it must be conducted ethically. A researcher may not be covered by the University's insurance if ethical approval has not been obtained prior to commencement.

The University follows the OECD Frascati manual definition of **research activity**: "creative work undertaken on a systematic basis in order to increase the stock of knowledge, including knowledge of man, culture and society, and the use of this stock of knowledge to devise new applications". As such this covers activities undertaken by members of staff, postgraduate research students, and both taught postgraduate and undergraduate students working on dissertations/projects.

The individual undertaking the research activity is known as the "principal researcher".

Ethical approval is not required for routine audits, performance reviews, quality assurance studies, testing within normal educational requirements, and literary or artistic criticism.

Please read the notes for guidance before completing ALL sections of the form.

This form must be completed and approved prior to undertaking any research activity. Please see Checklist for details of process for different categories of application.

SECTION A: About You (Principal Researcher)

Full Name:	WU Hon Kwong		
Tick all boxes which apply:			
Member of staff:	☐	Student:	☒
Honorary research fellow:	☐		
Faculty/School/Centre:	Faculty of Business and Management		
Campus:	Hong Kong Management Association		
E-mail address:	jackywu@netvigator.com		
Contact Telephone Number:	93099168		
For students:			
Student Number:	WU Hon Kwong	Undergraduate	☐
Programme of Study:	MBA	Taught Postgraduate	☒
Director of Studies/Supervisor:	Dr. Arion WONG	Research	☐

SECTION B: Approval for Research Activity

Has the research activity received approval in principle? (please check the Guidance Notes as to the appropriate approval process for different levels of research by different categories of individual)	YES	☒	NO	☐
				Date
If Yes, please indicate source of approval (and date where known):	Research Degrees Committee	☒		
	Faculty Research Committee	☒		
	Other (write in)	☐		

Approval in principle **must** be obtained from the relevant source prior to seeking ethical approval.

SECTION C: External Ethical Guidance Materials

Please list the core ethical guidance documents that have been referred to during the completion of this form (including any discipline-specific codes of research ethics, and also any specific ethical guidance relating to the proposed methodology). Please tick to confirm that your research proposal adheres to these codes and guidelines.	
Fulfil Academic Requirements	☒
Fulfil MBA Requirements	☒
Keep the research information and destroy 30 days after receiving result	☒

SECTION D: External Collaborative Research Activity

Does the research activity involve collaborators outside of the University?	YES	☐	NO	☒
If Yes, please provide the name of the external organisation and name and contact details for the main contact person:				
Institution				
Contact person name				
Contact person e-mail address				

Where research activity is carried out in collaboration with an external organisation

Does this organisation have its own ethics approval system?	YES	☐	NO	☒
If Yes, please attach a copy of any final approval (or interim approval) from the organisation				

SECTION E: Details of Research Activity

Indicative title:	Effectiveness Of Brand Awareness, Brand Association, and Perceived Quality On Purchase Intention - Bauhaus Case		
Proposed start date:	11 – 11 - 2019	Proposed end date:	17 – 04 - 2020
Purpose of research activity (including aims and objectives) Outline the purpose, aims and objectives of the research activity, including key research questions. Show briefly how existing research has informed the proposed activity and explain what the research activity will add and how it addresses an area of importance. (Maximum 300 words)			
This research seeks to establish the relationship between brand awareness, brand association, and perceived quality of customer purchase preference by studying the Bauhaus' situation in Hong Kong. A significant number of people in Hong Kong throw away clothes after wearing them just once to get new trendy wears in the market. Consumers cannot wait for seasonal variations to change their fashions with new designs in the market every week. With recent projections showing that the fashion industry will continue to grow (Statista, 2019), the decrease in sales is a cause of alarm for the clothing industry. It is an indicator of shifting customer likes, which are affected by brand quality.			
Research Objectives The objectives of this study are as follows: 1. To determine the effects of brand awareness, brand association, and brand quality on consumer purchasing behaviour. 2. To identify the relationship between brand awareness, brand association, and perceived quality concerning customers' buying behaviour. 3. To determine effective means of increasing brand awareness, brand association, and perceived quality to boost Bauhaus Company sales.			
Research Questions The study is meant to answer the following questions: 1. How does brand awareness, brand association, and perceived quality influence consumers' purchase intention? 2. What is the relationship between brand awareness, brand association, and perceived product quality?			

