

CULTURE AND TRADITION TOWARD FUNERAL SERVICES: CREATION OF A BRAND LOYALTY MODEL IN THE PHILIPPINES

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ABSTRACT

This is a model building study that aimed to develop a Brand Loyalty model for the Funeral Service industry in the Philippines. This study is a mixed method research. Data were collected from 250 respondents who have availed at least two funeral services. Text analysis was used to identify the common factors in the literature review. Principal Component Analysis with Varimax rotation was used and construct reliability to identify inter-item reliability. Convergent and discriminant validity was determined to ensure whether the variables correlate well with each other within their parent factor and latent factor is not explained by other variables. Results showed that the data has several significant correlations among items range from $-.18$ to $.77$. The anti-image correlation matrix diagonal is more than $.50$ and the measures of sampling

adequacy is adequate (KMO = .69) and significant test was obtained on Bartlett's test of sphericity. Factor Analysis yielded to a four factor solution that accounts for 68.48% of the total variance explained. The four identified factors are Service, Resonance, Clients and Culture with construct reliability coefficient of .93, .86, .85, and .85 respectively. The results of the EFA revealed four factors namely service, resonance, clients, and culture. This factor will define the brand loyalty model that would clearly address the needs of clients in Philippine setting.

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