3. How can Bauhaus Company increase brand awareness, brand association, and perceived quality to attract more customers and maintain existing ones?

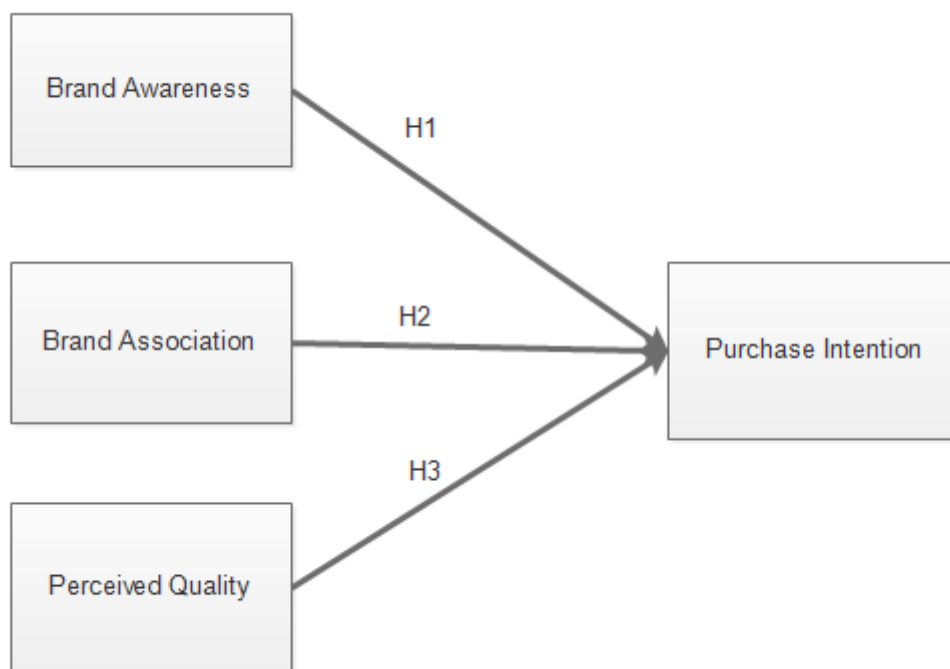
Research Gap

Although previous studies show the relationship between marketing and increased sales, there is little evidence to describe the relationship between the creation of a strong brand and the intention of customers to purchase a particular product.

Research Framework

The research framework is key to every research as it is used to demonstrate the relationship between the study variables. This relationship is paramount in developing the research questions. The researcher will utilise a research framework, as depicted in Figure 1 below.

Figure 1: A research framework



Source: Constructed by the writer

H1: Brand awareness positively influence a customer's purchase intention

H2: Brand Association positively impact a customer's purchase intention

H3: Perceived quality of a brand positively affect a customer's purchase intention

Variables and Constructs

- i. Brand awareness refers to the degree to which clients are acquainted with the features of a certain brand of products.
- ii. Brand association is any product feature associated with a brand that customers use to identify a product or service.
- iii. Perceived quality is the perception that a client has over the quality of a product regarding its anticipated purpose compared to its substitutes (Buil, Martinez, & De Chernatony, 2013).

Purchase intention refers to the customer's preference in buying a product or a service (Yonus, Rasheed, & Zia, 2015).

Proposed methods

Provide a brief summary of all the methods that **may** be used in the research activity, making it clear what specific techniques may be used. If methods other than those listed in this section are deemed appropriate later, additional ethical approval for those methods will be needed. (Maximum 600 words)

The chapter will allow the researcher to identify the suitable methodological approach and research design, aiding the research to accomplish the study's primary objective. Thus, the chapter demands a clear structure that will show the methodological structure required to attain study goals.

Pilot Test

A pilot study is a small study used to test the research procedure, data collection tools, and sampling method, among other research techniques of a bigger study (Kim, 2011). The researcher will conduct a pilot to assess potential challenges and deficiencies of the data collection tool intended to be used in the actual research. The researcher employed this method to familiarise with the research procedure. The following are the steps taken by the researcher in implementing a pilot study.

Determining the Feasibility of the Study Procedure

The researcher will carry a pilot study in Hong Kong University as it is an ideal hub for young individuals who will be the major participants of the actual research. Prior to carrying the study in this institution, the researcher will seek permission from the university's administration. The researcher will conduct two pilots before carrying the actual survey in the same institution. The investigator will present the consent form to the potential participants by explaining to them the importance of the study as well as the objectives it seeks to accomplish. The researcher will allow the respondents to ask questions that will be discussed before signing the consent form. This step will set a significant milestone of proceeding with the research as the researcher will gain an understanding of the research from participants point of view.

Recruiting Participants

The researcher will recruit young people aged 18 to 35 years that are interested in a trendy fashion. Thus, the researcher will use age and interest in stylish fashion as the inclusion criteria of recruiting participants. As Majid et al. (2017) recommend, investigators must choose a group of participants in pilot study that have similarity and relevance to the major research. The researcher will utilise purposive sampling method since it allows one to select participants quickly based on their characteristics and readiness to participate in the study (Palinkas et al., 2015). The researcher will sample ten individuals to participate in each of the pilot studies.

Testing the Measurement Tool

The researcher will utilise questionnaires as the data collection tool. The sampled participants will be issued with questionnaires drafted by the investigator. The researcher will note the average time taken to complete the questionnaire for a clear reflection of the actual time needed by each participant to complete their questionnaires. The researcher will also be keen on whether participants answered all questions or not. Participants will be required to review the answered and unanswered questions to allow the investigator understand the effectiveness of the questions included in the questionnaire in answering the research question. Besides, the researcher will use this element of a pilot study to evaluate the ease of participants in comprehending the questionnaires as well as the appropriateness of the format used.

Analysis of Data

The researcher will analysis the collected data using a thematic approach. This technique will aid the researcher in identifying the patterns of the research problem being addressed. The researcher will transcribe the raw data and code it. Coding will be done using Nvivo software. After coding, the researcher will identify themes resulting from the collected data.

Ethical Considerations

This study will rely on human participants for data collection, thus the need for ethical practices. The researcher will obtain consent from the study participants before distributing the questionnaires. The consent form will contain the study's crucial information such as the purpose of the study, objectives, and the role of the participant. The researcher will obtain approval from the university dissertation committee and IRB before conducting the study. The investigator will maintain the respondent's confidentiality by preserving their anonymity. The collected data and the entire study will be stored as a computer file that will be password protected. Back-up copies of the same will be maintained in the form of a CD, flash disk, and in cloud computing.

Summary

Methodology chapter of the study will serve a crucial role in demonstrating the research method design and methodological approach of collecting the study data. The researcher will utilise a pilot test before carrying the actual study. The researcher will both quantitative and qualitative research methods by collecting data using both close and open-ended questionnaires, recruiting study participants using purposive sampling, analysing data using Nvivo and SPSS software, and presenting results using graphs, tables, and charts. The researcher will also obtain informed consent from the participants and maintain their anonymity throughout the study.

Location of research activity Identify all locations where research activity will take place.
In Hong Kong
Research activity outside of the UK If research activity will take place overseas, you are responsible for ensuring that local ethical considerations are complied with and that the relevant permissions are sought. Specify any local guidelines (e.g. from local professional associations/learned societies/universities) that exist and whether these involve any ethical stipulations beyond those usual in the UK (provide details of any licenses or permissions required). Also specify whether there are any specific ethical issues raised by the local context in which the research activity is taking place, for example, particular cultural sensitivities or vulnerabilities of participants.
In Hong Kong

SECTION F: Scope of Research Activity

Will the research activity include:	YES	NO
Use of a questionnaire or similar research instrument?	☒	☐
Use of interviews?	☒	☐
Use of diaries?	☐	☒
Participant observation with their knowledge?	☒	☐
Participant observation without their knowledge?	☐	☒
Use of video or audio recording?	☐	☒
Access to personal or confidential information without the participants' specific consent?	☐	☒
Administration of any questions, test stimuli, presentation that may be experienced as physically, mentally or emotionally harmful / offensive?	☐	☒
Performance of any acts which may cause embarrassment or affect self-esteem?	☐	☒
Investigation of participants involved in illegal activities?	☐	☒
Use of procedures that involve deception?	☐	☒
Administration of any substance, agent or placebo?	☐	☒
Working with live vertebrate animals?	☐	☒
Other primary data collection methods, please explain in this box	☐	☒

If NO to every question, then the research activity is (ethically) low risk and **may** be exempt from **some** of the following sections (please refer to Guidance Notes).

If YES to any question, then no research activity should be undertaken until full ethical approval has been obtained.

SECTION G: Intended Participants

Who are the intended participants:	YES	NO
Students or staff at the University?	☐	☒
Adults (over the age of 18 and competent to give consent)?	☒	☐
Vulnerable adults?	☐	☒
Children under 18?	☐	☒
Prisoners?	☐	☒
Young offenders?	☐	☒
Those who could be considered to have a particularly dependent relationship with the investigator or a gatekeeper?	☐	☒
People engaged in illegal activities?	☐	☒
Others (please identify):	☐	☒

Participant numbers and source Provide an estimate of the expected number of participants. How will you identify participants and how will they be recruited? Five of my family members will participate.

Information for participants:	YES	NO	N/A
Will you describe the main research procedures to participants in advance, so that they are informed about what to expect?	☒	☐	☐
Will you tell participants that their participation is voluntary?	☒	☐	☐
Will you obtain written consent for participation?	☒	☐	☐
Will you explain to participants that refusal to participate in the research will not affect their treatment or education (if relevant)?	☒	☐	☐
If the research is observational, will you ask participants for their consent to being observed?	☒	☐	☐
Will you tell participants that they may withdraw from the research at any time and for any reason?	☒	☐	☐
With questionnaires, will you give participants the option of omitting questions they do not want to answer?	☒	☐	☐
Will you tell participants that their data will be treated with full confidentiality and that, if published, it will not be identifiable as theirs?	☒	☐	☐
Will you debrief participants at the end of their participation, in a way appropriate to the type of research undertaken?	☒	☐	☐
If NO to any of above questions, please give an explanation			
(this box should expand as you type)			

Information for participants:	YES	NO	N/A
Will participants be paid?	☐	☒	☐
Is specialist electrical or other equipment to be used with participants?	☐	☒	☐
Are there any financial or other interests to the investigator or University arising from this study?	☐	☒	☐
Will the research activity involve deliberately misleading participants in any way, or the partial or full concealment of the specific study aims?	☐	☒	☐
If YES to any question, please provide full details			
(this box should expand as you type)			

SECTION H: Anticipated Risks

Outline any anticipated risks that may adversely affect any of the participants, the researchers and/or the University, and the steps that will be taken to address them. If you have completed a full risk assessment (for example as required by a laboratory, or external research collaborator) you may append that to this form.			
Full risk assessment completed and appended? Yes ☐ No ☒			
Risks to participants For example: emotional distress, financial disclosure, physical harm, transfer of personal data, sensitive organisational information			
NA			
If research activity may include sensitive, embarrassing or upsetting topics (e.g. sexual activity, drug use) or issues likely to disclose information requiring further action (e.g. criminal activity), give details of the procedures to deal with these issues, including any support/advice (e.g. helpline numbers) to be offered to participants. Note that where applicable, consent procedures should make it clear that if something potentially or actually illegal is discovered in the course of a project, it may need to be disclosed to the proper authorities			
NA			
Risks to investigator For example: personal safety, physical harm, emotional distress, risk of accusation of harm/impropriety, conflict of interest			
NA			
University/institutional risks For example: adverse publicity, financial loss, data protection			
NA			
Adverse outcomes List measures put in place to limit any adverse effects or outcomes of research activity where appropriate. Include any emergency protocols.			
NA			

Disclosure and Barring Service			
If the research activity involves children or vulnerable adults, a Disclosure and Barring Service (DBS) certificate must be obtained before any contact with such participants.			
	YES	NO	N/A
Has a DBS certificate been obtained?	☐	☒	☐

SECTION I: Feedback, Consent and Confidentiality

Feedback What feedback will be provided to participants, how will this be done and when?
NA
Informed consent Describe the arrangements to inform potential participants, before providing consent, of what is involved in participating. Describe the arrangements for participants to provide full consent before data collection begins. If gaining consent in this way is inappropriate, explain how consent will be obtained and recorded.
NA
Confidentiality / Anonymity Set out how anonymity of participants and confidentiality will be ensured in any outputs. If anonymity is not being offered, explain why this is the case.
NA

SECTION J: Data Protection and Storage

In completing this section refer to the University's Research Data Management Policy and the extensive resources on the University's Research Data Management web pages (<http://uwtsd.ac.uk/library/research-data-management/>).

	YES	NO
Does the research activity involve personal data (as defined by the Data Protection Act)? "personal data" means data which relate to a living individual who can be identified— (a) from those data, or (b) from those data and other information which is in the possession of, or is likely to come into the possession of, the data controller, and includes any expression of opinion about the individual and any indication of the intentions of the data controller or any other person in respect of the individual.	☐	☒
If YES, provide a description of the data and explain why this data needs to be collected: (this box should expand as you type)		
Does it involve sensitive personal data (as defined by the Data Protection Act)? "Sensitive personal data" means personal data consisting of information as to – (a) the racial or ethnic origin of the data subject, (b) his political opinions, (c) his religious beliefs or other beliefs of a similar nature, (d) whether he is a member of a trade union (within the meaning of the Trade Union and Labour Relations (Consolidation) Act 1992), (e) his physical or mental health or condition, (f) his sexual life, (g) the commission or alleged commission by him of any offence, or (h) any proceedings for any offence committed or alleged to have been committed by him, the disposal of such proceedings or the sentence of any court in such proceedings.	☐	☒
If YES, provide a description of the data and explain why this data needs to be collected: (this box should expand as you type)		
Will the research activity involve storing personal data on one of the following:	YES	NO
Manual files (i.e. in paper form)?	☐	☐
University computers?	☐	☒
Private company computers?	☐	☒
Home or other personal computers?	☒	☐
Laptop computers/ CDs/ Portable disk-drives/ memory sticks?	☐	☒
"Cloud" storage or websites?	☐	☒
Other – specify:	☐	☒
For all stored data, explain the measures in place to ensure data confidentiality, including details of password protection, encryption and anonymisation: NA		
Will the research activity involve any of the following activities:	YES	NO
Electronic transfer of data in any form?	☐	☒

Sharing of data with others at the University?	☐	☒
Sharing of data with other organisations?	☐	☒
Export of data outside the European Union or importing of data from outside the UK?	☐	☒
Use of personal addresses, postcodes, faxes, emails or telephone numbers?	☐	☒
Publication of data that might allow identification of individuals?	☐	☒
Use of data management system?	☒	☐
Data archiving?	☒	☐
If YES to any question, please provide full details, explaining how this will be conducted in accordance with the Data Protection Act (and/or any international equivalent):		
NA		

List all who will have access to the data generated by the research activity:
NA
List who will have control of, and act as custodian(s) for, data generated by the research activity:
I will keep the data in an external hard disk.
Give details of data storage arrangements, including where data will be stored, how long for, and in what form. Will data be archived – if so how and if not why not.
I will keep the data in an external hard disk, and will destroy 30 days after receiving result.

SECTION K: Declaration

The information which I have provided is correct and complete to the best of my knowledge. I have attempted to identify any risks and issues related to the research activity and acknowledge my obligations and the rights of the participants.

In submitting this application I hereby confirm that I undertake to ensure that the above named research activity will meet the University's Research Ethics and Integrity Code of Practice

Signature of applicant:

Jacky Wu

Date: 11 – 11 - 2019

For students:

Director of Studies/Supervisor:	Dr. Arion WONG
Signature:	<i>[Signature]</i>
Date:	11 – 11 - 2019

For staff:

Head of School/Assistant Dean:	
Signature:	
Date:	

Checklist: Please complete the checklist below to ensure that you have completed the form according to the guidelines and attached any required documentation:

☒	I have read the guidance notes supplied before completing the form.
☒	I have completed ALL RELEVANT sections of the form in full.
☒	I confirm that the research activity has received approval in principle
☒	I have attached a copy of final/interim approval from external organisation (where appropriate)
☒	I have attached a full risk assessment (and have NOT completed Section H of this form) (where appropriate)
☒	I understand that it is my responsibility to ensure that the above named research activity will meet the University's Research Ethics and Integrity Code of Practice.
☒	I understand that before commencing data collection all documents aimed at respondents (including information sheets, consent forms, questionnaires, interview schedules etc.) must be confirmed by the DoS/Supervisor, module tutor or Head of School.

RESEARCH STUDENTS AND STAFF ONLY

All communications relating to this application during its processing must be in writing and emailed to pgresearch@uwtsd.ac.uk, with the title 'Ethical Approval' followed by your name.

You will be informed of the outcome of your claim by email; therefore it is important that you check your University and personal email accounts regularly.

STUDENTS ON UNDERGRADUATE OR TAUGHT MASTERS PROGRAMMES should submit this form (and receive the outcome) via systems explained to you by the supervisor/module leader.

STUDENTS ON UNDERGRADUATE OR TAUGHT MASTERS PROGRAMMES should submit this form (and receive the outcome) via systems explained to you by the supervisor/module leader.

This form is available electronically from the Academic Office web pages:

<http://www.uwtsd.ac.uk/academic-office/>

Application Process

All staff research projects and all research students must submit the Ethical Approval Form to the **University Ethics Committee** via the Academic Office (pgresearch@uwtsd.ac.uk). Staff research directly in relation to personal study for taught undergraduate or Masters programmes should be submitted via the Faculty procedures explained below.

Taught masters and taught undergraduate research Ethical Approval Forms are considered **within Faculties**. Faculties will provide details of the specific processes for this. Where the Ethical issues within any single ethical application are of particular concern the Faculty will refer these to the University Ethics Committee. Any student activity that involves the collection of primary data needs to undergo Ethical approval, this includes assignment work as well as dissertations.

Notes for guidance in completion of this form

Section A: About You

Please complete all relevant sections

Section B: Approval for research activity

Research proposals must be approved in principle before applying for Ethical Approval. The proposal approval only becomes final when the ethical approval is received.

The process for proposal approval varies according the individual and programme of study:

- Research students, by application on form PG1 to the Research Degrees Committee
- Taught students by review of research proposal within Faculties (Faculties provide specific details of these processes)
- Staff, by agreement by the Head of School/Assistant Dean

Section C: External Ethical Guidance materials

Many discipline areas are required to operate with the discipline specific codes of research ethics (for example health, psychology, education etc.), any such codes must be listed and you must tick to confirm that you have consulted with these.

Section D: External Collaborative Research Activity

Provide details of the external collaborative partners, where appropriate you might want to submit a copy of the external collaboration agreement with the Ethical Approval Form. If the partner requires the research to be subject to its own internal Ethical approval process then please provide details of that process and a copy of any final (or interim) approvals received from the organisation.

Section E: Details of Research Activity

Remember that the individuals reviewing this Ethical Approval Form may not have seen your research proposal, and also may not be experts in the specific area of your research. The information provided should therefore be jargon free and clearly stated.

Indicative Title: please use the same title as used on the research proposal.

Purpose: the Ethical approval process will want to ensure that the methods you propose are adequate and appropriate to address the research aims and objectives. Excessive additional data collection can be seen as unethical.

Proposed Methods: the Ethical approval process seeks to ensure that you understand the methods that are intended, and that the implementation of those methods will be appropriate and without unnecessary impact on respondents. Please be specific.

Location: this needs to mention geographical location and also local situation (for example, within Local Authority Offices in Cardiff, using a private room but close to other individuals). If you are collecting data within an organisational setting then you need to explain the permissions that you have obtained to do this.

Research Activity outside of the UK: please complete this section in detail, and note any guidance you have received. Also describe your own familiarity (or not) with the location that you will be utilising.

Section F: Scope of Research Activity

Please tick ALL of the research activities that might be undertaken. If any additional types of activity are intended then please add an extra box and describe these.

If you have answered no to all questions in F then sections G and J do not need to be completed. Section H should be considered, and may be completed. Signatures are still required in section K.

Section G: Intended Participants

Please tick all categories that might apply.

Numbers & Source: if you are using a series of different methods or research activities please list numbers for each stage/phase. Be clear about how you will find respondents. Will you use intermediaries, and if so how? How will you ensure compliance with your sampling strategy?

Information for participants: all participants should be appropriately informed about the research, what is expected of them and what will happen to the information that they provide. The Ethical review process does not ask to see this documentation, but requires this to be reviewed and approved by the Director of Studies in the case of research students, the supervisor/module tutor in relation to students on taught programmes and the Head of School/Assistant Dean in relation to staff research.

Section H: Anticipate Risks

All research carries some level of risk. The answers you provide to questions in this section will be reviewed to ensure that you have an appropriate understanding of the type of risks involved and how you can mitigate against these risks. If you have completed a full risk assessment, as required for example for laboratory work, field work, clinical tests, diving operations, or by a collaborative partner, you may append that to this form. In that case, please tick the box indicating this has been provided. You will not then be required to complete Section H.

Risk to participants Think very carefully about how your actions/questions/discussions might affect the people you are involving as participants. You might identify the risk as small but it would still be a risk. Many types of question have the potential to make respondents less content with their life / job; you need to recognise and try to ameliorate any such effects

If these are business owners, time with you may reduce profit.

In some locations physical risk is very real to both participants and yourself, please consider this.

Risk to you, the researcher Think about where you will meet people, if there are any dangers involved in the location. If you are meeting people as individuals think about using a public place. In general do not visit people in their own homes or remote locations. If you are talking to individuals about certain issues think about how their responses might affect you emotionally. What about the risk of collecting insufficient data?

Risk to the University When undertaking your research, you are acting as a member of the University (student or staff). Professionalism is important, so it is important to be well organised and well prepared. Punctuality, clarity etc. are all part of this. What will you do to ensure this? You must ensure you do not harm the good name of the University in any way and do nothing to undermine the reputation of the research it conducts and sponsors. Upholding high standards of conduct and integrity are vital in this regard. You must also conduct the research in such a way to minimise the potential for claims of negligence made against the University, its researchers and any collaborating individual or organisation. In this respect you should always comply with ethical, legal and professional frameworks, obligations and standards as required by statutory and regulatory authorities, as well as the university's Research Integrity and Ethics Code of Practice. Research misconduct in this respect can take many forms, including:

- fabrication: making up results or other outputs (eg, artefacts) and presenting them as if they were real
- falsification: manipulating research processes or changing or omitting data without good cause
- plagiarism: using other people's material without giving proper credit
- failure to meet ethical, legal and professional obligations: for example failure to declare competing interests; misrepresentation of involvement or authorship; misrepresentation of interests; breach of confidentiality; lack of informed consent; misuse of personal data; and abuse of research subjects or material
- improper dealing with allegations of misconduct: failing to address possible infringements such as attempts to cover up misconduct and reprisals against whistle-blowers

Adverse Outcomes. Think carefully about the possibilities, and cover here

Section I: Feedback, Consent and Confidentiality

Feedback to participants: outline your approach. Will interview transcripts be shared with respondents to check accuracy? Will summaries of questionnaire analysis be made available to respondents in some way? Will an overview report be provided? How and when?

Informed consent: Draft letter / e-mail / or heading (or footer) section of questionnaire must be approved by DoS/supervisor (if research student), supervisor/module tutor if taught student, or Head of School / Assistant Dean if a member of staff.

Confidentiality/Anonymity. Explain clearly how you will ensure confidentiality and anonymity.

Section J: Data Protection and Storage

Before completing this section it is necessary to read the University's Research Data Management information. The questions that follow are designed to ensure compliance with the Data Protection Act as well as established research protocols.

Many research activities will involve electronic transfer of data and use of data management systems in the summarisation and analysis of data. You will need to explain these in relation to compliance with the Data Protection Act.

Think carefully about who will have access to your data, this will include supervisors and examiners. Also that a thesis will be made available via the University library and the British Library system. If you are seeking an access bar for a period of time after completion then mention it here. If you will provide a copy of your findings, or intend to give a presentation, to a facilitating/ supporting/accessing organisation then explain that in this section. But also think about the general principle of data sharing, as explained in the Research Data Management information.

In terms of storage of data please ensure security, and also mitigate against loss of data.

Section K: Declaration

Ensure the appropriate countersignatures have been provided

Look carefully at the checklist and ensure that you comply with and tick all that are relevant to your research.

POSTGRADUATE TAUGHT DISSERTATION SUPERVISION RECORD

This form is to be used to record a summary of the outcomes of each formal meeting between the student and the dissertation supervisors for Part II of a Masters' Programme.

Student Name:	Wu Hon Kwong	Student No:	1812210
Programme of Study:	MBA	Campus:	HKMA
Faculty/School/Centre:		Module Code:	BMMB 7003
Mode of study:	Full-time	Method of study:	Campus based

Dissertation Title:	The Relationship between Brand Commitment, Brand Image, Perceived Value, Electronic Word of Mouth, and Purchase Intention: A case study of Bauhaus International Holding Company
Dissertation Supervisor:	Dr. Arion Wong
Programme Director:	

SUPERVISION RECORD

Date of meeting	Type of meeting	Summary of outcomes	Student	Supervisor	Duration of meeting	Running total
09-10-2019	Face to Face	Briefing of Assignment	Jacky	Arion Wong	2 hours	2 hours
30-10-2019	Face to Face	Confirmation of research area and briefing on how to prepare the research proposal	Jacky	Arion Wong	2 hours	4 hours

Date of meeting	Type of meeting	Summary of outcomes	Student	Supervisor	Duration of meeting	Running total
07-11-2019	Face to Face	Checking of Dissertation Proposal	Jacky	T26	2 hours	6 hours
20-11-2019	Face to Face	Confirmation of the research proposal and briefing on how to prepare the background, research questions and research motive	Jacky	T26	2 hours	8 hours
05-12-2019	Face to Face	Confirmation of the background and briefing on how to prepare the literature review section	Jacky	T26	2 hours	10 hours
19-12-2019	Face to Face	Confirmation of the literature review section and briefing on how to prepare the research methodology section	Jacky	T26	2 hours	12 hours
09-01-2020	Face to Face	Confirmation of questionnaire setting	Jacky	T25	2 hours	14 hours

Notes on the Postgraduate Taught Dissertation Supervision Record

Record the date and type of meeting – e.g. face-to-face, video conference, telephone, email, letter

Note the outcomes agreed by both the student and the supervisor

Both the student and the supervisor should initial

Record the duration of the meeting

Update the running total for duration by adding the duration of the meeting to the previous running total

27-02-2020	Face to Face	Discussion on research result	Jacky	TC	2 hours	16 hours
17-03-2020	Face to Face	Discussion on recommendation section	Jacky	TC	2 hours	18 hours
02-04-2020	Face to Face	Confirmation of final paper	Jacky	TC	2 hours	20 hours

Notes on the Postgraduate Taught Dissertation Supervision Record

Record the date and type of meeting – e.g. face-to-face, video conference, telephone, email, letter

Note the outcomes agreed by both the student and the supervisor

Both the student and the supervisor should initial

Record the duration of the meeting

Update the running total for duration by adding the duration of the meeting to the previous running total

EXAMINATION OF TAUGHT MASTER'S DEGREE DISSERTATION:

NOTICE OF CANDIDATURE FORM

Please complete this form when your dissertation is ready to be submitted for examination.

Surname/Family Name Wu..... Date of Birth 16-09-1956.....

Forenames (in full) Hon Kwong..... Title Mr.....

Institution Number (if known)

Title of Degree (eg MA, MSc, MBA etc) MBA.....

Title of Taught Master's degree scheme followed (eg Equine Studies)

Department/School in which study pursued

Name of your Supervisor Dr. Arion Wong

Full Title of dissertation submitted

The Relationship between Brand Commitment, Brand Image, Perceived Value, Electronic Word of Mouth and Purchase Intention: A case study of Bauhaus Holding Company.....

Please indicate that the following will all be submitted along with this form:



two permanently bound copies of your dissertation plus 1 electronic copy submitted via Turnitin;

SUBMISSION OF DISSERTATIONS

	<u>Final Dissertation submission</u>
	Dissertations to be submitted via Turnitin, together with 2 paper copies (Heat bound). Paper copies to be forwarded to : HKMA UWTSD MBA Secretariat Ms Lottie Fung Towngas Management Development Centre 16/F, Tower B, Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong