A Study of Factors Influencing Brand Loyalty towards A Thanakha
Cosmetic in Yangon, Myanmar

Ms. Nu Nu Seng Mai

A Thesis Submitted in Partial Fulfillment of the Requirements
for the Degree of Master of Business Administration in Marketing
Graduate School of Business
Assumption University
Academic Year 2016
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Thesis Title	A Study of Factors Influencing Brand Loyalty towards A Thanakha Cosmetic in Yangon, Myanmar
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Major	Marketing
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Academic Year	2016

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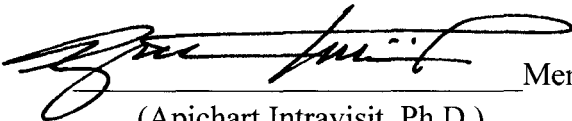
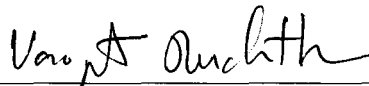(Kitti Phothikitti, Ph.D.)

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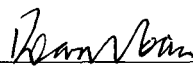
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ABSTRACT

Myanmar was once an isolated pariah country in Southeast Asia which is now the fastest growing market. The country is using the new democratically elected government in order to attract the interest of investors around the world. So, the country endures substantial political and economic reformation. The country has been restructuring its policies with the goal of establishing a market-oriented economy. The demand for beauty products is on the rise in Myanmar's growing consumer market. Beauty brands from Europe, America and Asia are emerging in Myanmar salons and beauty shops as more women are hunting better skincare and quality cosmetics. Among these foreign brands, Myanmar traditional cosmetic brands are also struggling to survive in the local market. However, Myanmar traditional cosmetic so called Thanakha remains as a favorite beautifier for generation to generation.

Hence, in this study, the researcher will focus on customer brand loyalty towards a Thanakha cosmetic in Yangon, Myanmar and explore which factors affect most on brand loyalty among Myanmar customers. In this research, the researcher utilized three theoretical frameworks of Ebeid (2014), Gil *et al*., (2007) and Hameed (2013) in order to develop a conceptual framework. The researcher collected the data from 400 Myanmar shoppers at seven selected shopping centers such as Junction 8 shopping center, Taw Win center, Junction Square shopping center, Dagon center, Ocean shopping center, Hledan center and Parkson FMI center as target respondents. The respondents are customers who have experienced with Shwe Pyi Nann Thanakha cosmetic at least 3 months. The researcher employed Simple Linear Regression (SLR) and Multiple Linear Regression (MLR) in order to test the hypotheses.

According to the result of SLR analysis, in hypothesis one (H_1), family has a positive influence on brand awareness. In (H_2), family has a positive influence on perceived quality. In (H_3), family has a positive effect on brand association. In (H_4), advertising spending is positively impact on brand awareness. In (H_5), advertising spending has a positive influenced on perceived quality. In (H_6), advertising spending is positively impact on brand association. In (H_7), advertising spending has a positive effect on customer satisfaction. From the result of MLR analysis, all three variables such as brand awareness, brand association and customer satisfaction are positively influenced on brand loyalty. However, perceived quality has a negative impact on

brand loyalty. Among all variables, customer satisfaction is the most significantly positive effect on brand loyalty although perceived quality has a negatively influence on brand loyalty.

According to the finding, it can be concluded that customer satisfaction is the most significantly influenced on brand loyalty towards Shwe Pyi Nann Thanakha cosmetic brand. If customers are satisfied about the product, there is no doubt that they will be loyal to such brands. Therefore, the more the customer satisfied the products, the more customers loyal to a brand. However, perceived quality has a negative impact on brand loyalty towards Shwe Pyi Nann Thanakha cosmetic. This can imply that the more customers perceive the quality of a product, the less customers brand loyalty towards Shwe Pyi Nann Thanakha cosmetic. To sum up, this research would be beneficial for marketers, managers and business owners in order to build a strong brand loyalty in the future.

ACKNOWLEDGEMENTS

"I can do all things through God who strengthens me".   *Philippians 4:13*

First and foremost, I would like to thank God, for providing me this opportunity and allowing me the capability to proceed successfully. This thesis appears in this way due to the assistance and guidance of several people. I would therefore like to offer my sincere thanks to all of them.

Dr. Sirion Chaipoopirutana, my beloved advisor, my heartfelt thanks for accepting me as your dearest student, your warm encouragement, thoughtful guidance, very critical comments, offering valuable advice, support during the whole period of the study, and especially for your patience and guidance during the writing process.

I would like to express my deep thanks to the committee members, **Dr. Apichart Intravisit, Dr. Vorapot Ruckthum** and **Dr. Ioan Voicu** for their excellent advices and detailed review during the preparation of this thesis.

I would like to thank all my friends who always help me when I need. My sincere thanks go to them who are ready to help me anytime. I would also like to acknowledge **Mr. Sumit Sharma** as the proof reader of this thesis, and I am gratefully indebted to him for his very valuable comments on this thesis.

Finally, I would like to express my very profound gratitude to my parents, brother, parent-in-law and to my husband for providing me with unfailing support and continuous encouragement throughout my years of study and through the process of researching and writing this thesis. This accomplishment would not have been possible without them. Words cannot express how thankful you all have done for me.

Nu Nu Seng Mai

November, 2016

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GENERALITIES OF THE STUDY

1.1 Introduction

Nowadays, competition is getting higher and higher with every passing day and it is very critical to maintain existing customers and make them loyal towards a company; loyal customers always utilize products and services which provided by company in order to raise the profitability of a company (Harris and Goode, 2004). Brand loyalty is a consumer conscious or unconscious decision that is expressed through the intention or behavior to rebuy a particular brand often. Brand loyalty is dependent on the behavior and attitudes. It is the first choice of a consumer buying a particular brand in a product group. Likewise, Fornell and Wernerfelt (1998) and Reicheld *et al.*, (2000) mentioned that in behavioral manners, loyal customers endorse a brand, product or service by word of mouth and it is a good fact which helps to generate higher corporate profits.

Brand loyalty is the most significant factor that many industries and many researchers are examining as factors that influence on brand loyalty. In the cosmetics industry, the competition is increasing exponentially. Competing in the market is challenging, therefore, cosmetics companies should concentrate on attaining customer satisfaction which leads to customer loyalty. In today's world, many professional organizations and companies believe that customers are the real source of profit, and it is now well regarded that the search for new customers is much more expensive than retaining existing ones (Kotler, 2003). Customer brand loyalty plays a crucial role for every brand and firms. Aaker and Keller (1990) stated that loyalty is directly related with several factors and the main factor is user experience. Customers are loyal due to higher switching barriers or they may be loyal because they are satisfied with the brand (Fornell, 1992). According to Kumar *et al.*, (2006), brand loyal consumers are willing to pay higher prices and they are less sensitive towards price change. Higher customers' loyalty leads to increasing in market share and a potential in demanding moderately higher prices from the product or service of the competitors (Chaaudhuri and Holbrook, 2001). Consequently, this

manner of customer loyalty may help to reduce marketing costs, search for more customers and operate a trading leverage efficiently (Aaker, 1997).

Customer loyalty is one of the main features for every industry. Few regular customers can generate huge profit to business. Reicheld (1993) described that business must have loyal customers in order to be sustainable. Hence, it is a fundamental point of every business to sustain their current customers. Besides, Ziethaml *et al*., (2006) defined that the higher the level of customer satisfaction, the stronger customer loyalty. Building customer loyalty is not challenging when current customers are delighted with the products or services which the company offered. There are many antecedents, which affect customer brand loyalty. Therefore, companies should comprehend the elements that are affecting to customer behavior according to generate customer brand loyalty.

There are many previous studies which examine the factors that influence on brand loyalty. Some of the researchers described that brand awareness has a positive effect on brand loyalty. Brand awareness is considered a driver of brand loyalty (Aaker, 1996). Moreover, Gil *et al*., (2007) mentioned that the higher brand awareness in the consumer's mind, the consumer will be more loyal to a brand. Previous researches have suggested that perceived quality has a positive influence on brand loyalty. Ha *et al*., (2011) mentioned that the higher perceived quality of the brand, and higher customer satisfaction which leads to brand loyalty. Likewise, Yoo *et al*., (2000) exposed that perceived quality enhances brand loyalty. Moreover, the earlier studies have shown that brand associations have a positive effect on brand loyalty. Gremler (1996) demonstrated that brand association is the component that leads to the basis of brand loyalty in the business. The former studies revealed that customer satisfaction is directly affected on brand loyalty. Thus, loyalty may be an outcome of customer satisfaction (Oliver, 1997). Customer satisfaction is a long term business and it is a key factor for brand loyalty (Hameed, 2013).

A few studies have explored the relationship between family and brand awareness, perceived quality, brand association. Family is a powerful influencer in consumer behavior (Andre, 2007). Consumption repetitively of a brand in the family could create a habit for individuals which lead to be loyal to the brand (Andres, 2007). Therefore, the prior studies revealed that family is influenced on brand awareness, perceived quality and brand association. Gil *et al*., (2007) described that positive information of a brand is evaluated by a family and

recommending buying a brand and monitoring of repeatedly buying a brand in a family which is perceived by the consumer as a sign that his parents endorse to use the brand. Moreover, the previous studies stated that advertising spending has a direct and positive influence on brand awareness, brand association, perceived quality and customer satisfaction. Hameed (2013) mentioned that advertising is the most crucial and traditional way of awareness and notifying the customers. Advertising is a significant tool for generating awareness among customers and extremely spending on advertising is the indicator of high quality which shows that company is investing in brand. Therefore, Aaker and Jacobson, (1994) indicated that there is a significant association between advertising spending and perceived quality as well as brand awareness and brand association.

In this study, the researcher will investigate the influential factors and relationships between family, advertising spending, brand awareness, perceived quality, brand association and customer satisfaction which lead to measure customer brand loyalty towards Shwe Pyi Nann Thanakha cosmetic brand in Yangon, Myanmar. Cosmetics industry has a share of 460 billion US dollars in the global market (http://www.businesswire.com/news/home/ 20150727005524/en/ Research-Markets-Global-Cosmetics-Market -2015-2020-Market,accessed on 2/7/2016). Myanmar is a developing country in terms of cosmetics consumption and has a great potential with a population of more than 54 million (http://www.worldometers.info/world-population/myanmar-population/accessed on 2/7/2016). Myanmar is a country which is filled with a massive selection of brands which include local, national and international. In these conditions, it is very difficult for companies to compete in the market in order to differentiate their brands. Only the brands with strong personality, well-known country of origin, good reputation and FDCA-listed brands may have a leading position in the market in the near future. Shwe Pyi Nann Thanakha cosmetic has the strong personality with good reputation. Shwe Pyi Nann Thanakha cosmetic brand is a well-established brand with premium quality and which have a massive potential for Myanmar market. Myanmar people started using Thanakha 2000 years ago and it remains tremendously popular. Thanakha is a traditional product of Myanmar people. Thanakha has a long history that the Myanmar people have used it in different ways. Lifestyle of Myanmar young people has extremely changed and they are looking for good quality products. Although, there are various foreign cosmetics brands in Myanmar, Myanmar Thanakha remains the favorite beautifier for Myanmar people. Shwe Pyi Nann Thanakha cosmetic is made

by first class natural Thanakha and the company generates its products with international standard quality. It is the biggest Thanakha Company in Myanmar. Shwe Pyi Nann Thanakha cosmetic brand is well known brand in Myanmar.

The prominent Thanakha manufacturers in Myanmar are Taunggyi Mauk Mae Thanakha, Daw Thi Thanakha, Shwe Bo Minn Thamee Thanakha, Nat Mi Mae Thanakha and Shwe Pyi Nann Thanakha. Those are the famous and big Thanakha manufacturers. Shwe Pyi Nann Thanakha Company has to compete with those major competitors. Consequently, Shwe Pyi Nann Company upgrades its advertising channel in order to compete its rivals. The company puts lucky draws in its products and the customers can win cars, electronic devices, and free pilgrimage to India Buddha Gayar trip and so on. Also, Shwe Pyi Nann company mainly focuses on advertising channel and spends a lot of money in it. In this way, Shwe Pyi Nann Thanakha got an attention of the customers.When talking about Myanmar Thanakha, Shwe Pyi Nann Thanakha is the first brand that comes into everyone's mind. In this study, the researcher proposes to evaluate the significant factors related to brand loyalty of Shwe Pyi Nann Thanakha cosmetics customers in Yangon, Myanmar.

1.1.1   History of Thanakha and Purpose of Research

In Myanmar, a liquid or a paste of long duration scented is extracted from the bark that is called Thanakha. Thanakha, botanical term is Limonia Acidissma Linn which is a cosmetics paste with yellowish-white color made from ground bark. The finest Thanakha plants are gradually grown in naturally and it takes many years for the tree trunk to grow to two inches in diameter. The bark of Thanakha trees is very perfumed that the Myanmar ladies appreciate it very much. Thanakha trees grow in rocky regions in hot and dry areas of upper Myanmar and they are more scented. The trees which plant in rainy regions of lower Myanmar are less fragrant than the trees from upper Myanmar. Thanakha tree cannot be grown in cold places.

The origin of Thanakha is hardly able to be historically traced as it flows from the first glimmerings of civilization. Over 2,000 years ago, The Queen of Peikthano (Srikhsetra) has been recorded as a lover of "Thanakha". Most Myanmar people fancy Myanmar Thanakha to take care of their skin. Walking through the morning market anywhere in Myanmar, we can see the majority of people wear Thanakha, so that Thanakha apparently will not disappear. Thanakha is

a Myanmar traditional cosmetic and Myanamar people use it not only for beautifying but also use for traditional practice. Moreover, Thanakha is applied as both habitually and culturally. Thanakha is also a daily cosmetic for people especially from rural area. Thanakha is a great help to endure the sun heat and protect from the wind especially for those who have to work under direct sunlight or in a windy conditions such as females who work in paddy fields. They wear thick layer of Thanakha in order to abide the intense heat. Thanakha can make the skin soft, smooth and cool. All of Thanakha barks, leaves, fruits and roots are beneficial in many ways according to different usages. The people of Myanmar have used Thanakha for centuries. Myanmar Thanakha market is growing year by year regarding to the customers' changing lifestyles. Nowadays, Thanakha is made several ways such as compressed bars, powder or ready-made Thanakha cream. Myanmar people use ready-made Thanakha to save time and cost (http://www.mymagicalmyanmar.com/coverstory/thanaka-myanmars-fragrant-versatilecosmetic/ accessed on 4/6/2016).

Today, all over Myanmar, even in the big city, people use thanaka as a daily cosmetic, sunscreen, fragrance, and overall skin protection/improvement treatment. It's supposed to perform all manner of complexion magic, from preventing acne, relieving sun damage, shrinking pores, even killing fungal infections on the skin. But mostly, folks just think it is pretty to paint it on their faces. They apply it on their arms and hands, especially if the person works outside. But mostly they apply it on their faces. Thanakha cream has a sweet scent and can be applied to the face in attractive designs such as a circle shape, a leaf pattern and so on. The taste of Thanakha is bitter and Myanmar people believed that it can make skin cool, smooth and cure acnes. Apart from cosmetic beauty, Thanakha provides a cooling sensation, protects from sunburn, prevents oily skin and relieves freckles and pimples. The companies which produce Thanakha as cosmetics are Shwe Bo Min Thamee, Nat Mi Mae, Taunggyi Mauk Mae and Shwe Pyi Nann (http://www.paradisemoon.com/herbal/thanaka.htm/ accessed on 4/6/2016).

Currently, foreign cosmetic brands start appearing on more and more Myanmar shelves. Consequently, younger women especially begin to use a wider range of foreign brands cosmetic, so that Thanaka is unlikely to disappear. Therefore, local Thanakha cosmetic brands have to compete with foreign brands in order to survive in the market.

This study is basically targeted to do research and analyse the influential factors on customers' brand loyalty for a Thanakha cosmetics in Yangon, Myanmar. There are wide range

of cosmetics brands in Myanmar and the cosmetics market is booming. At present time, Myanmar Thanakha is faced with competition from modern cosmetics and skin care products. Although appearing cosmetics brands from Asia, Europe and America in Myanmar market, Myanmar people still prefer to use local Thanakha cosmetics. They believe that Thanakha takes care their skin and it has no side effects or allergy. As a result, Myanmar Thanakha remains as a favorite beautifier from generation to generations. Nevertheless, Myanmar has recently opened up its business sectors to the world and numbers of well-known international brands are entering into the market. Consequently, Myanmar people especially ladies have various choices for cosmetics and they are looking for better skin care and high quality products. Therefore, Myanmar local cosmetics brands may have a huge competition with international brands.

Hence, the outcomes of the research would be helpful to marketing professionals in Myanmar cosmetics industry, importers, distributors and retailers. They can be aware of their target towards customers whether brand loyalty affects their purchasing decision or not. Moreover, they can be realize that which dimension has a strongest influence on cosmetics customers' brand loyalty in Myanmar according to establish a profitable business. This study explores how the company maintains the loyalty customers in order to sustain its business. It will be helpful for the company in order to observe its strengths and weaknesses. Moreover, the company can improve its business profitability performance.

Figure 1.1 Shwe Pyi Nann Thanakha Cosmetics products and Natural Thanakha tree

Source:www.facebook.com/shwepyinann.thanakha (Accessed on 4/6/2016)

Based on Figure 1.1, there are the pictures of Shwe Pyi Nann Thanakha cosmetic's products in advertising. Shwe Pyi Nann Thanakha Company spends a lot on advertising every year in order to create customer awareness and promote its products which leads towards brand loyalty.

The first picture is the Thanakha tree. Thanaka cream is made by grinding the bark with a small amount of water. In this picture, a circular stone slab near Thanakha is called kyauk pyin which has a channel round the rim for the water to drain into. Myanmar people have used Thanakha for over 2,000 years. The second picture is the ready-made Thanakha. Nowadays, the ready-made Thanakha is very useful because of saving time and cost.

1.1.2 Shwe Pyi Nann Thanakha Company Background

In fact, Shwe Pyi Nann Group derived from the Power Cosmetics Co.Ltd. The founder of the company is U Shwe Pu. At that time, the power face powder was the most popular and widely used throughout the country. These days, the new generation chairman, U Kyaw Min named it Shwe Pyi Nann. The head office of Shwe Pyi Nann situated in Yangon, Myanmar.

Shwe Pyi Nann has launched on 18 April, 1991. The company established a production plant in South Dagon Industrial Zone (1) in 1996. The present chairman has inspired the vision and idea to innovate new products with modern advertising tools. As a result, Shwe Pyi Nann Thanakha cosmetics has become no (1) Thanakha cosmetics in local market in 1999. Later, Shwe Pyi Nann introduced different forms of Thanakha such as lotion, cream and powder. Currently, Shwe Pyi Nann generates 31 kinds of Thanakha and other cosmetics such as lotion, perfume and

powder. Then, the company has started to produce various types of cosmetic products. Each product is popular in its own way and well known by Shwe Pyi Nann brand.

Shwe Pyi Nann Thanakha Company is the largest Thanakha Company in Myanmar. It has the world's largest and only Thanakha Museum in Bagan, the region of ancient culture. Shwe Pyi Nann Co. Ltd. is the leading manufacturer and exporter of traditional cosmetic Thanakha to countries such as Thailand, Malaysia, Singapore, and Philippines. It has got over 95 percent market share for cosmetics Thanakha products in Myanmar and own 127 acres of Thanakha plantations. The company started with only four employees at first, but now the company is running with 200 employees. Shwe Pyi Nann Thanakha is made by first class nature Thanakha. Myanmar Thanakha contains natural cormorant and can prevent UV (ultraviolet) rays, while it is tested and analyzed in the laboratory. Shwe Pyi Nann Company implements international quality management standards and got ISO 9001-2008 certification with certification number (42599) of United Register of Systems (URS) and other many international certificates (www.facebook.com.shwepyinann.thanakha/accessed on4/6/2016). Moreover, Shwe Pyi Nann has got Global Excellent Award in 2008 and People's Choice Award in 2009 by the awarding committee based in Philippines (http://news.xinhuanet.com/english/2009-11-25/content_ 12536573.htm, accessed on 4/6/2016). The company has carried out negotiations with some foreign companies in order to expand its export market.

The company has a branch office in Mandalay for the purpose of sales, marketing and shipping raw materials. It also owns a branch in Bagan for the purpose of maintaining the Thanakha plantation. The company is planning to set up branch offices in ASEAN countries and intends to enhance more awareness of Thanakha products and its culture.

Figure 1.2 Celebrities and Shwe Pyi Nann Thanakha Cosmetics

Source:www.facebook.com/shwepyinann.thanakha (Accessed on 4/6/2016)

Shwe Pyi Nann Thanakha Company hires celebrities to endorse its products. They are the most popular celebrities in Myanmar. Myanamar customers are always very fond of celebrities as a result, Shwe Pyi Nann Thanakha Company promote its products through celebrities in order to get loyal customers.

Figure 1.3 A girl with Thanakha

Source: www.exoticvoyages.com (Accessed on 4/6/2016)

Based on figure 1.3, Myanmar people prefer to use Thanakha since young age. Myanmar Thanakha has been used since 2,000 years ago and it is still a favorite application for generations to come. Thanakha is also the national pride of Myanmar people.

Figure 1.4 Portrait of a Myanmar child making Thanakha

Source:www.facebook.com/shwepyinann.thanakha(Accessed on 4/6/2016)

This is the portrait of Myanmar child grinding Thanakha. To make Thanakha, Thanakha wood, a small amount of water and Kyaut Pyin (a channel round the rim for the water to drain into) are needed. Thanakha can make skin cool, smooth, soft and prevent from sunburn. It is very suitable for Myanmar weather which has a tropical climate. Therefore, Myanmar people prefer to use Thanakha until now. In Myanmar, we can see not only children but also adults use Thanakha in their daily lives. There is an old Asian saying that, "The world's most beautiful women have a Thai smile, Indian eyes, and Burmese (Myanmar) skin." Therefore, Thanakha is the gift of the Saint to Myanmar women.

1.1.3 Kinds of Thanakha products by Shwe Pyi Nann

Among the different kinds of Shwe Pyi Nann Thanakha cosmetics, the following items are very popular in the market.

Table 1.1: Kinds of Thanakha products by Shwe Pyi Nann

No	Items	Ingredients	Results
1.	Lime Thanakha (Whitening Thanakha)	Refreshing citrus and sweet aroma	-Proven for whitening the skin naturally within 45 days. -Skin will be whitening as natural beauty and it is harmless.
2.	Kantkaw Thanakha	Khantkaw stem and natural shinmataung Thanakha in proportion.	-Gain the benefit such as sweet scent and lovely complexion.
3.	4 in 1 Thanakha	Myanmar Thanakha and international standard premium make-up ingredients	-Prevent pimples, freckles and minimize the poles.
4.	Jasmine Thanakha	Aromatic, fresh jasmine flowers and Thanakha	- Effectively treats and prevents outbreaks of acnes and treats pimples. - Reduces inflammation of skin rashes and irritations and effective in treating oily skin.
5.	Shinmataung Thanakha	The bark and roots of Shinmataung Thanakha	-UV protection, anti-aging - Skin smooth
6.	Rose Thanakha	Vitamin C, minerals, rose petals, thanakha	- Protection from UV rays and free radicals -Protection against skin aging -Skin tightening and cooling
7.	Sandalwood Thanakha	Sandalwood, medical herbs	-Very useful for sensitive skin -Charming skin, pleasant scent

8.	Star Flower Thanakha	Star flower and natural Thanakha	-Fragrant, beautiful complexion -Relief the itching due to prickly heat
9.	Eue De Cologne Thanakha	Premium perfume from England and natural Shinmataung Thanakha	-Lovely smell -Skin cooling and fresh
10.	Spa Thanakha	First class natural Thanakha. No chemical substance. Organic.	-The blood circulation will be in good order; the skin will be glamorous by using once a week. -Fresh and young. -Extremely lovely complexion.
11.	Yadanar Thanakha (Nine precious herbal Thanakha)	Sandalwood, Red sandalwood, Taungnakadoe, Taungnangyi, Nakinkyaw, Mustardoil, Balm, Embrocating and Thanakha	-Effective remedy for numbness, muscle pain and neck pain.
12.	Moisturizer Thanakha	Natural Shinmataung Thanakha and moisturizing	-Suitable for the dry skin

Source: Company data, 2012.

1.1.4 Recent Myanmar's Cosmetics Market Condition

In the past, Myanmar's economic development was marked by long-lasted economic stagnation. However, Myanmar has been involved in the process of economic liberalization and democratization that promote economic growth. Myanmar is known as the last economic frontier in Asia with significant growth potential. Reforming and opening Myanmar have attracted the attention of foreign companies which are looking to relocate their labor intensive production facilities. It is difficult for latecomers because people are more loyal to brand when it comes to cosmetics. The recent foreign trade and investment are booming followed by positive developments in Myanmar which have expected a crucial role toward better income distribution

within the country. Moreover, it leads to higher purchasing power among Myanmar people. This demand has encouraged consumer products such as "cosmetics".

Lifestyles of young people in Myanmar have moved toward greater use of cosmetics that have become more fashionable. This is very obvious in cities like Yangon, where early stage of development is going on. A retail industry growth also contributed to the booming cosmetics because it effectively channels such products. Many options are available to consumers, especially young careerists who considered the most essential target sector according to its high demand. Cosmetic business in Myanmar is an up and coming effort. Nevertheless, Foreign cosmetics companies which are doing business in Myanmar could experience some difficulties due to the lack of infrastructure, a poor legal framework and extremely high commercial rents, which can exceed $ 20,000 per month for an industrial unit.

China and Thailand are the leading countries which are importing cosmetics to Myanmar. South Korea and Japan are also dominant brands in Myanmar sales, with the exception of shampoo sachets, which are conquered by Western brands, especially Pantene. However, Myanmar consumers prefer directly imported from America or Europe as they assumed that the quality is higher than those from Thailand. There is a concern in Myanmar consumer's mind that the products come from countries such as Thailand and China that are assorted with other elements since they have experienced with differences in prices and products quality. Likely local markets for cosmetics include Yangon, Mandalay, Myawaddy and Naypyidaw, since these cities are occupied by middle class, white-collar and government workers. Their demanding for cosmetics is higher than in other areas. In Myanmar, Korean films are widely popular. Moreover, love of Korean culture is actually boosting import of cosmetics and beauty products in Myanmar. Hence, there is a base of consumers seeking profitable for high-quality cosmetics in Myanmar.

Since Myanmar began to open its economy, these brands are marketed and distributed under the control of brand owners. However, they need local partners in order to import the products. The construction of distribution channels is also a challenge because of the highly fragmented market. Likewise, there may be parallel imports from China or from other countries and they are counterfeit. According to the data from the Myanmar Marketing Research and Development Company (MMRD), there is a consistent increase in consumer consumption year on year from 2008 to 2012 especially hair care products, body care products and skin care products in rural areas. In the meantime, media and advertising spend in cosmetics are increased

within the cosmetics market grew by 77% every year from 2008 to 2012. According to market research, the biggest media spender in 2012 was a cosmetic product; however the research was unable to reveal the specific company. (https://jessicamudditt.com/ 2013/12/18/ democratising-beauty-in-myanmar/ accessed on 6/4/2016)

1.1.5 Shwe Pyi Nann Thanakha Cosmetics in Myanmar

Myanmar Thanakha has been used since 2000 years ago and has a rich history in Myanmar. Thanakha is a Myanmar's unique traditional beauty treatment and it is made of bark. Shwe Pyi Nann Thanakha cosmetics brand is the pioneer in the market and these products have hooked the top market segment because its brand is a strong one since 20 years ago. Shwe Pyi Nann Thanakha was launched in 1991.The company can provide customer satisfaction in order to retain its good reputation. The company always innovates to produce new products so that it can have harmony with customers' new interest and sustain the product quality standard by taking from high natural resources raw materials. Although Myanmar market is flooded with lots of local and international cosmetics, Shwe Pyi Nann Thanakha still survives because of its quality and its traditional technique. Also, Myanmar people prefer to wear Thanakha because of the Myanmar weather. It can make the skin cool and smooth. Moreover, Shwe Pyi Nann Thanakha company has won two international awards titled "2008 Global Excellence Awards and 2009 People's Choice Awards" presented by the Philippines. According to this, Shwe Pyi Nann Thanakha is popular and trustworthy brand in Myanmar. Shwe Pyi Nann Thanakha company has opened its first traditional cosmetic paste museum in the ancient city of Bagan in order to introduce to the world its Thanakha, which is a kind of tree and its bark and root are used in making a fragrant paste for cosmetic purposes. Myanmar traditional cosmetic paste Thanakha has also traditionally attracted tourists who visiting the country, which stands as one of the popular local cosmetic products that tourists used to buy when they land in Myanmar (https://sites.google.com/site/bsccomesticstechnology/home/accessed on 6/4/2016).

1.2 Research Objectives

The objective of the research is to explore the factors that affect brand loyalty of Shwe Pyi Nann Thanakha cosmetics in Yangon, Myanmar. In this study, the researcher will highlight on factors influencing brand loyalty which are family, advertising spending, brand awareness, perceived quality, brand association and customer satisfaction. The research objectives are as follows:

1. To analyze how family is influenced on brand awareness
2. To analyze how family is influenced on perceived quality
3. To analyze how family is influenced on brand association
4. To analyze how advertising spending is influenced on brand awareness
5. To analyze how advertising spending is influenced on perceived quality
6. To analyze how advertising spending is influenced on brand association
7. To analyze how advertising spending is influenced on customer satisfaction
8. To analyze how brand awareness, perceived quality, brand association and customer satisfaction are influenced on brand loyalty

1.3 Statement of the Problems

In today's competitive world, everything is changing in every minute, thus the existing trend fades away and a new trend walks in. Likewise, in beauty trends, there has been a dramatically change for the last 10 years. Some products vanished and some are surviving in the market. There are many different kinds of cosmetics brandswhich competitively available not only in Myanmar but also in the global market. Also, Shwe Pyi Nann Thanakha cosmetics have to compete with its competitors such as local Thanakha cosmetics brands and international cosmetics brands. Shwe Pyi Nann Thanakha cosmetics have 95% of market share in local Thanakha market (source: Company data,2012) In order to maintain its market share and increase profit, Shwe Pyi Nann Thanakha cosmetics brand has to comprehend the factors influencing brand loyalty to its customers and it is important to attract more new customers and maintain the existing customers. Previous studies have indicated that brand loyalty plays the crucial role in generating profitable development of a company.

There are varieties of foreign made cosmetics brands that are available in Myanmar and customers demand higher quality products in market, therefore Shwe Pyi Nann Thanakha cosmetics might need to promote its products by holding occasional events, innovating more new products, providing better quality and services. In Yangon, Shwe Pyi Nann Thanakha cosmetics are available in every place such as shopping centers, stalls, bazaars, grocery shops and so on. In Myanmar, Shwe Pyi Nann Thanakha cosmetics is one of the leading cosmetics brands among local Thanakha cosmetics brands.

In this study the researcher selected cosmetics consumers from Myanmar, who have already experienced with Shwe Pyi Nann Thanakha cosmetics brand. The purpose of the study is to describe clearly the factors influencing brand loyalty of Shwe Pyi Nann Thanakha cosmetics in Yangon, Myanmar. In this research, the researcher studied, examined and explored the relationship between family and advertising spending with brand awareness, perceived quality, brand association and customer satisfaction. Also, the researcher aimed to study the relationship between brand awareness, perceived quality, brand association and customer satisfaction with brand loyalty of Shwe Pyi Nann Thanakha cosmetics. In order to comprehend factors influencing Myanmar consumers' brand loyalty towards Shwe Pyi Nann Thanakha cosmetics, the researcher will describe the following questions:

1. Does family have a significant influence on brand awareness of Shwe Pyi Nann Thanakha cosmetic?

2. Does family have a significant influence on perceived quality of Shwe Pyi Nann Thanakha cosmetic?

3. Does family have a significant influence on brand association of Shwe Pyi Nann Thanakha cosmetic?

4. Does advertising spending have a significant influence on brand awareness Shwe Pyi Nann Thanakha cosmetic?

5. Does advertising spending have a significant influence on perceived quality of Shwe Pyi Nann Thanakha cosmetic?

6. Does advertising spending have a significant influence on brand association of Shwe Pyi Nann Thanakha cosmetic?

7. Does advertising spending have a significant influence on customer satisfaction towards Shwe Pyi Nann Thanakha cosmetic?

8. Do brand awareness, perceived quality, brand association and customer satisfaction have a significant influence on brand loyalty towards Shwe Pyi Nann Thanakha cosmetic?

1.4   Scope of the Research

This study mainly focuses on the key factors which influence on brand loyalty towards Shwe Pyi Nann Thanakha cosmetics in Yangon, Myanmar. This research is conducted to examine what makes customers more loyalty to Shwe Pyi Nann Thanakha cosmetics. In order to get the results, the factors which influences on brand loyalty will be observed. The researcher will investigate the results by testing hypotheses of independent, mediating and dependent variables. In this study, the researcher develops two independent variables which are family and advertising spending, four mediating variables such as brand awareness, perceived quality, brand association and customer satisfaction. Brand loyalty is the dependent variable in this research.

The researcher will apply the survey method by allocating 420 questionnaires at seven selected shopping centers which located in Yangon, Myanmar. The target population of this research comprised people who have experienced at least 3 months with any kind of Shwe Pyi Nann Thanakha cosmetics brand from Yangon, Myanmar. The researcher applied non-probability sampling because there is no record of the total Shwe Pyi Nann Thanakha users in Myanmar. The researcher conducted the research in seven shopping centers which is the most crowded shopping malls in Yangon. They are Dagon Center Shopping Mall, Taw Win Center, Ocean Super Center, Hledan Center, Parkon FMI Center, Junction Square Center and Junction 8 Center.

The researcher applied major variables and questionnaires from Gil *et al*., (2007). The key variables are advertising spending, brand awareness, brand association, perceived quality, customer satisfaction and brand loyalty. The questionnaires were tested by Gil et al., (2007).

1.5   Limitations of the Research

The target population of this study is Shwe Pyi Nann Thanakha cosmetics' customers. There are some limitations in this research which are as follows:

The first limitation is that the research is conducted only in seven selected shopping centers whereas there are many shopping malls in Yangon city. According to time limitation, the researcher has concentrated on only at seven shopping malls, so that the results cannot represent the entire country. Moreover, the data was collected at a specific time period during October and November of 2016, so the research cannot be generalized to all instances in time.

Secondly, the researcher developed the conceptual framework with only few variables. There may have to be independent variables which affect brand loyalty that are more reliable. Third limitation is place. The researcher applied non-probability quota sampling and selected only seven crowded shopping malls from Yangon. There may be differences in people perception from place to place. Furthermore, this research only concentrates on overall Shwe Pyi Nann Thanakha cosmetics products, and the results may not be accurate for particular category of Shwe Pyi Nann brand. Another limitation is that this study is only for Myanmar culture. Thanakha is used not only for beautifying but also for tradition. Thanakha is also the trademark of Myanmar culture. Moreover, some criteria and variables may be deserted or missed because of time or budget limitations. According to time period, the result could not be consistent and appropriate for other time frame. In conclusion, time limitation, budget and place, the result only represents the primary data collection period in October and November 2016 and it cannot be applied to all instances in time.

1.6   Significance of the Study

This research is being conducted to investigate factors affecting brand loyalty of Shwe Pyi Nann Thanakha cosmetics' customers. Therefore, the result might be helpful for both Shwe Pyi Nann Company and similar firms in order to understand the major factors which could make their customers loyal to their brands. Moreover, it could convey beneficial perception to some educators, researchers, manufactures, dealers, wholesalers, retailers, marketers and investors.

The target of the research is to provide the useful information which is valuable to comprehend the concept of cosmetics industry. Hence, this research can be supportive for the marketers and the management team of Shwe Pyi Nann Thanakha cosmetics.

This research could provide a key reference for future researchers regarding to brand loyalty towards Shwe Pyi Nann Thanakha cosmetics and other cosmetics brands. This research measures brand loyalty of Shwe Pyi Nann Thankaha cosmetics and locating the relationships between different variables. The results verified that each variable might have a positive relationship. Furthermore, the result also helps the company in order to achieve its goals, mission and vision through customer satisfaction and brand loyalty. Moreover, the results of the study will highlight the value of each variable in building brand loyalty that suggests managers should emphasize on each variable which lead to brand loyalty. In conclusion, this research may provide valuable information to local, foreign brands and firms which are start-up.

1.7 Definition of Terms

Advertising Spending: The money a company spends to deliver information of the products or the brands to the consumers (Gil *et al*., 2007). Therefore, the more spending on advertising campaign, the brand is pictured to the customer (Salinas *et al*., 2007).

Brand Association: Brand association is defined as the information about what is in the customer's mind about the brand, either positive or negative which linked in a memory (Emari *et al*., 2012).

Brand Awareness: Brand awareness is defined as the strength of the presence of a brand in the consumer's mind (Ross, 2006). Also, brand awareness is the outcome of consumer's experience to a brand (Alba and Hutchinson, 1987).

Brand Loyalty: Brand Loyalty is a very deeply held commitment with any kind of product or service which is shown by repurchasing while ignoring others and depending on one service or product (Oliver, 1999).

Customer Satisfaction: The customers' feeling occurs when customers experience with a satisfying level of consumption connected with fulfillment when evaluating a product or service (Oliver, 1997).

Family: Two or more persons related by blood, marriage, or adoption who belong together (Schiffman and Kanuk, 2010). Brands can be associated to family memories, which providing an emotional meaning (Fournier, 1998). Moreover, people often ask their families for advice when buying a product, since they consider their parents as a close and reliable reference (Shah and Mittal, 1997).

Perceived Quality: Perceived quality is customer's perception of a product and who judges about a product or service performance (Zeithaml, 1988). Perceived quality refers to the subjective assessment of the consumer which concerning overall excellence or superiority of a product (Chattopadhyay *et al*., 2010).

Thanakha: A scented long-lasting liquid or paste is extracted from the bark which is called Thanakha. The botanical term of Thanakha is Limonia Acidissma Linn. Thanakha is a yellowish-white cosmetic paste made from ground bark.

CHAPTER 2

LITERATURE REVIEW

In this chapter, the researcher discusses the theories, definitions and concepts that are related to variables in this study. The researcher emphasizes the study of the relationship between the family, advertising spending, brand awareness, perceived quality, brand association, customer satisfaction and brand loyalty to the Shwe Pyi Nann Thanakha in Yangon, Myanmar. This chapter includes three main parts and focuses on the concepts and theories of variables. The first part explains the different ideas and explanations of each variable that is studied in the research. The second part is an overview of the related literature, which described the relationship between variables. The last part deals with previous studies that are relevant to the study.

2.1 Theory and Definition of Variables

2.1.1 Family

By tradition, family is defined as "two or more persons related by blood, marriage, or adoption who live together" (Schiffman and Kanuk, 2010). It considers all of these people, comprising members of the subfamily on the members of the same family. Family members live together and interact to meet their personal and mutual needs. A family can also be seen as a fundamental or dominant association by providing social assistance to its members. Moreover, it also offers a great influence on the development of its members to act as consumers, in particular an impact on the dynamics of decision-making. Other basic features include economic well-being of the family, emotional support, and lifestyles of the right family (Schiffman and Kanuk, 2010).

In the process of consumer's decision making, the family has always been the informer and adviser. As such, the family was seen as the main factor dominant influence on consumer behavior, especially in a country which has a tradition of cooperative as part of its existing culture. Moore *et al.*, (2002) claimed that families may have a significant influence on the customer–brand relationship, and this may lead to the formation of customer-based brand equity. Thus, Family puts the individual in connection with brands that are consumed in the home, and

to provide a better knowledge of those brands. Besides, those brands can be linked to family memories, which provide an emotional meaning (Olsen, 1993).

The importance of the family has been recognized by many marketers as a unit of decision making consumer base and the roles of family members in the decision-making process. Family members are perceived to be a reliable source of information. When the source is highly respected and reflected by the individual, the information transmitted through it is more likely to be credible. Moreover, the immediate family is considered as the normative reference group for a child, in shaping the child's consumer values and behavior. In the context of brand equity, a previous study conducted by Gil *et al.*, (2007), indicated that family as a source of customer-based brand equity. Family can give useful information before the purchase decision takes place. A family has been recognized as the most important decision making and consumption unit (Assael, 1998). As a result, a family makes decisions as a consumption unit has attracted the interest of marketers and marketing research over the years (Kim and Lee, 1997; Moore *et al.*, 2002).

2.1.2 Advertising spending

Advertising is an effective way to deliver a brand's practical and emotional benefits and values (Chernatony, 2006). Advertising plays an important role in today's competitive world. Moreover, consumers' perception of advertising spending has a great effect on marketing success. When consumers' perceive high spending on advertising, it will increase their level of confidence in the brand (Kirmani and Wright, 1989). Advertising spending is not only a signaling device but also an informational device (Moorthy and Zhao, 2000). Millions of dollars spent every year on advertising leads to brand loyalty and results is that creating loyal customers attached to particular brand or firm (Chioveanu, 2008).

Advertising is essential tool for developing awareness among customers and solid advertising spending is the indicator of high quality and which shows that company is investing in brand or product. Furthermore, Yoo *et al.*, (2000) indicated that both brand loyalty and perceived quality have positively influenced on the brand, so the more advertising for the brand; the more customers have high perceived quality and loyalty for the brand. Advertising is the

most significant and traditional way of recognizing and informing the customers. Advertising provides the alternatives for example through magazines, press ads, radio and television together with attitudes of relatives and friends. After evaluating the alternatives, the consumers make the purchase (Kotler and Armstrong, 2008). Consumers are more likely to buy a product if they can remember an advertisement. However, recalling an advertisement does not necessarily lead to buying the brand advertised (Kotler and Armstrong, 2008). The type of television program in which the brand is showcased can also affect the feelings of consumers about the ad and the brand that it promotes.

2.1.3 Brand Awareness

Brand awareness is described as the strength of the existence of a brand in the consumer's mind (Ross, 2006). Moreover, Aaker (1991) categorized that brand awareness is a correlation of a specific brand for a specific product viewing by potential customers. Building brand awareness is the initial step towards the development of brand value. Brand awareness is crucial for brand equity, if customers do not know the brand and recognize its quality, they will not become a brand loyal customer (Pappu and Quester, 2006). According to Aaker (1991), brand awareness may conduct brand equity in four ways. They are

- Making some association about the brand in the mind of the customer.

- Providing a sense of brand recognition in the minds of potential customers.

- Creating a small amount of trust in the brand.

- Acting as a reason for the brand to enter the customer list consideration.

Keller (2003) stated that brand awareness refers to the creation of the brand different association in a customer's thought. Hence, primarily a prospective client should be aware of a particular brand to develop further relationships with the brand. Brand awareness affects the ways a brand association is formed and the strength of the relationship (Keller, 1993; Pitta and

Katsanis, 1995; Pike *et al*., 2010 and Keller and Lehman, 2003). As a result, this awareness will have an indirect impact on the brand equity in general.

Brand awareness is how the customers' relation with the brand with the specific product which they plan to possess (Sasmita *et al*., 2014). Aaker (1990) found that robust brand presence and brand control are two requirements to fulfill the role of brand awareness in the formation of brand equity. Moreover, brand awareness is the critical factor for controlling the purchasing decisions and the intentions for buying of customers and retailers (Grewal, Monroe and Krishnan, 1998; Macdonal and Sharp, 2000). Similarly, Hoyer (1990) and Macdonal and Sharp (2000) mentioned that if brands are well-known and customers recognize its brand, they will consider to purchase their perceived brands rather than unknown brands. Consequently, purchase intentions are likely to impact on popular brands.

2.1.4 Brand Association

Brand association relates to information about what is in the customer's mind about the brand, either positive or negative, linked in a memory (Emari *et al*., 2012). Brand association acts as a tool for gathering information to perform brand differentiation and brand extension (Osselaer and Janiszewski, 2001). Primarily, any information found in association with the brand is connected with the brand name in the minds of consumers, and reflects the image of the brand (Keller, 1993; Romaniuk and Sharp, 2003). The higher the brand associations in the product, the more the customer will remember and be loyal to the brand. According to Aaker (1996), customers judge a product not only on the base if stated functions can be performed, but to the extent that is higher compared to the alternatives that are offered by competitors. Customers always look for brands that have the ability to offer perfect long-term physical operations (Lassar *et al*., 1995).

Keller (1993) indicated that the preferences, strength, and uniqueness of the associations brand are dimensions that characterize the brand awareness, which plays an important role in determining the differential response that makes the value of the brand, especially in the scene for the strong participation. Farquhar and Herr (1993) mentioned that the types of brand associations which comprise product category, usage situation, product attribute and customer

benefits. Moreover, Keller (1993) indicated that brand associations describe several interpretations which are surrounded by a brand. Partial brand meanings are attained by customers through associations that are related to the brand (Aaker, 1990; Keller, 2003).

Brand associations may be classified into product related features and non-product related features. Product related features include modules like brand performance and non-product related features may contain brand personality, personality of a brand further comprises attributes such as social image, reliability, perceived value and country-of-origin. The main function of these attributes is to satisfy the customer's desire for self- pride and social acknowledgment (Hankinson and Cowking, 1993; Pitta and Katsanis, 1995; Aaker, 1996; Pappu *et al.*, 2005). The key properties which are correlated to a brand are:

1.   Social image: It refers to self-made attributions of a brand made by customers and through which other people think of a person using a particular brand (Lasser *et al.*, 1995).

2.   Perceived value: It refers to a situation in which the customer is trying to maintain the balance between the price and value of a brand (Lassar *et al.*, 1995).

3.   Trustworthiness: It refers to the extent of credibility, integrity and reliability that the customer has in the brand (Lassar *et al.*, 1995). Customers are still purchasing before knowing the product, creating a real trust is very crucial for developing strong customer relationships (Kinard and Capella, 2006).

4.   Country-of-origin: It refers to the country of origin of the brand where the brand first born (Johansson *et al.*, 1985; Ozsomer and Cavusgil, 1991).

2.1.5 Perceived quality

Perceived quality is considered as "the customer's assessment about a product's overall perfection or superiority" (Zeithaml, 1988). In order to increase perceived quality, investing in improving its real objective quality is the best way for a brand. Besides, the firm needs to communicate its brand quality through quality indicators in its marketing actions. Therefore, customers perceive the quality of the brand through their direct experiences with the brand and

the information attained in the environmental factors (Gronroos, 1984; Yoo et al., 2000). There are several elements of consideration in order to examine and measure perceived quality such as reliability, durability, appearance, performance, serviceability, etc (Parasuraman et al., 1985; Cronin and Taylor, 1992; Brucks et al., 2000).

Aaker (1991) stated that a brand is said to have a higher perceived quality when customers begin to consider it superior and different over the competing brands. Similarly, Zeithaml (1988) and Aaker (1991) exposed that perceived quality as an afterwards outcome customers' particular judgment on a product. Likewise, Bhuian (1997) mentioned that perceived quality is a decision on the identification of product consistency or an assessment of the added value of a product. Perceived quality is considered as the scope to which brand customers globally regarded as superior in its particular segment (Holbrook, 1996). From the perspective of business, brands that have better perceived quality are able to charge higher prices for the product contributing to higher profit margin (Yoo *et al.*, 2000). There are two dimensions in perceived quality such as product quality and service quality. Product dimensions are performance, component, components compatibility together, reliability, durableness, appropriateness and completeness. Service quality dimensions include tangibles, reliability, responsiveness, assurance and empathy (Aaker, 1991). Gronroos (1990) defined that factors which influence perceived quality are price, promotion, advertisement spending etc. As a result, perceived quality is formed by direct relation or consumption of a product and the factors affecting the customer's perception of the quality.

2.1.6 Customer satisfaction

Tsiotsou (2005) defined that customer satisfaction as customers who have different levels of perception are there is a difference in their levels of satisfaction. Also, satisfaction is an indicator for performance. Yi (1990) also stated customer satisfaction as a judgment based on a series of customers collaborations. While, Oliver (1997) specified as customer satisfaction is the response from a customer that comes when consumers experience a pleasant level of satisfaction in the evaluation of a product or service. Moreover, Fornell (2001) found that satisfaction is an overall feeling which is directly related to consumption and customers have a sense of how the

product or service meets their desire level or standard norm. Besides, the level of satisfaction depends on the factors which are service quality, product quality, price, situation, and personal factors (Zeithaml and Bitner, 1996). However, Oliver (1981) argued that satisfaction is fundamentally pre-used standard by which people feel contended.

Gilbert *et al.*, (2004) claimed that customer satisfaction is an evaluating process in which customers perceive the product or service based on their experiences. According to Zeithmal and Bitner (2003), satisfaction is the fulfilled response of a customer. It is a judgment that a product or service feature itself, which providing a satisfying level of consumption. Brown (1992) defined that customer satisfaction is a condition in which the desires, needs and expectations of the customers through the products or services lifetime meet their requirements or exceed, resulting in repurchase, loyalty and positive word of mouth. Hence, Oliver (1980) mentioned that if the service providers' performance surpasses the customers' expectations; satisfaction will be increased and become a positive endorsement.

Customer satisfaction indicates the relationship between present and future intentions performance. In addition, Oliver and Swan (1989) stated that perceived quality must be considered the strongest among all predictors of customer satisfaction. If a customer is satisfied with the product, which he or she experiences, he or she will definitely purchase again (Maiyaki, 2011). Fornell (1992) presented that customer satisfaction can be very helpful to the company because the cost of satisfying existent customers is less to attract new customers. Additionally, Oliver (1999) concluded that satisfaction is a key venture of formation of a loyalty program. It means that satisfaction is a vital indicator to make customer loyalty and brand loyalty in long run and it is a determinant of long term business. Therefore, customer satisfaction is the most significant factor in order to form a loyalty program.

2.1.7 Brand loyalty

Howard and Sheth's theory of buyer behavior (1969) were the first to introduce the concept of brand consideration into marketing. Brand loyalty is defined as a specific product or service is kept preferably. Aaker and Keller (1990) believed that loyalty is closely related with several factors, one of the core ones is the experience of use. Customers can be loyal because of

high switching barriers linked with technical, economical or psychological factors which make it pricey or difficult for the customer to change other brands. In another point of view, customers may also be loyal because they are satisfied with the brand, and consequently they want to continue the relationship (Fornell, 1992). Brand attributes are viewed as important elements in a consumer's decision-making. Lau *et al.*, (2006) mentioned that there were seven factors which influenced consumers' brand loyalty towards certain brands. The factors were brand name, product quality, price, design, store environment, promotion and service quality.

There are several scholars who have studied brand loyalty. Kotler (2002) stated that brand loyalty is a behavioral response to a long-standing thought that represents a commitment to the purchase of a brand after a decision between one or more brands. Accordingly, brand loyalty arises when a consumer has a strong desire to have a certain type of product or service and is willing to participate in a long-term business relationship with a firm that offers the product or service (Engel *et al.*, 1993). In other words, brand loyalty refers to an experience in which a consumer experiences a product from a brand before providing consumer satisfaction, thus generating to repeat purchasing behavior. In summary, brand loyalty is the combination of a consumer's behavioral loyalty and attitudinal loyalty toward a brand. Khan and Mahmood (2012) suggested that brand loyalty can be defined as the unconditional commitment of the customer and a strong relationship with the brand, which is not likely to be affected under normal circumstances.

In addition, brand loyalty also contributes to the costs reducing of doing business, thus improving brand as well as company's profitability (Tiele and Mackay, 2001). In this case, profit is an outcome of loyal customers then companies would possibly be provided advertisement for free through positive word of mouth. Happy customers make recommendation about stores, products, or services to their friends and families. It can strengthen brand loyalty by maintaining a long-term relationship with customers and therefore it can help to create a competitive advantage for any particular company. Brand Loyalty is the only tool for any company to survive in a severe competition. Brand helps in creating relationship between consumer and producer. Rizwan *et al.*, (2013) defined that the loyalty to the particular brand of customer will remain unchanged as long as the brand exists.

Kotler (1996) and Aaker (1991), Johnson, Herrmann and Huber (2006) believed that the drivers of brand loyalty are naturally dynamic and complex which develops over time with the changing needs of the customers. Some drivers of brand loyalty are perceived risk, inertia, habit, involvement, satisfaction, and relationship between product or service providers (Bennet *et al*., 2001). Aydin and Ozer (2005) stated some drivers of customer loyalty such as corporate image, perceived service quality, trust and customer switching costs which are very influential factors of brand loyalty. Moreover, Abubakar (2014) mentioned that trust is one of the most crucial antecedents of brand loyalty. Although perceived service quality and perceived switching cost appeared to have the same level of influence on brand loyalty.

2.2 Related Literature Review

2.2.1 Relationship between family and brand awareness

Gil *et al*., (2007) mentioned the relationship between family and brand awareness by saying that family can affect the formation of customer based brand equity. Aaker (1991) suggested that brand equity consists of five dimensions such as brand awareness, brand association, perceived quality, brand loyalty and patent and trademark. Moreover, family has been considered as a powerful influencer in consumer behavior (Andres *et al*., 2007). Family members are perceived to be a dependable source of information. Family can give useful information before the purchase decision takes place. Similarly, one commonly considers his family as a reliable references in relation to purchase of certain products (Childers and Rao, 1992; Moore *et al*., 2002).

Families can have a considerable influence on the customer-brand relationship and this can lead to the formation of brand value based on the customer (Yoo *et al*., 2002). Therefore, a brand that has been traditionally consumed at home for years and it will provide awareness in the minds of consumers which remain after leaving home (Olsen, 1993; Fournier, 1998). Moreover, once young adults face new purchase situations, they may ask their parents for information and advice (Moore *et al*., 2001). As a result, Gil *et al*., (2007) concluded that the higher the positive information provided by the family of the young adult, the higher the brand awareness. In

addition, Yasin *et al*., (2011) also found that family has a significant and positive influence on brand awareness.

2.2.2 Relationship between family and perceived quality

Tirole (1993) stated that increased demand for consumer goods with the increase in quality. Perceived quality is the judgment of the consumer on added value of a product (Bhuian, 1997). A consumer evaluates product quality depending on his/her previous experiences and feelings (Zeithaml, 1988). In addition Yee and Sidek (2008) concluded that the product quality is the most important factor that contributes to brand loyalty. With regard to brand information provided by the family, this information can also determine the perceived quality of consumers towards brand. Therefore, the perception of young adults recommended or used by other experienced consumer brands, can affect the perception of the quality of such brands (Gil *et al*., 2007). This is especially the case of the family, which is generally regarded by young adults as an experienced buyer of certain products (Childers and Rao, 1992; Keillor *et al*., 1996). This perception implies a more positive attitude toward the brand, and can lead to the purchase of this brand (Feltham, 1998, Moore *et al*., 2002). In addition, Zahari (2011) found that family has a positive influence on perceived quality.

2.2.3 Relationship between family and brand associations

The family contribution to the formation of associations may also be critical (Gil *et al*., 2007). These associations provide an emotional value to brands that are unlike other competing brands. Olsen (1993) also stresses the family role in the formation of brand associations, and in the case of the person who leaves his family home, so he considered that these associations may act as "bridges" or "fences" in the intergenerational transfer of brand loyalty. In addition, Gil *et al*., (2007) concluded that the higher the positive brand information provided by the family of the young adult, the more the associations linked to that brand. Brand associations are defined as anything relating to brands that come to memory (Aaker, 1991) and they represent the meaning of a brand to the consumer. Likewise, Ross *et al*., (2006) specified that brand associations'

research can contribute in order to enhancing the image, awareness, and building consumer loyalty. The formation of brand associations like the formation of brand awareness arises from contact between brands and consumers. In this case, each new contact creates modifies or reinforces associations, that is, it determines the meaning that the consumer attributes to a brand (Keller, 2003). Therefore, Gil *et al*., (2007) assumed that advertising spending and family information may also determine brand associations. Therefore, the higher the advertising spending of a brand, the more the consumer is exposed to the brand, and consequently, stronger and more numerous are the associations in the mind of the consumer.

2.2.4 Relationship between advertising spending and brand awareness

Keller and Lehmann (2006) referred to advertising effect on the brand by considering brand as a determinant of advertising effectiveness. Advertising is not only an indicating device but also an informational device (Moorthy and Zhao, 2000). Srinivasan *et al*., (2005) defined that advertising generates values and increases the brand awareness. Social media can build and increase brand awareness , since a huge number of people are already visiting social media, thereby a brand name spread all over those networks and become widespread with the firm, creating brand awareness (Stephen and Toubia,2010). Sali *et al*., (2016) stated that advertising value will positively effect on brand awareness. The more intensive the advertising campaign, the more the consumer is exposed to the brand. Advertising review as a premise for achieving brand awareness is positively associated with the strength of the advertising spending (Deighton, 1984; Hoyer and Brown, 1990). The advertising spending in a brand can increase the scope and repetitions of the advertising information, and as a result, a higher level of awareness will be attained for the brand. In general, Cobb-Walgren *et al*., (1995) found that there is a positive relation between the amount spent on advertising and brand equity and its dimensions. The outcome is that advertising spending perceived by the consumer is also positively related to brand equity. Similarly, Gil *et al*., (2007) concluded that the higher the advertising spending of a brand perceived by the young adult, the higher the brand awareness.

2.2.5 Relationship between advertising spending and perceived quality

Scholars view perceived quality as individual and subjective (Anderson and Sullivan, 1993; Chen, 2001; Olsen, 2002). Oliver (1999) defined that perceived quality is a judgment of global consumer of the superiority of the product or service that integrates consumer expectations and perceptions. Ha *et al*., (2009) mentioned that advertising spending has a direct positive impact on perceived quality. Yoo *et al*., (2000) conceptualized advertising spending as the consumer perceptions on advertising spending is measured by their perceptions of advertising frequency and expenditure. Likewise, Doraszelski and Markovich (2007) showed that even in small markets industry, the productivity can be very different depending on how they spend on advertising. Clark *et al*., (2009) investigated that there is a positive correlation between advertising spending and perceived quality. Moreover, Moorthy *et al*., (2000) found that perceived quality is positively related to advertising spending. Advertising plays a crucial role in order to generate awareness among customers. Moreover, extreme advertising spending is a signal of premium quality and which demonstrates that the company is investing in brand or product. Therefore, advertising spending is positively and significantly associated with perceived quality (Aaker and Jacobson, 1994).

2.2.6 Relationship between advertising spending and brand associations

Advertising is the most important and traditional form of customers' perception and informing the brand. Cobb-Walgren *et al*., (1995) found that advertising has a significant positive relationship with brand association. Correspondingly, Yoo *et al*., (2000); Simon and Sullivan (1993) stated that advertising positively enhances brand associations. According to Ebeid (2014), the consumer believes that the more a brand advertises, the more they are likely to buy. In consequence, the stronger and more numerous ads will build the associations in the consumer's mind. As a result, the more advertisements of a brand the consumer encounters, the more likely to try the brand (Nelson, 1974). Simon and Sullivan (1993) revealed that advertising would be influenced on brand associations. Moreover, advertising spending has a positive and significant relationship with perceived quality (Aaker and Jacobson, 1994). Hameed (2012) concluded that advertising spending has directly and positively impact on perceived quality. In

addition, Gil *et al*., (2007) stated that the young adult perceived the extreme advertising spending as well as the more associations linked to that brand.

2.2.7 Relationship between advertising spending and customer satisfaction

Advertising consists of six dimensions including relevant news, brand reinforcement, entertainment, empathy, familiarity, and confusion (Schlinger, 1979). Customers' satisfaction occurs when the customers view the advertisement which attracts customers' attitudes towards a brand (Aaker *et al*., 1986). The entertainment in advertising generates customer satisfaction (Chang, 2006). Related news in advertising provides relevant information about a product or service (Schlinger, 1979). Providing the relevant information is the main role of advertising (Holbrook and O'Shaughnessy, 1984) and the customers decide about a product or service whether to consume it or not (Anderson and Renault, 2006). The related information in advertising affects customers' product choice and behavioral intentions (Schlinger, 1979). Relevant news in advertising influences customers' satisfaction (Stout and Leckenby, 1986). According to Holbrook and O'Shaughnessy, (1984), when some relevant news or relevant information starts a perceptive judgment in customers' attentions, consumers' satisfaction takes place. In this way, cognitive judgment of relevant information or relevant news in advertising is an important antecedent of satisfaction (Lazarus, 1982). Similarly, Holbrook and Batra (1987) stated that information in advertising which influences satisfaction that generates an attitude towards brand. Mandan *et al*., (2012) concluded that advertising influences customers' satisfaction.

2.2.8 Relationship between brand awareness, perceived quality, brand associations, customer satisfaction and brand loyalty

2.2.8.1 Relationship between brand awareness, perceived quality, brand associations and brand loyalty

Aaker (1996) stated that brand awareness is a reliable measure of the strength of a brand. Brand awareness is defined as the strength of a brand's presence in the consumer's mind (Aaker,

1996). According to Yoo *et al*., (2000), high brand awareness, resulting from brand associations, is an indicator of quality that assists consumers in making purchase decisions. As a result, brand awareness can be viewed as an antecedent of brand loyalty (Nguyen *et al*., 2010). Consequently, awareness may help consumers become familiar with the brand. Further, recognition can support purchasing choices, particularly for low-contribution items (Aaker, 1991). Miller *et al*., (2010) concluded that there is a positive relationship between brand awareness and brand loyalty.

Chaudhuri (1999), Keller and Lehmann (2003) and Pike *et al*., (2010) described that high perceived quality can enhance brand loyalty. Brand loyalty and perceived quality both have positive impact on the brand, the more advertising for the brand; the more consumers have high perceived quality and loyalty for brand (Yoo *et al*., 2010). Accordingly, Ha *et al*., (2011) stated that perceived quality positively affect brand loyalty. Loyalty is the most significant factor which describes the success of business organization (Kandampully and Suhartanto, 2000). Additionally, Keller and Lehmann (2003) mentioned that product quality represents the antecedent step leading to brand loyalty. Choi *et al*., (2004) specified that the most effective strategy in the business world is the fact that retaining existing customers by investing in enhancing the product value or service quality. Miller *et al*., (2010) determined that perceived quality has a positive influence on brand loyalty.

According to Keller (1998), brand association can be created through the association with attitudes, attributes and benefits respectively. Brand association also acts as an information collecting tool (Van Osselaer and Janiszewski, 2001) to perform brand differentiation and brand extension (Aaker, 1996). James (2005) also discussed that highly effective association helps to boost brand and equity. In addition, Yoo *et al*. (2000) and Atilgan et al. (2005) stated that strong brand association leads to higher brand loyalty. Moreover, Gremler (1996) indicated that brand associations are the component that leads to the foundation of brand loyalty in business.

2.2.8.2 Relationship between customer satisfaction and brand loyalty

Basically satisfaction is a speedy or quick experience of the customers after using the product through which the overall satisfaction can be assessed (Lam *et al*, 2004; Tian, 1998; Yang, 2004; Li and Vogelsong, 2003). Several studies tell that the loyalty is affected by the

satisfaction through the satisfaction level we can predict the purchase intentions and behavior of consumer towards the brand product (Eggert *et al*., 2002). Satisfaction is the predecessor of brand loyalty, intention to repurchase the product and behavior of brand towards its customers (Oliver, 1980; Pritchard *et al*., 1999; Russell- Bennett *et al*., 2007). Brand loyalty can be increased by the satisfaction of customer and repeat the purchase of the same product services (LaBarber and Mazursky, 1983). Satisfaction has direct effect on brand loyalty (Ha *et al*., 2009; Selnes, 1993) and loyalty can be an outcome of customer satisfaction (Oliver, 1997). The satisfaction is a key indicator to make customers loyal in long run and it is a determinant of long term business. The consumers develop loyalty with the brand because the particular brand experience fits with the lifestyle of the person (Hameed, 2013). Additionally, Ahmed *et al*., (2014) concluded that customer satisfaction is positively correlated with brand loyalty.

2.3 Previous Studies and Summary of Previous Studies

In this section, the researcher presents the previous empirical studies and utilized as the secondary data in this study. The studies are related to factors affecting brand loyalty. The researcher applied six empirical previous studies and these precious studies can support the result of this study. The detailed explanations of the previous studies are as follows;

Gil *et al*., (2007) studied about the relationship between brand loyalty and its dimensions. The purpose of this study was to analyze the role played by the family on consumer-based brand equity. The respondents for this study were young adult (age between 18-35 years old) from a major city of Spain and 360 questionnaires were collected. The researchers targeted three brands of three convenience products in Spain such as milk, olive oil and toothpaste. The brand selection was made through a pretest with university students. For analysis method, the researchers applied Pearson correlation method in order to test the relationship between each variable. After analyzing the data, the results show that the two independent variables, brand awareness and brand association have a significant positive relationship with brand loyalty. However, the researchers explored that there is a positive relationship between perceived quality and brand loyalty but it was not significant. Then the result showed that the most loyal customers make the most positive assessment of a brand. Therefore, the researchers suggested that

marketing management should establish consumer loyalty as its main priority, and brand equity will be the result of such loyalty.

Hameed (2013) studied the effect of advertising on brand loyalty mediated by store image, perceived quality and customer satisfaction: a case of hypermarkets. The purposes of the study were to investigate the effect of advertising spending on brand loyalty and to test the mediating role of store image, perceived quality and customer satisfaction. The researcher collected data from 360 departmental stores customers from 10 large and medium sized departmental stores in Islamabad and Rawalpindi. The researcher set a questionnaire of using 15-items with 5-point Likert scale and distributed among stores customers. Confirmatory Factor Analysis and Structural Equation Modeling were carried out using Amos-18 to evaluate the results. After analyzing the data, the results showed insignificant direct impact of advertising spending on perceived quality and brand loyalty where as significant direct impact on customer satisfaction and store image. According to the result, the researcher suggested managers of departmental stores should concentrate on advertising spending and on store image which leads towards brand loyalty. Moreover, the departmental stores should focus on the advertising because it is a critical issue in order to establish awareness.

Ebeid (2014) studied about distribution intensity, advertising, monetary promotion, and customer-based brand equity which lead to brand loyalty. The researcher collected the data in Egypt. The purpose of this study was to support managers in terms of determining the expected influence of marketing activities on brand equity. Primary data were collected from 497 respondents who are from under graduate students enrolled in Faculty of Commence courses, Mansoura University, Egypt. The researcher set a set of self-administered questionnaires and distributed among under graduate students. Then, model fit assessment / goodness of fit model was applied to draw a sample of under graduate students from Egypt. After analyzing the data, advertising spending positively influences brand awareness and brand associations, perceived quality and brand awareness. Moreover, brand awareness, brand associations and perceived quality positively affect brand loyalty. The researcher argued that managers and retailers should be interested in constantly investigating the equity of brands. Consequently, the brand equity will provide them with a feedback about how far they successfully manage their brand marketing

mix. Furthermore, the researcher suggested that increasing perceived quality may guarantee brand loyalty.

Chi *et al*., (2009) studied about the impact on brand loyalty by the brand effects of female cosmetics in Taiwan. The aim of the study is to figure the relationships between brand trust, customer perceived value, brand affect and brand loyalty. The respondents were female customers who have ever experienced cosmetics and they were asked to respond in order to understand the differences and influence factors among brand trust, customer perceived value, brand affect and brand loyalty in the use of cosmetics. The researchers collected 277 female customers from selected department stores in Taiwan within a three week of duration. The researchers applied convenience sampling to obtain the primary data and used the questionnaires as research instruments which are constructed with 5-point Likert scale. The collected data were analyzed by the use of Multiple Linear Regression (MLR). After analyzing the data, the results showed that there is an alternative significant relationship between customer perceived value, brand trust, brand affect and brand loyalty. Besides, customer perceived value has significant effect on brand loyalty through the mediation effect of brand trust and brand affect.

Yaseen *et al*., (2011) explored a study to investigate the impact of brand equity dimensions such as brand loyalty; perceived quality and brand awareness on brand profitability with mediating role of repurchase intention. The aim of the study was based on resellers view and the data was collected from 200 retailers by distributing questionnaires. The researchers applied convenience sampling technique in order to acquire the data. The researchers mainly concentrated on two brands, L'Oreal Paris and Garnier. Correlation and regression analysis were used to analyze the data. The results showed that a positive relationship between brand awareness, perceived quality and brand loyalty and repurchase intention. Nevertheless, there was no significant influence of brand loyalty and brand awareness on brand profitability but perceived quality did play a main role in influencing brand profitability. Hence, the researchers concluded that retailers should consider product quality to be a significant factor in order to influence repurchase intention and brand profitability.

Ha *et al*., (2009) conducted the satisfaction's role of brand loyalty integrative model evidence in China and South Korea. The purposes of the study were to investigate the relationship between satisfaction and other major factors such as customer orientation, perceived

quality which impact on brand loyalty. The primary data in this study were collected from both China and South Korea. In detail, the researcher nominated retail supermarkets which comprised international chains such as TESCO and Wal-Mart as the location for the data collection for the reason of both countries consumers' familiarity to the growing presence of large supermarkets. The main respondents were selected to both male and female shoppers who had at least two years shopping experience at those supermarkets. Random sampling was applied to collect the data. The researchers set questionnaires with 5-point Likert scale and distributed among 300 respondents from China and 300 from South Korea. However, the researchers developed a total of 246 from South Korea and 286 from China in order to avoid sample bias and missing data. Structural Equation Model (SEM) was used to analyze the data. The results showed that all of proposed research models fits well and better than other competing models and furthermore customer orientation is connected to customer perceived quality which has mediating effect increased brand loyalty. Perceived quality has similar positively effect on satisfaction and brand loyalty. Besides, satisfaction is significantly set in supporting brand loyalty.

The researcher would like to conclude that after studying these literatures variables were developed to measure brand loyalty of Shwe Pyi Nann Thanakha cosmetic and such the variables will be explained further in chapter 3 along with the researchers' conceptual frameworks.

Table 2.1: Summary of the previous studies

Article	Author(s)	Methodology	Key Findings
Family as a source of consumer-based brand equity	Gil *et al*., (2007)	- 360 primary data - Pearson Correlation	- Brand awareness and brand association are positively and significantly related with brand loyalty. - Perceived quality is positively related with brand loyalty but it is not significant.

The effect of advertising spending on brand loyalty mediated by store image, perceived quality and customer satisfaction: a case of hypermarkets	Hameed (2013)	- 360 primary data - Confirmatory Factor Analysis - Structural Equation Modeling (SEM)	- Advertising spending has an insignificant direct impact of on perceived quality and brand loyalty. - Advertising spending has a significant direct impact on customer satisfaction and store image.
Distribution intensity, advertising, monetary promotion, and customer-based brand equity: an applied study in EGYPT	Ebeid (2014)	- 497 primary data - Model Fit Assessment - Pearson's Chi Square	- Advertising spending positively influences brand awareness and brand associations, perceived quality and brand awareness. - Brand awareness, brand associations and perceived quality positively affect brand loyalty.
The effects of brand affect on female cosmetic users brand loyalty in Taiwan	Chi *et al.*, (2009)	- 277 primary data - Multiple Linear Regression (MLR)	- There is an alternative significant relationship between customers perceived value, brand trust, brand affect and brand loyalty. - Customer perceived value has significant effect on brand loyalty through the mediation effect of brand trust and brand affect.

Impact of brand awareness, perceived quality and customer loyalty on brand profitability and purchase intention: a seller's review	Yaseen et al., (2011)	- 200 primary data - Pearson Correlation and regression analysis	- There is a positive relationship between brand awareness, perceived quality and brand loyalty and repurchase intention. - There was no significant influence of brand loyalty and brand awareness on brand profitability. - Perceived quality did play a main role in influencing brand profitability
Role of satisfaction in an integrative model of brand loyalty: Evidence from China and South Korea	Ha et al., (2009)	- 532 primary data - Structural equation model (SEM)	- Perceived quality has similar positively effect on satisfaction and brand loyalty. - Satisfaction is significantly set in supporting brand loyalty.

CHAPTER 3

RESEARCH FRAMEWORK

In this chapter, the researcher explains about the theoretical framework, conceptual framework, hypotheses, and operationalization of the variables. Theoretical framework came from concepts and theories of the three research articles. The researcher drew the conceptual framework based on the concepts and basis of theory. After developing the conceptual framework, the researcher made the hypotheses related to this study. This study is designed to find out the effects of selected marketing activities on building brand loyalty of Shwe Pyi Nan Thanakha cosmetic brand in Yangon, Myanmar.

3.1   Theoretical Framework

The theoretical framework is a model that explores the relationship between the variables in a logical pattern. The researcher modified the conceptual framework based on three major research models. In this study, the researcher utilized three empirical research models in order to develop the conceptual framework. The first model was developed by Hameed (2013) who studied "The effect of advertising spending on brand loyalty mediated by store image, perceived quality and customer satisfaction: A case of hypermarkets. The researcher studied relation among advertising spending, store image, customer satisfaction, and perceived quality towards brand loyalty. The second research model was "Family as a source of consumer-based brand equity" which was developed by Gil *et al*., (2007). The researchers analyzed the role of family, price, promotion, advertising, perceived quality, brand awareness, brand loyalty on consumer-based brand equity. The third research model was developed by Ebeid (2014). The researcher studied "Distribution intensity, advertising, monetary promotion, and customer-based brand equity: An applied study in Egypt". The researcher investigated the potential effects of brand equity drivers such as distribution intensity, advertising, monetary promotion on the dimensions of customer-based brand equity. The details of these three research models are as follows;

Figure 3.1:   The research model of "The Effect of Advertising Spending on Brand Loyalty Mediated by Store Image, Perceived Quality and Customer Satisfaction: A Case of Hypermarkets"
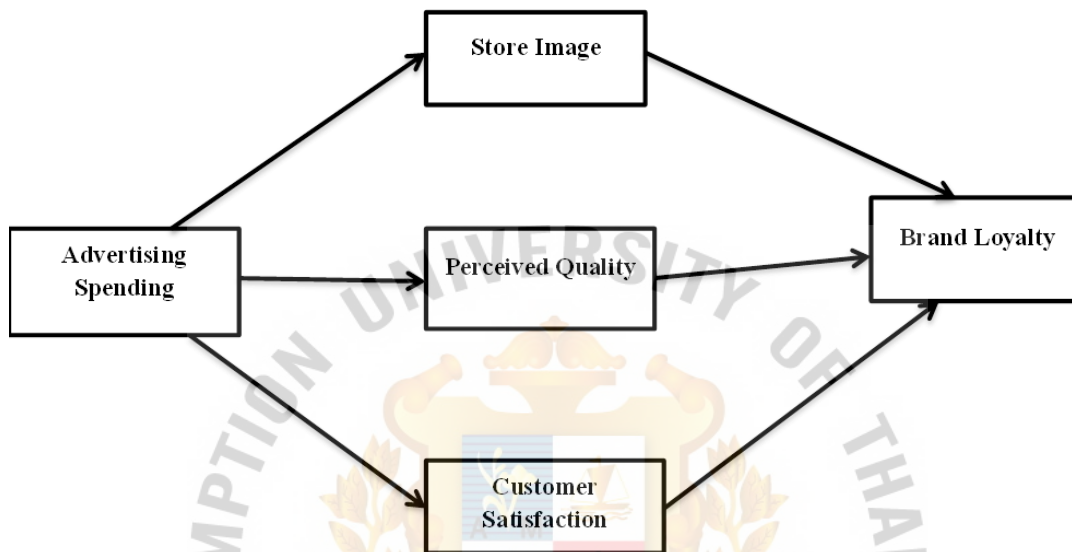
Source: Hameed, F. (2013). The Effect of Advertising Spending on Brand Loyalty Mediated by Store Image, Perceived Quality and Customer Satisfaction: A Case of Hypermarkets. *Asian Journal of Business Management*, 5(1), 181-192

Hameed (2013) studied about the "The Effect of Advertising Spending on Brand Loyalty Mediated by Store Image, Perceived Quality and Customer Satisfaction: A Case of Hypermarkets". The objective of this study was to investigate the effect of advertising spending on brand loyalty and to test the mediating role of store image, perceived quality and customer satisfaction in above mentioned relationship. The researcher applied 5 variables and 12 hypotheses; advertising spending, store image, perceived quality, customer satisfaction and brand loyalty in this study. Questionnaires were taken from six department stores in Islamabad and Rawalpindi in Pakistan. Those stores are selected upon the visiting frequency of more than 300 customers per day. The researcher collected 360 customers which are geographically spread in order to overcome the generalizability problem. In this study, the researcher applied 334 valid

questionnaires among the respondents aged 16-55 in which 59% are male respondents and 41% are female respondents and majority of them (63%) are married.

The results showed that advertising spending has a insignificant direct impact upon perceived quality and brand loyalty and significant direct impact upon customer satisfaction and store image. As the advertising increases, the image about the store in the minds of the customers also rises that leads towards customer satisfaction, because advertising is actually a tool to create awareness and when customers are aware about the store than they have good perception about the store, store image has direct and positive impact on brand loyalty and perceived quality. Perceived quality has direct and positive impact on customer satisfaction and brand loyalty. Store image and perceived quality are the mediators for the relationship between advertising spending and brand loyalty. Customer satisfaction does not lead to brand loyalty, in this way it is not playing part as a mediator in the study.

Figure 3.2: The research model of "Family as a source of consumer-based brand equity"
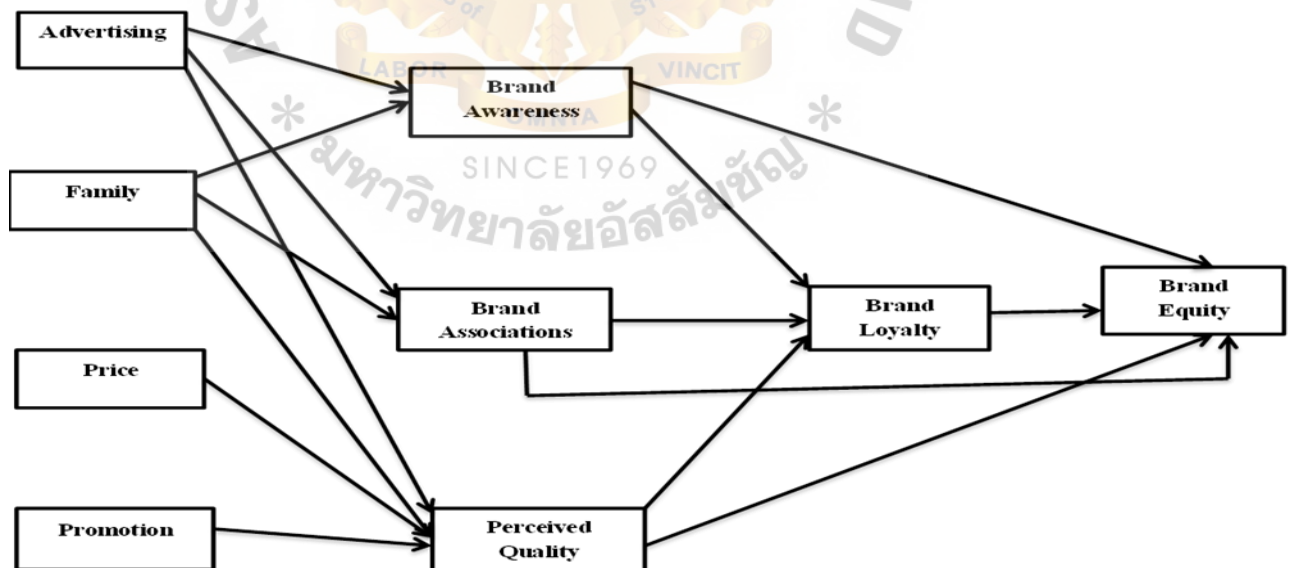
Source: Gil, B. R., Andre's, F. E., and Salinas, M. E. (2007). Family as a source of consumer-based brand equity. *Journal of Product & Brand Management*, 16(3), 188-199

The second research model is "Family as a source of consumer-based brand equity" and which was developed by Gil *et al*., (2007). This study was about the factors affecting brand equity. The researchers used 9 variables and 15 hypotheses; advertising, family, price, promotion, brand awareness, brand association, perceived quality, brand loyalty, brand equity. The researchers collected questionnaires from 360 young adults aged between 18 and 35 years a major city of Spain. The results of this research proved that information provided by the family has strong effects on the formation of brand associations, perceived quality and brand awareness this leads to brand loyalty which intern leads to overall brand equity.

The results of this research proved that information provided by the family has strong effects on the formation of brand associations, perceived quality and brand awareness this leads to brand loyalty which in turn leads to overall brand equity. The effects of the information proved by family is higher than that of marketing variables studied and brand loyalty is much closer to the concept of brand equity than brand awareness, brand association and perceived quality. The perception of advertising spending on the dimensions of awareness and associations has positive effects and there is a positive effect of the brand information provided by the family on the dimensions of brand awareness and associations. There is positive significant effect of brand information provided by the family towards the awareness, associations and perceived quality. The results obtained also showed that the awareness-associations dimension and brand loyalty has a positive and significant relationship. There is a positive relationship between perceived quality and loyalty and the effect of the awareness-associations dimension on brand equity is not significant, but loyalty has a positive effect on brand equity.

Figure 3.3: The research model of Distribution Intensity, Advertising, Monetary Promotion, and Customer-Based Brand Equity: An Applied Study in Egypt
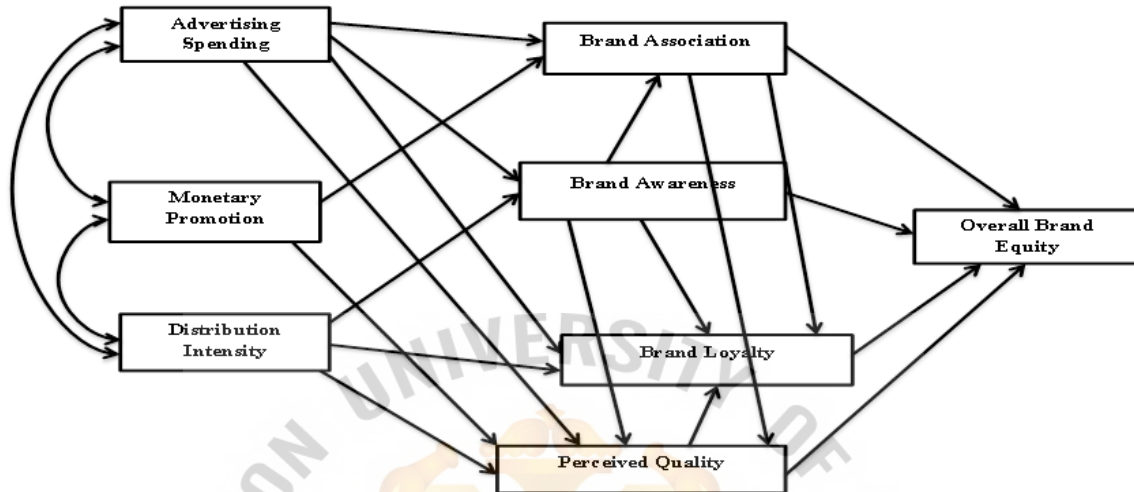
Source: Ebeid, A. Y. (2014). Distribution Intensity, Advertising, Monetary Promotion, and Customer-Based Brand Equity: An Applied Study in Egypt. *International Journal of Marketing Studies*, 6(4), 113-122

The third research model is "Distribution Intensity, Advertising, Monetary Promotion, and Customer-Based Brand Equity: An Applied Study in Egypt" and which was developed by Ebeid (2014). The purpose of this study was to support managers in terms of determining the expected influences of marketing activities on the brand equity which implies for the relative fund each activity deserves. The researcher applied 8 variables and 22 hypotheses; advertising sponsorship, monetary promotion, distribution intensity, brand association, brand awareness, brand loyalty, perceived quality and overall brand equity. The researcher collected the questionnaires from graduate students of Faculty of Commerce of Mansoura University, Egypt, the academic year 2013/2014. The respondents were asked to complete self-administered questionnaires first and there were totally 497 completed questionnaires were applied for this study which is 83% of total respondents' rate.

The researcher investigated that there is a potential effect of brand equity drivers; distribution intensity, advertising and monetary promotion towards the dimensions of customer based brand equity. Most of the hypotheses were significant and took the expected directions and brand awareness is the starting point to constitute the customer based brand equity. The researcher investigated the inter-relationships among the dimensions of brand equity. The research has a set of implications. Advertising considered an effective marketing communication tool that used to enhance the brand awareness and brand associations, that reveals the advertising role in creating brand equity. Regarding the interrelations among brand equity dimensions, brand awareness positively influences brand associations, perceived quality, and brand loyalty. Current study reveals that brand association influence perceived quality, brand loyalty. This would refer to brand association as a pivotal dimension in constituting a successful brand. Hence, researcher suggested that investing in advertising would be appropriate to enhance brand awareness and brand associations as well, parallel with increasing the number of stores that deal with the brand, in terms of supporting brand awareness.

3.2 Conceptual Framework

The researcher applied six independent variables; family, advertising spending, brand awareness, perceived quality, brand association, customer satisfaction and one dependent variable brand loyalty in this study. This conceptual framework has been classified into two sections. The first section is concerned with the family and advertising spending and their relationship with brand awareness, perceived quality, brand association and customer satisfaction. The second section is concerned with the relationship between the four variables; brand awareness, perceived quality, brand association and customer satisfaction towards brand loyalty. The researcher's conceptual framework is shown in figure 3.4.

Figure 3.4: Factors affecting brand loyalty towards a Thanakha cosmetic in Yangon, Myanmar
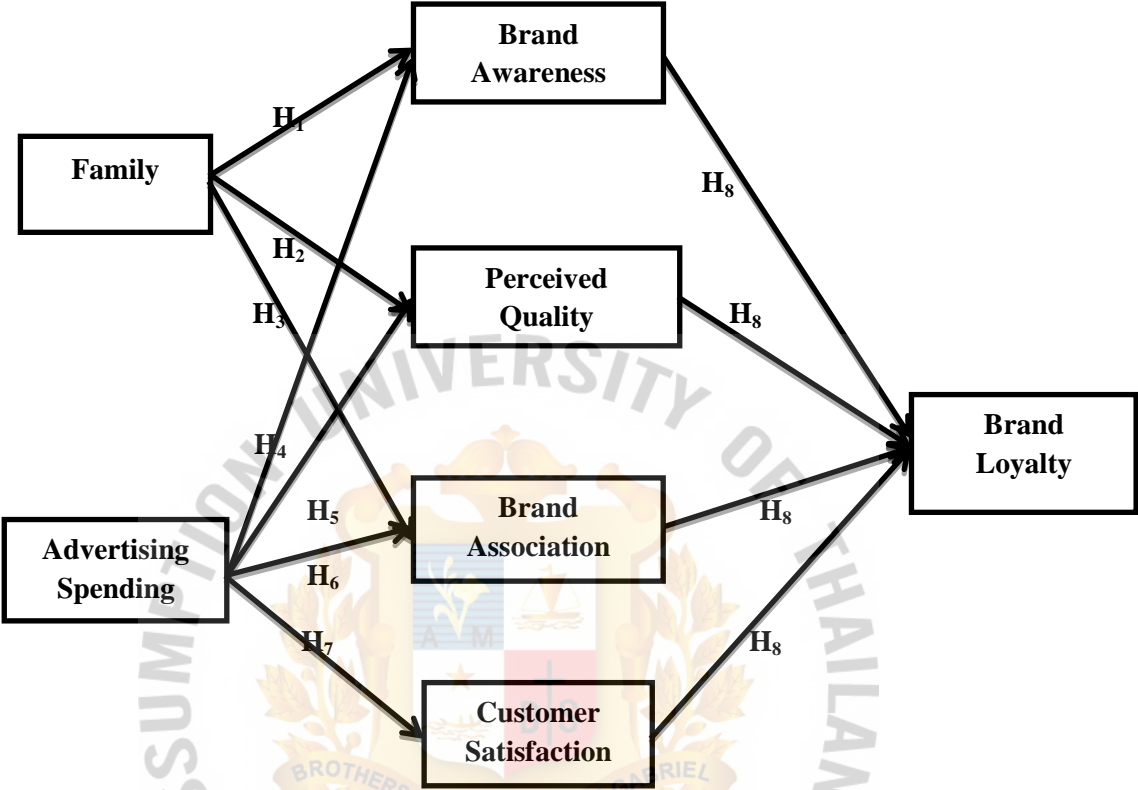
In this study, the factors under investigation are selected from intensive literature review. These factors are strong predictors of brand loyalty. Brand loyalty is measured by consumers' relationship with a brand. The proposed conceptual model was described in the conceptual framework (Figure 3.4).

3.3   Research Hypotheses

According to Sekaran (1992), hypothesis is a guess or an assumption that the researcher builds about some characteristics of the population in his study. The details of hypotheses are as follows;

H1$_o$: Family is not influenced on brand awareness towards Shwe Pyi Nann Thanakha cosmetic brand.

H1$_a$: Family is influenced on brand awareness towards Shwe Pyi Nann Thanakha cosmetic brand.

H2$_o$: Family is not influenced on perceived quality towards Shwe Pyi Nann Thanakha cosmetic brand.

H2$_a$: Family is influenced on perceived quality towards Shwe Pyi Nann Thanakha cosmetic brand.

H3$_o$: Family is not influenced on brand association towards Shwe Pyi Nann Thanakha cosmetic brand.

H3$_a$: Family is influenced on brand association towards Shwe Pyi Nann Thanakha cosmetic brand.

H4$_o$: Advertising spending is not influenced on brand awareness towards Shwe Pyi Nann Thanakha cosmetic brand.

H4$_a$: Advertising spending is influenced on brand awareness towards Shwe Pyi Nann Thanakha cosmetic brand.

H5$_o$: Advertising spending is not influenced on perceived quality towards Shwe Pyi Nann Thanakha cosmetic brand.

H5$_a$: Advertising spending is influenced on perceived quality towards Shwe Pyi Nann Thanakha cosmetic brand.

H6$_o$: Advertising spending is not influenced on brand association towards Shwe Pyi Nann Thanakha cosmetic brand.

H6$_a$: Advertising spending is influenced on brand association towards Shwe Pyi Nann Thanakha cosmetic brand.

H7[o]: Advertising spending is not influenced on customer satisfaction towards Shwe Pyi Nann Thanakha cosmetic brand.

H7[a]: Advertising spending is influenced on customer satisfaction towards Shwe Pyi Nann Thanakha cosmetic brand.

H8[o]: Brand awareness, perceived quality, brand association and customer satisfaction are not influenced on brand loyalty towards Shwe Pyi Nann Thanakha.

H8[a]: Brand awareness, perceived quality, brand association and customer satisfaction are influenced on brand loyalty towards Shwe Pyi Nann Thanakha.

3.4 Operationalization of the Variables

This section presents the operational definitions for all independent variables and dependent variables. An operational definition gives meaning to a concept and specifies what the researcher must do to measure the concept (Zikmund, 1997).

Table 3.1: Operationalization component of the Variables

Variables	Concepts of Variables	Operational Components	Measurement Scale
Family	Schiffman and Kanuk (2010) defined family as "two or more persons related by blood, marriage, or adoption who reside together". In this study, Moore *et al*., (2002) stated that family has a considerable influence on the consumer brand relationship and it may result in the formation of consumer based	-My family has been buying Shwe Pyi Nann Thanakha since I was a child. -My family recommends me to buy Shwe Pyi Nann Thanakha. -My family always buys Shwe Pyi Nann Thanakha. -My family's opinion is that Shwe Pyi Nann Thanakha is a good brand.	Interval Scale

	brand equity.		
Advertising Spending	Gil *et al*., (2007) mentioned that advertising spending means the money a company spends to deliver information of the product or the brand to the consumers.	-The advertisement of Shwe Pyi Nann Thanakha brand can be easily seen everywhere. -The ad campaigns for Shwe Pyi Nann Thanakha brand of cosmetics are frequently seen. -Shwe Pyi Nann Thanakha brand of cosmetics is widely advertised, compared to other competing brands.	Interval Scale
Brand Awareness	Aaker (1991) defined brand awareness as strength of trace of a brand in memory of customer, and reflected by the ability of a customer to identify a brand under different conditions.	-I can recognize Shwe Pyi Nann Thanakha brand among other competing brands. -I am aware of Shwe Pyi Nann Thanakha. -When it comes Thanakha, the Shwe Pyi Nann brand stands out in my mind. -I know what Shwe Pyi Nann brand looks like.	Interval Scale
Perceived Quality	Baker *et al*. (2010) described that the perceived quality is the evaluation of consumers' current consumption	-Shwe Pyi Nann branded cosmetics are associated with very high quality, which can improve my skin complexion	Interval Scale

	experience on the overall excellence of the products such as aroma, color, appearance, and flavor.	and other skin related issues. -Shwe Pyi Nann branded offers a consistent quality like pure herbal thanakha powder, high TFM soaps, etc. -I completely trust overall quality of Shwe Pyi Nann branded cosmetics.	
Brand Association	Aakar (1991) defined brand association as anything including reputation of a company, characteristics of service or product and attributes of a service or product which linked from memory to brand.	-Some characteristics of Shwe Pyin Nann brand come to my mind quickly. -I can quickly recall the symbol or logo of Shwe Pyi Nann brand. -The company which made Shwe Pyi Nann brand has trusted credibility. -Shwe Pyi Nann brand is different from its competing brands.	Interval Scale
Customer Satisfaction	Jani *et al.* (2011) described that customer satisfaction is the reflection from the customer's feeling to the brand based on their perception.	-I will recommend Shwe Pyi Nann brand to my friends. -Overall, I am satisfied with specific experiences of Shwe Pyi Nann brand. -I am satisfied with my decision to purchase Shwe Pyi Nann brand.	Interval Scale

Brand Loyalty	Oliver (1997) defined that brand loyalty is a commitment of customers to rebuy a particular product or services in the future as well as to repatronize it. This leads to repetitive same brand or same brand set purchasing, putting aside other factors which are affecting customer preferences.	-I consider myself to be loyal to Shwe Pyi Nann brand. -I regularly buy Shwe Pyi Nann brand over to Thanakha offered by competing brands. -If I were asked for a recommendation, I would suggest for buying Shwe Pyi Nann brand.	Interval Scale

CHAPTER 4
RESEARCH METHODOLOGY

This chapter provides a panoramic view of all methodologies utilized in this study. An appropriate research design is one of most important criteria for collecting the data in order to realize the research objectives. This chapter is mainly divided into seven major sections. The first section in this chapter deals in explaining the methods used in this research and the researcher's explanation about the selection of methods used for this study to understand the brand loyalty of Burmese people towards Shwe Pyi Nann cosmetic brand. The second section deals in explaining the respondents and sampling procedures used in the research. A detailed explanation about target population, sampling unit, sample size, and sampling procedures are presented in this section. The third section is the research instruments and is about the questionnaires used in this research with their scaling methods. The fourth section comprises the pretest of questionnaires which tests the reliability of all the questions in the questionnaires. The fifth section is collection of data and the researcher used both primary and secondary data in this study. The sixth section is statistical treatment of data and the last section is summary of statistical tools used in testing hypotheses.

4.1   Methods of Research Used

The main purpose of this research is to analyse the related factors of family, advertising spending, and brand awareness, perceived quality, brand association and customer satisfaction which have an effect on brand loyalty towards Shwe Pyi Nann brand in Yangon, Myanmar. In order to describe the characteristics of a population in this study, the researcher applied descriptive research. Zikmund (2003) stated that descriptive research is maintained that the person who already explained the characteristics of a population and also seeks to determine the answers to what, who, when, where and how questions. Churchill (1999) stated that descriptive research is applied to evaluate the proportion of people in a specific population who behave in certain way.

Apart of descriptive research, the researcher also applied the survey method in order to collect questionnaire from the respondents. McDaniel and Gates (1998) stated that survey is the research technique in which researcher used a questionnaire to obtain opinions, facts and attitudes of the respondents. According to Aaker et al. (1997), survey is a research technique normally used to collect primary data by communicating with a representative sample of the target population. Zikmund (2003) stated that survey technique provides a quick, inexpensive, accurate and efficient means of obtaining information about a population. In order to collect the data, the researcher distributed the questionnaires among Myanmar people who are available to answer the questions and also who have been using Shwe Pyi Nann cosmetic brand for at least 3 months to find out the Myanmar people's loyalty towards Shwe Pyi Nann cosmetic brand. For the convenience of the respondents the questionnaires were translated from English to Burmese.

4.2   Respondents and Sampling Procedures

For this research, the respondents are Myanmar customers who have been using Shwe Pyi Nann cosmetic brand for at least 3 months. The data are collected by purposive sampling and the procedure is as follows;

4.2.1   Target Population

According to Blackwell (1999), target population is any group of people who share a common behavior which are of concern to the researcher. Malhotra (2000) also stated that target population is a collection of elements of objects which possess the information that the researcher is seeking. Zikmund (2003) also defined that the target population is the complete group of specific population element relevant to the research project. According to Anderson, Sweeney and Williams (2002), target population is the population from the sample drawn for inferences. The primary objective of this research is to study and understand the loyalty model of Myanmar customers' towards Shwe Pyi Nann cosmetic brand. Therefore, target populations selected in this study are both male and female customers who are using Shwe Pyi Nann cosmetic brand for at least 3 months from Yangon area. Berry (2012) defined that the skin care products' customers are impatient to wait for the proper time in order to generate the best result

of the products what they have been using, a common regulation of skin care was to let the skin care mixtures at least 4 to 8 weeks before the users apparently could see the results of skin care products. Regarding to the previous studies, the researcher found that after the users constantly use the products for 6 to 8 weeks, they could get the improvement of skin conditions, then it conducts to customers to purchase again and loyal to the specific product. The researcher will collect the data from 7 department stores where have the most crowded shoppers ranging from sales of minimum 3 million to maximum 10 million per year (http://www.consult-myanmar.com/latestnews, accessed on 10/04/2016). There is Dagon Center shopping mall, Taw Win Center, Ocean Super Center, Hledan Center, Parkson FMI Center, Junction Square and Junction 8. All department stores are in Yangon located at the major business areas in Yangon.

The Republic of the Union of Myanmar, formerly known as Burma, is the second largest country in Southeast Asia and boasts a population of more than 56 million in 2015. Burma commonly shortened to Myanmar is a sovereign state in Southeast Asia bordered by India, Bangladesh, China, Thailand and Laos. Myanmar has an uninterrupted 1200 miles coastline along the Bay of Bengal and the Andaman Sea and 676,578 square kilometers in size. Myanmar is situated between North Latitudes of 09° 32' and 28° 31' and East Longitudes 92° 10' and 101° 11'. The capital city of Myanmar is Naypyidaw and the largest city is Yangon (http://www.un.org/esa/ population/publications, accessed on 10/04/2016).

Yangon is the largest city of Myanmar and it was previously called Rangoon which was the former capital of Myanmar and the capital of Yangon Region. It is the most crucial economic and commercial center of Myanmar. The total area of Yangon is about 598.75 square kilometers and divided in to (33) different townships. According to 2013 census, the total population of Yangon is about 5,998,000; and population density is 10,000 per kilometer square (https://www.cia.gov/library, accessed on 10/04/2016).

Figure 4.1: Location of Yangon in Myanmar

Figure 4.1 shows the geographical map of Myanmar and the location of Yangon and Naypyitaw.

Figure 4.2: Locations of selected (7) shopping centers in Yangon, Myanmar
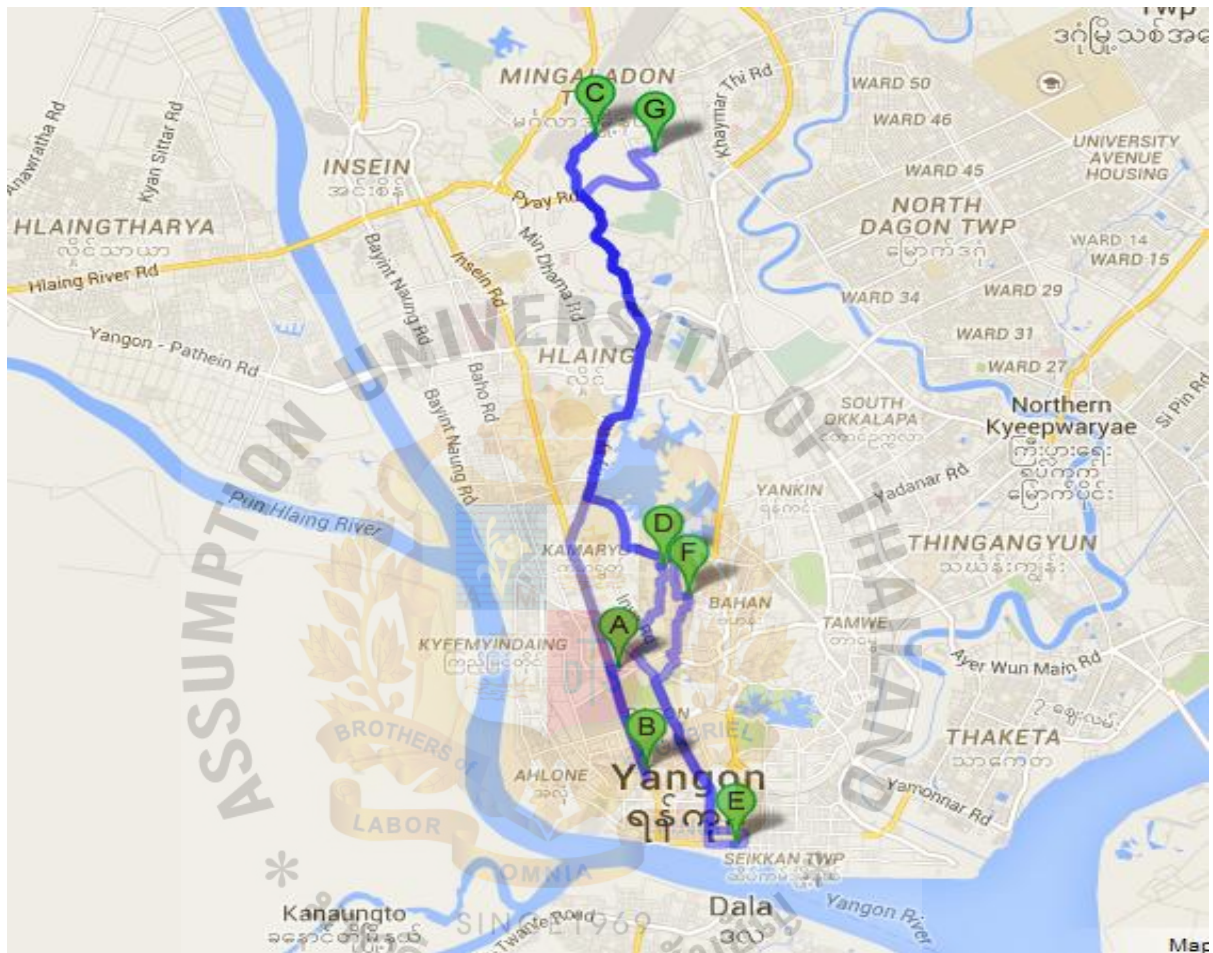
Figure 4.2 shows the location of selected (7) different shopping centers in Yangon where the researcher will collect the primary data as follows;

(A)   Dagon Center Shopping Mall

(B)   Taw Win Center

(C)   Ocean Super Center

(D)   Hledan Center

(E)   Parkson FMI Center

(F)   Junction Square

(G)   Junction 8

4.2.2 Sampling Unit

Sampling unit is defined as set of people who participate in the study and represent the whole population by Gilbert et al. (1999). The sampling unit selected for the purpose of this research is a customer who have been using Shwe Pyi Nann cosmetic brand for at least 3 months. According to Rouleau (2009), all of the skin care product customers wish to have immediate satisfaction, particularly in the case of the users just started to use the new skin care products but it takes 6 to 8 weeks for the accurate results that the users can see the real improvements and changes.

The number of population of customers who are using Shwe Pyi Nann cosmetic brand for at least 3 months in Yangon area is unknown, therefore, the researcher decided to determine the sample size by applying the population proportion. According to Hair *et al*. (2000), the whole category of subjects in studying on the research project is indicated as the population and a sample is selected from the population. Zikmund (2003) stated that sampling unit is defined as a single element or group of elements subject to selection in the sample. The questionnaires are distributed to individuals from the above selected shopping malls in Yangon, Myanmar.

4.2.3 Sample Size

Sample size is based on the sampling unit; the researcher has determined the size based on a previous sample. Sample size is the number of items to be included in the study (Malhotra and Briks., 2000). Sample size serves as representative of the entire population as to study the entire is not easy task, by the size of the convenience sample is used to generalize to the population in general. The researcher could not get the exact number of customers who have been buying Thanakha cosmetics in 7 shopping centers. In order to get the proper sample size, the estimate is made by using formula developed by Berenson and Levine (1999). In general, there are three ways to determine the sample size that can be calculated by using the formula, reading from the tables and referring to previous studies. The proportion of the population should include errors confidence in the specific number and the level of confidence in this research is 95 %. In this

study, the researcher determined the sample size by using the formula of Zikmund (2003) as follows;

$$n = \frac{Z^2\,pq}{E^2}$$

Where:

n = number of items in the sample

Z^2 = square of the confidence level in the standard error units. Z score is based on the 95% confidence level. Therefore, the number of standard score of Z which is associated with confidence level is equal to 1.96.

p = the estimated proportion of the success. For a conservative approach, let the value of p = 0.5 (Levine *et al.*, 1999)

q = (1-p) or estimated proportion of failures and which is 0.5.

E^2 = the square of maximum allowance of error between the true and the sample proportion. Hair *et al.* (2000) mentioned that 0.05 or 5% is the acceptable sampling error for estimating the population proportion.

Therefore, the total of sample size of the research is calculated as follow;

$$n = \frac{Z^2 p(1-p)}{E^2}$$

$$n = \frac{1.96^2 * 0.5(1-0.5)}{(0.05)^2}$$

$$n = 384.16 \text{ samples}$$

$$n \approx 384 \text{ samples}$$

The result of the calculation is 384.16 samples. The sample size is rounded up to be reliable and efficient (McClave *et al.*, 2006). Then the researcher will collect data from 420 respondents for this research and 5% of the samples (20 respondents) are for reducing the error.

4.2.4   Sampling Procedure

In this research, the researcher will apply the non-probability sampling to find the sampling unit because there is no record of the total population of Myanmar people who are using Shwe Pyi Nann cosmetic brand for at least 3 months. Berry (2012) defined that the skin care products' customers are impatient to wait for the proper time in order to generate the best result of the products what they have been using, a common regulation of skin care was to let the skin care mixtures at least 4 to 8 weeks before the users apparently could see the results.

According to Chisnall (1991), when the chance of collecting for each element in a population is unknown, non-probability sampling can be applied for the research. Malhotra (1996) stated that non-probability sampling is the probability of specific member of the population which is unknown information for the researchers. Non-probability sampling has four sampling techniques, which are convenience sampling, quota sampling, judgment sampling and snowball sampling. Zikmund (1997) also defined that non-probability sampling is a sampling technique in which units of the samples are selected on the basis of personal judgment or convenience. In this study, the researcher will apply judgment sampling, convenience sampling and quota sampling techniques. The detail explanations of these sampling methods are as follows;

Step 1:   Judgment Sampling

According to Hair *et al*. (2000), the judgment sampling is a technique where researcher selects the sample based on his/her own judgment and the judgment of samples depends on the characteristics that are required for the sample members. Malhotra (2002) described that judgment sampling is one kind of non-probability sampling technique in which the respondents are selected according to the experience of the researcher's belief that they will meet the requirements of this study.

Based on judgment sampling, the researcher selected seven most crowded shopping malls in Yangon (as in Table 4.1). These seven shopping malls selected are in the prime locations and are well connected to other parts of Yangon based on the ranking of estimated number of shoppers per year. The researcher focuses on top seven locations of number of stores in Yangon.

Therefore, collection of data in these areas can be a good and reasonable representative of the whole sample.

Table 4.1: The selected shopping centers in Yangon

No.	Name of Shopping Center	Township	Estimated no. of shoppers per year
1.	DagonCenter Shopping Mall	Sanchaung	10 million
2.	Taw Win Center	Dagon	8.50 million
3.	Ocean Super Center	Mayangone	7 million
4.	Hledan Center	Kamaryut	6.80 million
5.	Parkson FMI Center	Pabedon	6.50 million
6.	Junction Square	Kamaryut	4.50 million
7.	Juntion 8	Mayangone	3.00 million

Source: (www.myanmarburma.com accessed on 11/4/2016), and (https://www.yangon-directory.com accessed on 11/4/2016).

Step 2:   Quota Sampling

The researcher will calculate sample size from each of the selected shopping malls using quota sampling technique. According to Zikmund (2003), quota sampling is a non-probability sampling procedure which ensures that certain characteristics of population sample will be represented to the exact extent that the investigator desires. Babbie (2001) described that, in a quota sampling, the researcher aims to represent the major characteristics of the population by sampling a proportional amount of each. According to Sekaran (1992), quota sampling is also a non-probability sampling method, which is used to represent the subgroups of the selected population.

In this research, a total of 420 questionnaires will be equally divided and distributed among (7) shopping centers in Yangon, Myanmar. In the Table 4.2 the distribution of all questionnaires among seven shopping malls are displayed.

Table 4.2: Allocation of Questionnaires among seven shopping centers

No.	Name of Shopping Mall	Township	No. of Respondents
1.	Dagon Center Shopping Mall	Sanchaung	60
2.	Taw Win Center	Dagon	60
3.	Ocean Super Center	Mayangone	60
4.	Hledan Center	Kamaryut	60
5.	Parkson FMI Center	Pabedon	60
6.	Junction Square	Kamaryut	60
7.	Junction 8	Mayangone	60
Total			**420**

Step 3:   Convenience Sampling

Convenience sampling is often regarded as accidental or haphazard sampling and it is a sampling method which is used to gather information from people who are most conveniently available. The convenience sampling procedure is one of the types of non-probability sampling. According to Hair *et al*. (2000), the convenience samples are often used in descriptive and exploratory research where money and time are critical constraints. According to Zikmund (2003), convenience sampling is very beneficial in order to obtain large number of completed questionnaires quickly and economically. In this study, the researcher will distribute questionnaires to a total of 420 respondents from the selected seven shopping malls in Yangon city.

4.3   Research Instrument/ Questionnaires

In this research, questionnaires are being used as a research instrument to understand and study about the brand loyalty of of Shwe Pyi Nann brand by Myanmar customers. The questions are framed on the basis of previous studies and theoretical frameworks. In this research, questionnaires are divided into nine parts, which are screening question, family, advertising

spending, brand awareness, perceived quality, brand association, customer satisfaction, brand loyalty and demographic factors. The total numbers of questions being asked are 32 items and the detailed explanation about each part is described as follows;

Part 1:   Screening Questions

The first part of the questionnaire is the screening questions; the following are the screening questions asked by the researcher;

- Do you use cosmetics from Shwe Pyi Nan brand?

If the respondents answered "NO", the researcher takes back the questionnaire from the respondent because the purpose of this research is to study the brand loyalty of Shwe Pyi Nann. If they answered "Yes", the researcher will proceed to answer next screening question. Therefore, the customer who marks "YES" will be continued to answer next screening question.

- Have you been using Shwe Pyi Nan brand for at least 3 months?

 If the respondents answered "Less than 3 months", the researcher takes back the questionnaire from the respondent because the purpose of this research is to study the brand loyalty of Shwe Pyi Nann. If they answered "at least 3 months", the researcher will proceed collecting for the next part of the questionnaire. Therefore, the customer who marks "at least 3 months" will be chosen as the target population for this research.

In this part, the researcher will apply simple category scale method and there are two questions in this part. Aaker *et al*. (2000) stated that attitude is the mental statement used by individuals to structure the way of his or her perception towards their environment and conduct the way that he or she responds to it.

In this research, from parts two to eight, the researcher will apply the five points Likert scale methods for each questionnaire. Rensis (1932) stated that the Likert scale is the most popular method for measuring attitudes and the method is simple to administer. The design the five points Likert scales allows the respondents to mention how strongly they agree or disagree with the statements which range from very positive to very negative towards the attitudinal

object. The five points Likert scales are applied in this study to gather the questionnaire about consumers' attitudes towards all the variables concerning the brand loyalty of customers as follows;

Part 2:   Family

This part includes four questions to measure the family influence on brand loyalty of Shwe Pyi Nann brand cosmetics among Myanmar customers' and the questionnaires were adapted from Gil *et al*. (2007).

Part 3:   Advertising spending

This part includes three questions to measure the advertising spending of Shwe Pyi Nann brand among Myanmar customers' and the questionnaires were adapted from *Gil et al*. (2007).

Part 4:   Brand awareness

This part includes four questions to measure the brand awareness of Shwe Pyi Nann brand among Myanmar customers' and the questionnaires were adapted from *Gil et al*. (2007).

Part 5:   Perceived quality

This part includes three questions to measure the perceived quality of Shwe Pyi Nann brand among Myanmar customers' and the questionnaires were adapted from Hameed (2013).

Part 6:   Brand association

This part includes three questions to measure the brand association of Myanmar customers' towards Shwe Pyi Nann brand and the questionnaires were adapted from Gil *et al*. (2007)

Part 7:   Customer satisfaction

This part includes three questions to measure the customer satisfaction of Shwe Pyi Nann brand among Myanmar customers' and the questionnaires were adapted from Hameed (2013).

Part 8: Brand loyalty

This part includes three questions to measure the brand loyalty of Shwe Pyi Nann brand among Myanmar customers' and the questionnaires were adapted from Gil *et al*. (2007).

The scales used below are ranked according to the following order:

1 = strongly disagree

2 = disagree

3 = neither agree nor disagree

4 = agree and

5 = strongly agree

Part 9: Demographic Factors

The respondents were asked about the general personal data such as gender, age, education level, income per month or allowance from parents per month and occupation in the last part of the questionnaire. The researcher fabricated the questionnaires as close ended questions in order to avoid indefinite responses. Consequently, in close ended questions, the respondents are given limited answers, so that they can select the closest to individual recognition (Zikmund,2003).Furthermore, the researcher applied simple category scale and category scale for the questions. Krosnick and Presser (2010) suggested that this type of response scale such as gender (male or female) offers two alternatives absolutely contrary that the respondents did not have an opportunity to answer the question with a neutral attitude or option. Hence, the question of gender generated simple category scale.

Table 4.3: Summary of Number of Questions in each part

Part	Type of Question	No. of Questions	Scale Used
1.	Screening Question	2	Simple Category Scale
2.	Family	4	Likert Scale
3.	Advertising spending	3	Likert Scale
4.	Brand awareness	4	Likert Scale
5.	Perceived Quality	3	Likert Scale
6.	Brand association	4	Likert Scale
7.	Customer satisfaction	3	Likert Scale
8.	Brand loyalty	3	Likert Scale
9.	Demographic Factors		Simple Category Scale and Close Ended Question
	Gender	1	Simple Category Scale
	Age	1	Close Ended Question
	Education Levels	1	Close Ended Question
	Income	1	Close Ended Question
	Occupation	1	Close Ended Question
	Shwe Pyi Nann Thankha Advertising	1	Close Ended Question
	Brand Usage	1	Close Ended Question
	Purpose to Use	1	Close Ended Question
Total Questions		34	

4.4   Pretest

According to Cooper and Schindler (2001), pretest is a practice which is done for discovering errors in questions, instructions and question sequencing. Zikumud (2003) also stated that the pretests are trial runs with a group of respondents for the purpose of detecting problems in the questionnaire design or instructions. The researcher collected data from respondents in order to test the reliability of the questionnaire by distributing copies of the questionnaire to the people who have close characteristics to this research population. Then, mistakes were corrected and adjusted with sequencing, wording and structure. Therefore, communication between the respondents and the researcher would not be biased.

Sekaran and Bougie (2009) stated that questions from all variables were needed to get tested the reliability which may use Cronbach's coefficient Alpha scale. The responses for the questions in the questionnaire were processed in Statistic Package for Social Science (SPSS) program by using Cronbach's Alpha test. According to Vanschbancha (2007), conduct a pretest the number of respondents to be set between 20-100 respondents. Churchill (1999) stated that reliability is used to measure the consistency of the instrument; if an instrument gives consistent measurement of values, the instrument is reliable. In this research, the researcher collected the data from 70 respondents as a sample, in order to get accurate results to test the questionnaire. The questionnaires were distributed in random places in Yangon, Myanmar.The researcher collected the primary data for pretest in the first week of April, 2016.

Reliability was tested by seven variables, which are family, advertising spending, brand awareness, perceived quality, brand association, customer satisfaction and brand loyalty. Sekaran (1992) stated that if the reliability value for each variable is more than 0.60, all questionnaires are consistent and reliable to use as the research instruments in this research. The detailed reliability analysis (alpha value) for each variable is as follows;

Table 4.4: The value of Reliability Analysis

Variables	Alpha (α-test)
Family	0.772
Advertising spending	0.892
Brand awareness	0.765
Perceived quality	0.923
Brand association	0.882
Customer satisfaction	0.915
Brand loyalty	0.854

Table 4.4 shows the values of the reliability analysis which are tested with Cronbach's alpha outcome. Alpha values for all variables are more than 0.60, so all questions are reliable and suitable to apply as the research instrument for this study.

4.5   Collection of Data/ Data Gathering Procedures

According to Churchill (1999), primary data are data gathered and assembled specifically for the research project at hand. White et al. (2000) stated that data collection methods are interviews, behavioral observations and survey questionnaire methods. The researcher applied both primary and secondary data to achieve the objectives of this study. The researcher applied survey technique for collecting data as primary data. The questionnaires will be distributed to respondents by using face-to-face approach and the researcher will explain to the respondents about the questions to make the understanding of the respondents upon the questionnaire clearly.

Before distributing the questionnaires, the respondents will be asked the pre-screening questions to indicate that whether they use Shwe Pyi Nann cosmetic brand before or not and if they have used it for at least 3 months or not. The questionnaires were hand distribute on week days (Monday to Friday) from 11.00 am to 5.00 pm and on weekend (Saturday and Sunday) from 10.00 am to 5.00 pm at the selected seven shopping malls. The questionnaires distributed

until the required sample size was achieved. The data collected at a specified time during October to November, 2016.

The researcher will apply the secondary data to construct the structure of this research with theoretically and systematically within the framework of the literature, analysis, recommendation and conclusion. The researcher gathered the data from academic textbooks, journals, research articles, magazines and internet which are related to this research. Zikmund (2000) stated that secondary data are data that are collected from books, journals, research articles etc. rather than the one at hand.

4.6   STATISTICAL TREATMENT OF DATA

After collecting the necessary data, the researcher will code the completed and returned questionnaires (400) into symbolic form by using SPSS software, Statistical Package for Social Science. Vanishbancha (2007) defined that Statistical Package for Social Science (SPSS) is a unique software solution for specific applications with fully integrated survey analysis system. The appropriate statistical treatments used in this research are Descriptive Analysis and Inferential Analysis in which the researcher will use Simple Linear Regression (SLR) and Multiple Linear Regression (MLR). All these statistical procedures are conducted using Statistical software. The statistical procedures that were utilized in this study are described as the following;

4.6.1   Descriptive Analysis

Aaker et al. (2000) defined that descriptive analysis is the procedure to collect, summarize, classify and present data. Zikmund (1999) also stated that descriptive analysis is the transformation of raw data into a form which will make them easily to understand and interpret.

Hair et al., (2000) defined descriptive analysis as the procedure of collection, classifying, summarizing and presenting. Descriptive statistics can be expressed with frequency tables, percentages, bar charts, histogram, graphically or in tabular form. Descriptive statistics show the

summarization of collecting of data to be clearance and understandable and it also the procedure for classifying, analyzing, interpreting, and describing the data. The calculation of the averages, frequency distribution and percentage distribution will be applied to summarize the data in this study. All of the data will be analyzed by using statistical program to make sure of the accuracy in this study. The researcher will apply descriptive statistics to analyze the information of personal data of questionnaires in this study.

4.6.2   Inferential Analysis

Sekeran (1992) stated that inferential analysis shows how variables can relate to each other or whether there is any difference between two or more groups. Zikmund (2003) also defined that inferential analysis is a statistical model which is designed to make inferences or judgment on the basis of a sample from the population. In this study, the researcher will apply Simple Linear Regression (SLR) for the first seven hypotheses and Multiple Linear Regression (MLR) will be used for the eighth hypothesis. The detail of each analysis is as follows;

4.6.2.1 Simple Linear Regression Analysis (SLR)

Regression analysis is a statistical method that involves the relationship between two or more quantitative variables so that a variable can be predicted from the other, or others (Neter et al., 1996). Similarly, Peck et al. (2012) mentioned that regression analysis is a statistical technique for studying and modeling the relationship between the variables. Moreover, Anderson et al. (2000) stated that the relationship between two factors or variables can be analyzed using linear regression models; furthermore, the independent variables refer to the factors used to predict the value of the dependent variable being predicted factor. Montgomery et al. (2012) mentioned that simple linear regression is a model with single regression χ and has a relationship with a response y that is a straight line. The equation of simple linear regression is shown as below:

$$Y = \alpha + \beta X$$

The simple linear regression can be formed to another model with an error. The model of simple linear regression with an error is as follow:

$$Y = \alpha + \beta X + \varepsilon$$

Where:

Y = dependent variable

α = Y intercept for regression line, or a constant

β = estimated slope

X = independent variable

ε = error, or difference between actual value and value predicted by

    regression line

4.6.2.2 Multiple Linear Regression Analysis (MLR)

Hair *et al.* (2000) stated that multiple linear regression analysis is used to analyze the relationship between single dependent variable and multiple independent variables. The real objective of using MLR is to predict the single dependent value which is selected by the researcher with the use of independent variables which values are known. Each independent variable is weighted by regression analysis procedure. These weights of independent variables which were calculated by regression analysis denote their contribution of independent variables to overall prediction.

Aaker *et al.* (2000) indicated that MLR is a dependence statistical technique and if the researcher used MLR in his study, he must divide all the variables into independent and dependent variables. MLR is only used when dependent and independent variables are metric

and data can be appropriately transferred. Selection of dependent and independent variables for using MLR is depended on theoretical relationships between them.

The equation of multiple linear regressions is;

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \ldots + \beta_n X_n + \varepsilon$$

Where;

Y_i	−	Brand loyalty
X_1	−	Brand awareness,
X_2	−	Perceived quality
X_3	−	Brand association,
X_4	−	Customer satisfaction,
$\beta_0, \beta_1, \ldots, \beta_n$	−	model parameters (regression coefficient)
ε_i	−	random error

4.6.3   Standard Error of the Estimate

Aaker et al. (2000) defined that the standard error of the estimate (s_e) indicates a measure of accuracy of prediction and it also shows how close the actual observations with predicted values on the regression line. The following is the formula for standard error of the estimate:

$$s_e = \sqrt{\frac{SSE}{N - K - 1}} = \sqrt{MSE}$$

4.6.4 Coefficient of Multiple Determination (R^2)

Hair et al. (2000) stated that the coefficient of multiple determination (R^2) shows the percentage of variations of Y, a dependent variable and which is described by the influence of independent variables in this model.

The coefficient of multiple determination is obtained by the ratio of sum of squares due to regression (SSR) by the sum of squares total (SS total) and the equation is as follows:

$$R^2 = \frac{SSR}{SS\ total}$$

Where;

R^2	=	Coefficient of multiple determination
SSR	=	Sum of squares due to regression
SS total	=	The sum of squares total

4.6.5 Adjusted Coefficient of Multiple Determination (R^2_{adj})

Aaker et al. (2000) mentioned that the coefficient of multiple determination (R^2) shows the percentage of variations of Y, a dependent variable and which is described by the influence of independent variables in this model. In the calculation of R^2, we should take care of the sample size and number of independent variables. It is achieved by calculation of the adjusted coefficient of multiple determination and its equation is as follows:

$$R^2_{adj.} = 1 - \frac{n-1}{n-k-1} \cdot (1 - R^2)$$

Where,

R^2_{adj}	=	Adjusted Coefficient of Multiple Determination
n	=	The number of observations in the sample
k	=	The number of independent variables

R^2　　=　　Coefficient of Multiple Determination

4.6.6　ANOVA Table for Multiple Regression Analysis

The Analysis of Variance (ANOVA) table can give the researchers the following information:

1. Degrees of Freedom (df)

2. The Sum of the Squares (SS)

3. The Mean Square (MS)

4. The F ratio (F)

Sums of squares are actually the sums of the squared deviations about a mean. ANOVA table has the regression sum of squares (SSR), the Total sum of squares (SST) and the residual sum of squares (the error sum of squares). The computations of sums of square are shown in below:

Computation of sums of squares	
Case	Formula(s)
General case:	$$SST = \sum_{j=1}^{N} (y_j - \overline{y})^2 = SSR + SSE$$ $$SSR = \sum_{j=1}^{N} (\hat{y}_j - \overline{y})^2 = SST - SSE$$ $$SSE = \sum_{j=1}^{N} (y_j - \hat{y}_j)^2 = \sum_{j=1}^{N} e_j^2 = SST - SSR$$

The ANOVA table is as follows:

Source	df	SS	MS	F
Regression	k	SSR	MSR= SSR/k	MSR/MSE
Error	n-(k+1)	SSE	MSE=SSE/[n-(k+1)]	
Total	n-1	SS total		

Uses of the ANOVA table

The information in the ANOVA table has several uses as follows:

➢ MST in the ANOVA table is equal to the variance of y

➢ SSR/SST in the ANOVA table is equal to Coefficient of Multiple Determination (R^2)

➢ MSE in ANOVA table is used to calculate the standard error of the estimate (s_e)

➢ The F statistic in the ANOVA table with degree of freedom K, N-K-1 can be applied to test the hypothesis that $\rho^2 = 0$ (or all betas equal to zero).

4.6.7   Hypotheses Tests in Multiple Linear Regression

This section discusses about the hypothesis tests on the regression coefficients in multiple linear regression. There are three types of hypothesis tests that can be done on multiple linear regression models:

1. Test for significance of regression: which checks significance of the whole regression model
2. t-test : t-test checks the significance of individual regression coefficients
3. **F** test: This test can be used to test individual coefficients and also to check the significance of a number of regression coefficients.

4.6.7.1 Testing Models for their Significance (F-test)

Render *et al*. (2009) stated that a statistical hypotheses test must be applied to determine whether there is a linear relation between X and Y. If the value of β is 0, there is no relationship between X and Y and null hypotheses is accepted. If the β value is not equal to 0, there is a relationship between X and Y and null hypotheses is rejected. Existence of a linear relationship can be observed by F-test and the following is the equation for F-test:

$$F = \frac{MSR}{MSE}$$

Where:

F	=	F-statistic
MSR	=	mean of squared regression
MSE	=	mean of squared error

When calculating F-value, a significance level has to be determined. The level of significance to conduct for F-test in this study is 0.05. If the significant level for F-test is lower, null hypothesis is rejected and there is a linear relationship between X and Y. If the significant level for F-test is greater, null hypothesis is failed to reject and there is no relationship between X and Y.

4.6.7.2 Test on Individual Regression Coefficients (*t* -Test)

Proctor (1997) stated that in the multiple linear regression models, t-test is applied to check the significance of individual regression coefficients. When adding a significant variable, a model will be more effective but adding non-significant variable makes the model poorer. The followings are the hypothesis statements to test the significance of a regression coefficient, β_n:

H_o: β_n = 0
H_1: β_n ≠ 0

The test statistic for this test is based on the T distribution and the following is the equation for t-test:

$$t_n = \frac{b_n}{S_{bn}}$$

Where,

b_n = estimation of unknown regression coefficients

S_{bn} = the standard error of b_n.

The null hypotheses are summarized in the Table 4.5 with the statistical techniques used as follows;

Table 4.5: The summary of statistical techniques used in each hypothesis

Null Hypothesis	Null Hypothesis Description	Statistical Technique Used
$H1_0$	Family is not influenced on brand awareness towards Shwe Pyi Nann cosmetic brand.	Simple Linear Regression
$H2_0$	Family is not influenced on perceived quality towards Shwe Pyi Nann cosmetic brand.	Simple Linear Regression
$H3_0$	Family is not influenced on brand association towards Shwe Pyi Nann cosmetic brand.	Simple Linear Regression
$H4_0$	Advertising spending is not influenced on brand awareness towards Shwe Pyi Nann cosmetic brand.	Simple Linear Regression
$H5_0$	Advertising spending is not influenced on perceived quality towards Shwe Pyi Nann cosmetic brand.	Simple Linear Regression
$H6_0$	Advertising spending is not influenced on brand association towards Shwe Pyi Nann cosmetic brand.	Simple Linear Regression

$H7_0$	Advertising spending is not influenced on customer satisfaction towards Shwe Pyi Nann cosmetic brand.	Simple Linear Regression
$H8_0$	Brand awareness, perceived quality, brand association and customer satisfaction are not influenced on brand loyalty towards Shwe Pyi Nann cosmetic brand.	Multiple Linear Regression

CHAPTER 5

PRESENTATION OF DATA AND CRITICAL DISCUSSION OF RESULTS

This chapter is about presenting the data which were collected from respondents and the discussion of their results. Statistical Package for Social Science (SPSS) is utilized in data analysis process. The data were collected from seven selected shopping centers in Yangon, Myanmar. The analyzing process includes three parts. First, the demographic factors are analyzed by utilizing descriptive analysis. The second part is identifying the data concerning frequency, percentages and means. The third part is testing of the research hypotheses by implementing inferential analysis. Afterward, the researcher explains the results to be understandable and clear.

5.1 Descriptive Analysis

The alteration of raw data into a form that makes them easy to understand and interpret; reordering, sort and manipulate data to generate descriptive information is called descriptive analysis (Zikmund, 1999). Therefore, descriptive analysis enables the presentation of data in a more meaningful way, which allows simple interpretation of the data. The researcher utilizes descriptive analysis in order to clarify demographic factors. Descriptive analysis is used in this study in order to demonstrate demographic factors about target population which are both men and women who have experienced using Shwe Pyi Nann Thanakha cosmetic brand from Yangon, Myanmar.

This part evaluates the demographic factors as well as general information which include gender, age, education, income level, occupation, advertisement seen, cosmetics usage and the purpose of using Thanakha. The participants of this survey are 400 respondents and the profiles of the respondents are displayed by utilizing frequency and percentages in the following tables.

5.1.1 Frequency of Demographic Factors

5.1.1.1 Gender

Table 5.1 The analysis of gender by using frequency and percentage

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
	Male	106	26.5	26.5	26.5
Valid	Female	294	73.5	73.5	100.0
	Total	400	100.0	100.0	

Table 5.1 indicates the analysis of gender level by using frequency and percentage of respondents in this study. There are 400 participants in this survey where 106 respondents were male and 294 respondents were female. Concerning the percentage, 26.5% of respondents were male and the rest 73.5% were female, respectively.

5.1.1.2 Age

Table 5.2 The analysis of age levels by using frequency and percentage

Age category

		Frequency	Percent	Valid Percent	Cumulative Percent
	16-25 years old	126	31.5	31.5	31.5
	26-35 years old	139	34.8	34.8	66.3
	36-45 years old	84	21.0	21.0	87.3
Valid	46-55 years old	40	10.0	10.0	97.3
	56 years old or older	11	2.8	2.8	100.0
	Total	400	100.0	100.0	

Table 5.2 identifies frequency and percentage of age level of respondents. The total numbers of respondents were 400. The highest number of respondents was aged between 26-35 years old,

which are139 respondents (34.8%). The second highest number of respondents was the age between 16-25 years old which are 126 respondents (31.5%). There are 84 respondents in the range of 36-45 years old, and the percentage of 21%. There are 40 respondents who are 46-55 years old, comprising to 10% of the respondents. The lowest number of respondents was 56 years and older which are 11 respondents (2.8%).

5.1.1.3   Education Level

Table 5.3 The analysis of education levels by using frequency and percentage

Level of education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school graduate or less	124	31.0	31.0	31.0
	Bachelor degree	211	52.8	52.8	83.8
	Master degree	65	16.3	16.3	100.0
	Total	400	100.0	100.0	

Table 5.3 shows that the frequency and percentage of the respondents education levels. The highest percentage of respondents' education level are 52.8% (211), bachelor degree, 31% (124), high school graduate or less and 16.3% (65), master degree, respectively.

5.1.1.4   Income Level

Table 5.4 The analysis of income levels or allowance from parents by using frequency and percentage

Income level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	200,000 ks or less	102	25.5	25.5	25.5
	200,001 ks - 400,000 ks	119	29.8	29.8	55.3
	400,001 ks- 600,000 ks	109	27.3	27.3	82.5
	more than 600,001 ks	70	17.5	17.5	100.0
	Total	400	100.0	100.0	

Table 5.4 represents the average income levels or allowance from parents of respondents in this research. It is shown that among 400 respondents, 119 respondents have an average monthly income of 200,001 – 400,000 Ks (Myanmar Kyat) with the percentage at 29.8%. Another 109 respondents have an average monthly income of 400,001-600,000 Ks with the proportion of 27.3%. The total respondents of 102 (25.5%), the average monthly income level is in the range of 200,000 Ks or less. The lowest number of respondents was with the average income level in the range of more than 600,001 Ks which is 70 respondents (17.5%).

5.1.1.5 Occupation

Table 5.5 The analysis of occupation using frequency and percentage

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Teacher/ Professor	43	10.8	10.8	10.8
	Government officer	28	7.0	7.0	17.8
	Self-employed	64	16.0	16.0	33.8
	Housewife	45	11.3	11.3	45.0
	Student	50	12.5	12.5	57.5
	Business man	20	5.0	5.0	62.5
	Other	150	37.5	37.5	100.0
	Total	400	100.0	100.0	

From Table 5.5, among 400 respondents, 150 respondents are doing other career (such as salesmen, blue-collar workers, and white-collar workers and so on) and this group has the highest percentage of 37.5%. The second highest group is self-employed which is 64 respondents (16%), 50 respondents are students which takes 12.5% of all respondents. Followed by 45 (11.3%), housewife, 43(10.8%), teacher/ professor, 28 (7%), government officer and the lowest group is business man which has a proportion of 5% (20), total respondents, respectively.

5.1.1.6 Advertisements Seen

Table 5.6 The analysis of advertisement seen by using frequency and percentage

Adertisement seen

		Frequency	Percent	Valid Percent	Cumulative Percent
	TV	259	64.8	64.8	64.8
	Billboard	32	8.0	8.0	72.8
Valid	Radio	106	26.5	26.5	99.3
	Internet	3	.8	.8	100.0
	Total	400	100.0	100.0	

Table 5.6 displays that the frequency and percentage of advertisements seen by the respondents. The highest percentage of respondents' advertisement seen is 64.8% (259) on TV; other is 26.5% (106) encountered on radio, 8% (32) of billboard and the lowest is 0.8% (3) of internet.

5.1.1.7 Cosmetic Brand Usage

Table 5.7 The analysis of cosmetic brand usage by using frequency and percentage

Cosmetics usages

		Frequency	Percent	Valid Percent	Cumulative Percent
	Relvon	46	11.5	11.5	11.5
	Loreal Paris	70	17.5	17.5	29.0
Valid	Shwe Pyi Nann	180	45.0	45.0	74.0
	other	104	26.0	26.0	100.0
	Total	400	100.0	100.0	

From Table 5.7 highlights frequency and percentage of cosmetic use of the respondents. Among 400 respondents, 180 respondents are using Shwe Pyi Nann cosmetic brand and this group is the

highest percentage of 45%. This is followed by other cosmetic brands (such as Korean cosmetic, Kaneboo, Avon and so on), 104 respondents with 26%, the cosmetic use of Loreal Paris cosmetic, 70 respondents with 17.5% and Relvon cosmetic of 46 respondents with 11.5%, respectively.

5.1.1.8   The Purpose to Use Thanakha

Table 5.8 The analysis of the purpose to use Thanakha by using frequency and percentage

Purpose to use Thanakha

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pimples	138	34.5	34.5	34.5
	Beautifying	262	65.5	65.5	100.0
	Total	400	100.0	100.0	

As shown in Table 5.8, among 400 respondents, 262 respondents of sample size are using Thanakha for beautifying and the rest 138 respondents are using Thanakha for pimples. Therefore, there is proportion 65.5% (262), beautifying and 34.5% (138), pimples.

Table 5.9 Summary of General Questions by using Frequency and Percentage

Variables	Frequency (*f*)	Percentage (%)
Gender		
- Male	106	26.5%
- Female	294	73.5%
Age Level		
- 16-25 years old	126	31.5%
- 26-35 years old	139	34.8%
- 36-45 years old	84	21.0%
- 46-55 years old	40	10.0%
- 56 years old or older	11	2.8%
Education Level		
- High School Graduate or Less	124	31%
- Bachelor Degree	211	52.8%
- Master Degree	65	16.3%
- Master Degree and above	-	-
Income Level		
- 200,000 Ks or Less	102	25.5%
- 200,001 Ks – 400,000 Ks	119	29.8%
- 400,001 Ks – 600,000 Ks	109	27.3%
- More than 600,001 Ks	70	17.5%
Occupation		
- Teacher/Professor	43	10.8%
- Government Officer	28	7.0%
- Self-employee	64	16.0%
- Housewife	45	11.3%
- Student	50	12.5%
- Business man	20	5.0%
- Other	150	37.5%
Advertisement Seen		
- TV	259	64.8%

- Billboard	32	8.0%
- Radio	106	26.5%
- Internet	3	0.8%
Cosmetics Brand Usage		
- Relvon	46	11.5%
- Loreal Paris	70	17.5%
- Shwe Pyi Nann Thanakha	180	45.0%
- Other	104	26.0%
The Purpose to Use Thanakha		
- Pimples	138	34.5%
- Beautifying	262	65.5%
- Other	-	-
Total	**400**	**100**

5.2 Descriptive Analysis of Variables

The analysis of variables is illustrated by utilizing descriptive statistic technique in this section. The result of means and standard deviation of each variable is tested within the conceptual framework. The variables proposed in this section comprise family, advertising spending, brand awareness, perceived quality, brand association, customer satisfaction and brand loyalty.

Table 5.10 The Analysis of Family by using Mean and Standard Deviation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
My family have been buying SPN brand of cosmetics since i was a child.	400	1	5	3.93	.769
My family recommends me to buy SPN cosmetics.	400	1	5	4.00	.795
My family bought SPN for a long time.	400	1	5	3.75	.796
My family's opinion is that SPN is a good brand.	400	1	5	3.95	.718
Valid N (listwise)	400				

SPN= Shwe Pyi Nann Thanakha Brand

As shown in Table 5.10, the researcher discovers that the highest mean of the variable family is 4.00 which is "My family recommends me to buy Shwe Pyi Nann Thanakha cosmetics" and standard deviation is 0.795. The second highest mean of family is 3.95 which is "My family's opinion is that Shwe Pyi Nann Thanakha cosmetic is a good brand" and standard deviation is 0.718. The lowest average mean of family is 3.93 and 3.75 which are "My family have been buying Shwe Pyi Nann Thanakha cosmetic brand of cosmetics since I was a child" and "My family bought SPN for a long time". The standard deviation of each question is 0.769 and 0.796 respectively.

Table 5.11 The Analysis of Advertising Spending by using Mean and Standard Deviation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
The ads of SPN brand can be easily seen everywhere.	400	1	5	3.86	.771
The ads campaigns for SPN are frequently seen.	400	1	5	3.93	.784
SPN is widely advertised, campared to other competing brands.	400	1	5	3.70	.777
Valid N (listwise)	400				

SPN= Shwe Pyi Nann Thanakha Brand

Based on Table 5.11, the researcher finds out that the highest mean of advertising spending is 3.93, which is "The ad campaigns for Shwe Pyi Nann are frequently seen". The lowest mean of advertising spending is 3.70 which is "Shwe Pyi Nann brand of cosmetic is widely advertised, compared to other competing brands". The lowest standard deviation of advertising spending is 0.771 which is "The ads of Shwe Pyi Nann brand can be easily seen everywhere".

Table 5.12 The Analysis of Brand Awareness by using Mean and Standard Deviation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation

	N	Minimum	Maximum	Mean	Std. Deviation
I can recognize SPN among other competing brands.	400	1	5	4.04	.844
I am aware of SPN.	400	1	5	3.74	.815
When it comes to Thanakha, SPN stands out in my mind.	400	1	5	3.69	.748
I know what SPN brand looks like.	400	1	5	3.74	.815
Valid N (listwise)	400				

From Table 5.12, the researcher reports that the highest mean of brand awareness is 4.04 which is "I can recognize Shwe Pyi Nann Thanakha cosmetic among other competing brands" and standard deviation is .844, which means most respondents approve this assessment. The lowest mean of brand awareness is 3.69 which are "When it comes to Thanakha, Shwe Pyi Nann Thanakha stands out in my mind" and standard deviation is .748.

Table 5.13 The Analysis of Perceived Quality by using Mean and Standard Deviation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation

	N	Minimum	Maximum	Mean	Std. Deviation
SPN branded cosmetics are associated with very high quality, which can improve my skin.	400	1	5	3.97	.763
SPN branded offers a consistent quality like pure herbal Thanakha powder.	400	1	5	3.48	.819
I completely trust overall quality of SPN.	400	1	5	3.66	.776
Valid N (listwise)	400				

SPN = Shwe Pyi Nann Thanakha cosmetic brand

Based on Table 5.13, the researcher discovers that the highest mean of perceived quality is 3.97 which is "Shwe Pyi Nann Thanakha branded cosmetics are associated with very high quality, which can improve my skin". It means that most of the respondents agree with this statement. The second lowest mean of perceived quality is 3.66 which is "I completely trust overall quality of Shwe Pyi Nann Thanakha" and the lowest mean is 3.48 which is "Shwe Pyi Nann Thanakha branded offers a consistent quality like pure herbal Thanakha powder".

Table 5.14 The Analysis of Brand Association by using Mean and Standard Deviation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation

	N	Minimum	Maximum	Mean	Std. Deviation
Some characteristics of SPN brand come to my mind quickly.	400	1	5	3.97	.763
I can quickly recall the symbol or logo of SPN.	400	1	5	3.48	.819
The company which made SPN brand has trusted credibility.	400	1	5	3.66	.776
SPN brand is different from its competing brands.	400	1	5	3.76	.980
Valid N (listwise)	400				

SPN = Shwe Pyi Nann Thanakha cosmetic brand

According to Table 5.14, the researcher finds out that the highest mean of brand association is 3.97 which is "Some characteristics of Shwe Pyi Nann Thanakha brand come to my mind quickly" and the standard deviation is 0.763. The lowest mean is 3.48 which are "I can quickly recall the symbol or logo of Shwe Pyi Nann Thanakha brand". The highest standard deviation of brand association is 0.980 which is "Shwe Pyi Nann Thanakha brand is different from its competing brands".

Table 5.15 The Analysis of Customer Satisfaction by using Mean and Standard Deviation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation

	N	Minimum	Maximum	Mean	Std. Deviation
I will recommend SPN brand to my friends.	400	1	5	3.92	.813
Overall, I am satisfied with specific experiences of SPN Thanakha.	400	1	5	3.76	.980
I am satisfied with my decision to purchase SPN brand.	400	1	5	3.42	.947
Valid N (listwise)	400				

SPN = Shwe Pyi Nann Thanakha cosmetic brand

As seen in Table 5.15, the researcher reports that the highest mean of customer satisfaction is 3.92 which is "I will recommend Shwe Pyi Nann Thanakha brand to my friends" and its standard deviation is 0.813. The lowest mean of customer satisfaction is 3.42 which is "I am satisfied with my decision to purchase Shwe Pyi Nann Thanakha brand" and its standard deviation is 0.947.

Table 5.16 The Analysis of Brand Loyalty by using Mean and Standard Deviation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I consider myself to be loyal to SPN brand.	400	1	5	3.76	.975
I regularly buy SPN over Thanakha offered by competing brands.	400	1	5	3.52	.909
If I were asked for a recommendation, I would suggest for buying SPN.	400	1	5	4.08	.814
Valid N (listwise)	400				

SPN = Shwe Pyi Nann Thanakha cosmetic brand

Based on Table 5.16, the researcher discovers that the highest mean of brand loyalty is 4.08 which is "If I were asked for a recommendation, I would suggest for buying Shwe Pyi Nann Thanakha". The lowest mean is 3.52 which is "I regularly buy Shwe Pyi Nann Thanakha over Thanakha offered by competing brands". The highest standard deviation is 0.975 which is "I consider myself to be loyal to Shwe Pyi Nann Thanakha brand".

5.3 Reliability Test

Table 5.17 The Summary of Reliability Test

Variables	Alpha Value (α-test)	No. of Questions
Family	0.856	4
Advertising Spending	0.839	3
Brand Awareness	0.894	4
Perceived Quality	0.800	3
Brand Association	0.840	4
Customer Satisfaction	0.870	3
Brand Loyalty	0.850	3
Total		24

As seen in Table 5.17, the alpha values of all the variables are greater than 0.6 which shows that all the survey questions of each variable are reliable. According to Malhotra (1993), the Cronbach's alpha results would be equivalent or more than 0.6 to test, so that the questions were suitable and reliable. Hence, the questionnaires can be applied as research instrument in this study.

5.4 Inferential Analysis

Inferential statistics is related to make interpretations from a unit of a population. Inferential analysis lets the researcher make decisions or assumptions by inferring data forms. Researchers exploit inferential statistics to figure out if a normal example assigned by the hypothesis and theories is really found in the perceptions (Felix, 2015). The researcher utilizes simple linear

regression, multiple linear regression, independent t-test and Analysis of Variance (ANOVA) in order to test all hypotheses in this study.

5.4.1 The Results of Hypothesis Testing

Table 5.18: R-value and Measure the Strength of Association

R-value	The Strength of Association
0.81 to 0.99	Very strong positive relationship
0.61 to 0.80	Strong positive relationship
0.41 to 0.60	Moderate positive relationship
0.21 to 0.40	Weak positive relationship
0.01 to 0.20	Very weak positive relationship
0	No relationship
- 0.01 to - 0.20	Very weak negative relationship
- 0.21 to - 0.40	Weak negative relationship
- 0.41 to - 0.60	Moderate negative relationship
- 0.61 to - 0.80	Strong negative relationship
- 0.81 to - 0.99	Very strong negative relationship

Source: Hussey, J., and Hussy, R. (1997). *Business Research: A Practical Guide for Undergraduate and Postgraduate Students*, 227, Macmillan Business, London.

Hypothesis 1

$H1_o$: Family is not influenced on brand awareness towards Shwe Pyi Nann Thanakha cosmetic brand.

H1$_a$: Family is influenced on brand awareness towards Shwe Pyi Nann Thanakha cosmetic brand.

Table 5.19 Regression Model Summary of Hypothesis one

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.625[a]	.390	.388	.50307

a. Predictors: (Constant), MeanBrandAwareness

In Table 5.19, the coefficient (R) is 0.625, which illustrates that there is a strong positive influence between family and brand awareness. The researcher concludes that family and brand awareness go to the same direction. In addition, the strength of association (R^2) is equal ($.625^2$), which is equal to .390. It means that if family increases, it will cause brand awareness to increase by 39%.

Table 5.20 ANOVA Results for Family and Brand Awareness

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	64.400	1	64.400	254.470	.000[b]
	Residual	100.724	398	.253		
	Total	165.125	399			

a. Dependent Variable: MeanFamily
b. Predictors: (Constant), MeanBrandAwareness

Based on the result from Regression's ANOVA table, it indicated that the significance is equal to .000, which is less than .05 (.000 < .05). It means that null hypothesis was rejected. As a result, family is influenced on brand awareness.

Table 5.21 Simple Linear Regression Coefficient of Family in terms of Brand Awareness

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.730	.139		12.474	.000
	MeanBrandAwareness	.572	.036	.625	15.952	.000

a. Dependent Variable: MeanFamily

According to the data in Table of Regression Coefficient, the result from the t-statistics showed that the significance is equal to .000, which is less than .05 (.000 < .05). It means that the null hypothesis was rejected. Therefore, the researcher can conclude that family is influenced on brand awareness.

Hypothesis 2

H2$_o$: Family is not influenced on perceived quality towards Shwe Pyi Nann Thanakha cosmetic brand.

H2$_a$: Family is influenced on perceived quality towards Shwe Pyi Nann Thanakha cosmetic brand.

Table 5.22 Regression Model Summary of Hypothesis Two

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.632^a	.400	.398	.49904

a. Predictors: (Constant), MeanPerceivedQuality

Table 5.22, the coefficient (R) is 0.632, which shows that there is a strong positive influence between family and perceived quality. The researcher concludes that family and perceived quality move to the same direction. In addition, the strength of association (R^2) is equal (.632^2), which is equal to .400. It means that if family increases, it will cause perceived quality to increase by 40%.

Table 5.23 ANOVA Results for Family and Perceived Quality

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	66.006	1	66.006	265.040	.000[b]
	Residual	99.119	398	.249		
	Total	165.125	399			

a. Dependent Variable: MeanFamily

b. Predictors: (Constant), MeanPerceivedQuality

Based on the result from Regression's ANOVA table, it specifies that the significance is equal to .000, which is less than .05 (.000 < .05). It means that null hypothesis was rejected. As a result, family is influenced on perceived quality.

Table 5.24 Simple Linear Regression Coefficient of Family in terms of Perceived Quality

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.641	.141		11.615	.000
	MeanPerceivedQuality	.612	.038	.632	16.280	.000

a. Dependent Variable: MeanFamily

According to the data in Table of Regression Coefficient, the result from the t-statistics showed that the significance is equal to .000, which is less than .05 (.000 < .05). It means that the null hypothesis was rejected. Therefore, the researcher can conclude that family is influenced on perceived quality.

Hypothesis 3

H3$_0$: Family is not influenced on brand association towards Shwe Pyi Nann Thanakha cosmetic brand.

H3$_a$: Family is influenced on brand association towards Shwe Pyi Nann Thanakha cosmetic brand.

Table 5.25 Regression Model Summary of Hypothesis Three

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.638[a]	.406	.405	.49623

a. Predictors: (Constant), MeanBrandAssociation

Table 5.25, the coefficient (R) is 0.638, which shows that there is a strong positive influence between family and brand association. The researcher concludes that family and brand association move to the same direction. In addition, the strength of association (R^2) is equal (.638^2), which is equal to 0.406. It means that if family increases, it will cause brand association to increase by 40.6%.

Table 5.26 ANOVA Results for Family and Brand Association

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	67.121	1	67.121	272.585	.000[b]
1	Residual	98.004	398	.246		
	Total	165.125	399			

a. Dependent Variable: MeanFamily
b. Predictors: (Constant), MeanBrandAssociation

Based on the result from Regression's ANOVA table, it specifies that the significance is equal to .000, which is less than .05 (.000 < .05). It means that null hypothesis was rejected. As a result, family is influenced on brand association.

Table 5.27 Simple Linear Regression Coefficient of Family in terms of Brand Association

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.696	.136		12.459	.000
	MeanBrandAssociation	.595	.036	.638	16.510	.000

a. Dependent Variable: MeanFamily

According to the data in Table of Regression Coefficient, the result from the
t-statistics showed that the significance is equal to .000, which is less than .05 (.000 < .05). It
means that the null hypothesis was rejected. Therefore, the researcher can conclude that family is
influenced on brand association.

Hypothesis 4

$H4_o$: Advertising spending is not influenced on brand awareness towards Shwe Pyi Nann
Thanakha cosmetic brand.

$H4_a$: Advertising spending is influenced on brand awareness towards Shwe Pyi Nann Thanakha
cosmetic brand.

Table 5.28 Regression Model Summary of Hypothesis Four

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.543[a]	.294	.293	.56833

a. Predictors: (Constant), MeanBrandAwareness

Table 5.28, the coefficient (R) is 0.543, which shows that there is a moderate positive influence between advertising spending and brand awareness. The researcher concludes that advertising spending and brand awareness move to the same direction. In addition, the strength of association (R^2) is equal ($.543^2$), which is equal to 0.294. It means that if advertising spending increases, it will cause brand awareness to increase by 29.4%.

Table 5.29 ANOVA Results for Advertising Spending and Brand Awareness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53.659	1	53.659	166.129	.000[b]
	Residual	128.553	398	.323		
	Total	182.212	399			

a. Dependent Variable: MeanAdvertisingSpending
b. Predictors: (Constant), MeanBrandAwareness

Based on the result from Regression's ANOVA table, it specifies that the significance is equal to .000, which is less than .05 (.000 < .05). It means that null hypothesis was rejected. As a result, advertising spending is influenced on brand awareness.

Table 5.30 Simple Linear Regression Coefficient of Advertising Spending in terms of Brand Awareness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.842	.157		11.759	.000
	MeanBrandAwarenes s	.522	.041	.543	12.889	.000

a. Dependent Variable: MeanAdvertisingSpending

According to the data in Table of Regression Coefficient, the result from the t-statistics showed that the significance is equal to .000, which is less than .05 (.000 < .05). It means that the null hypothesis was rejected. Therefore, the researcher can conclude that advertising spending is influenced on brand awareness.

Hypothesis 5

$H5_o$: Advertising spending is not influenced on perceived quality towards Shwe Pyi Nann Thanakha cosmetic brand.

$H5_a$: Advertising spending is influenced on perceived quality towards Shwe Pyi Nann Thanakha cosmetic brand.

Table 5.31 Regression Model Summary of Hypothesis Five

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.640[a]	.410	.408	.51991

a. Predictors: (Constant), MeanPerceivedQuality

Table 5.31, the coefficient (R) is 0.640, which shows that there is a strong positive influence between advertising spending and perceived quality. The researcher concludes that advertising spending and perceived quality move to the same direction. In addition, the strength of association (R^2) is equal ($.640^2$), which is equal to 0.410. It means that if advertising spending increases, it will cause perceived quality to increase by 41%.

Table 5.32 ANOVA Results for Advertising Spending and Perceived Quality

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	74.629	1	74.629	276.088	.000[b]
	Residual	107.583	398	.270		
	Total	182.212	399			

a. Dependent Variable: MeanAdvertisingSpending
b. Predictors: (Constant), MeanPerceivedQuality

Based on the result from Regression's ANOVA table, it specifies that the significance is equal to .000, which is less than .05 (.000 < .05). It means that null hypothesis was rejected. As a result, advertising spending is influenced on perceived quality.

Table 5.33 Simple Linear Regression Coefficient of Advertising Spending in terms of Perceived Quality

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.421	.147		9.650	.000
	MeanPerceivedQuality	.650	.039	.640	16.616	.000

a. Dependent Variable: MeanAdvertisingSpending

According to the data in Table of Regression Coefficient, the result from the t-statistics showed that the significance is equal to .000, which is less than .05 (.000 < .05). It means that the null hypothesis was rejected. Therefore, the researcher can conclude that advertising spending is influenced on perceived quality.

Hypothesis 6

H6$_o$: Advertising spending is not influenced on brand association towards Shwe Pyi Nann Thanakha cosmetic brand.

H6$_a$: Advertising spending is influenced on brand association towards Shwe Pyi Nann Thanakha cosmetic brand.

Table 5.34 Regression Model Summary of Hypothesis Six

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.660[a]	.435	.434	.50852

a. Predictors: (Constant), MeanBrandAssociation

Table 5.34, the coefficient (R) is 0.660, which shows that there is a strong positive influence between advertising spending and brand association. The researcher concludes that advertising spending and brand association move to the same direction. In addition, the strength of association (R^2) is equal ($.660^2$), which is equal to 0.435. It means that if advertising spending increases, it will cause brand association to increase by 43.5%.

Table 5.35 ANOVA Results for Advertising Spending and Brand Association

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	79.293	1	79.293	306.636	.000[b]
	Residual	102.919	398	.259		
	Total	182.212	399			

a. Dependent Variable: MeanAdvertisingSpending
b. Predictors: (Constant), MeanBrandAssociation

Based on the result from Regression's ANOVA table, it specifies that the significance is equal to .000, which is less than .05 (.000 < .05). It means that null hypothesis was rejected. As a result, advertising spending is influenced on brand association.

Table 5.36 Simple Linear Regression Coefficient of Advertising Spending in terms of Brand Association

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.427	.139		10.227	.000
	MeanBrandAssociation	.646	.037	.660	17.511	.000

a. Dependent Variable: MeanAdvertisingSpending

According to the data in Table of Regression Coefficient, the result from the t-statistics showed that the significance is equal to .000, which is less than .05 (.000 < .05). It means that the null hypothesis was rejected. Therefore, the researcher can conclude that advertising spending is influenced on brand association.

Hypothesis 7

$H7_o$: Advertising spending is not influenced on customer satisfaction towards Shwe Pyi Nann Thanakha cosmetic brand.

$H7_a$: Advertising spending is influenced on customer satisfaction towards Shwe Pyi Nann Thanakha cosmetic brand.

Table 5.37 Regression Model Summary of Hypothesis Seven

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.590[a]	.349	.347	.54610

a. Predictors: (Constant), MeanCustomerSatisfaction

Table 5.37, the coefficient (R) is 0.590, which shows that there is a moderate positive influence between advertising spending and customer satisfaction. The researcher concludes that advertising spending and customer satisfaction move to the same direction. In addition, the

strength of association (R^2) is equal (.590^2), which is equal to 0.349. It means that if advertising spending increases, it will cause customer satisfaction to increase by 34.9%.

Table 5.38 ANOVA Results for Advertising Spending and Customer Satisfaction

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	63.520	1	63.520	212.997	.000[b]
	Residual	118.692	398	.298		
	Total	182.212	399			

a. Dependent Variable: MeanAdvertisingSpending
b. Predictors: (Constant), MeanCustomerSatisfaction

Based on the result from Regression's ANOVA table, it specifies that the significance is equal to .000, which is less than .05 (.000 < .05). It means that null hypothesis was rejected. As a result, advertising spending is influenced on customer satisfaction.

Table 5.39 Simple Linear Regression Coefficient of Advertising Spending in terms of Customer Satisfaction

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.019	.127		15.902	.000
	MeanCustomerSatisfaction	.489	.033	.590	14.594	.000

a. Dependent Variable: MeanAdvertisingSpending

According to the data in Table of Regression Coefficient, the result from the t-statistics showed that the significance is equal to .000, which is less than .05 (.000 < .05). It means that the null hypothesis was rejected. Therefore, the researcher can conclude that advertising spending is influenced on customer satisfaction.

Hypothesis 8

H8$_o$: Brand awareness, perceived quality, brand association and customer satisfaction are not influenced on brand loyalty towards Shwe Pyi Nann Thanakha.

H8$_a$: Brand awareness, perceived quality, brand association and customer satisfaction are influenced on brand loyalty towards Shwe Pyi Nann Thanakha.

Table 5.40 Regression Model Summary of Hypothesis Eight

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.949[a]	.900	.899	.25183

a. Predictors: (Constant), MeanCustomerSatisfaction, MeanPerceivedQuality, MeanBrandAwareness, MeanBrandAssociation

Table 5.40, the coefficient (R) is 0.949, which shows that brand loyalty is a very strong positive influence on brand awareness, perceived quality, brand association and customer satisfaction.. In addition, the strength of association (R^2) is equal (.949^2), which is equal to 0.900. It means that 90% of the variance of brand loyalty is influenced by brand awareness, perceived quality, brand association and customer satisfaction.

Table 5.41 ANOVA Results for Brand Awareness, Perceived Quality, Brand Association, Customer Satisfaction and Brand Loyalty

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	224.600	4	56.150	885.365	.000[b]
	Residual	25.051	395	.063		
	Total	249.651	399			

a. Dependent Variable: MeanBrandLoyalty

b. Predictors: (Constant), MeanCustomerSatisfaction, MeanPerceivedQuality, MeanBrandAwareness, MeanBrandAssociation

The result from Regression's ANOVA table showed that the significance is equal to .000, which is less than .05 (.000 < .05). It means that null hypothesis was rejected. Therefore, at least one independent variable of brand awareness, perceived quality, brand association and customer satisfaction will influence on brand loyalty at the significance level of 0.05.

Table 5.42 Multiple Linear Regression Coefficient of Brand Loyalty in terms of Brand Awareness, Perceived Quality, Brand Association and Customer Satisfaction

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.343	.077		4.432	.000
	MeanBrandAwareness	.148	.029	.131	5.098	.000
	MeanPerceivedQuality	-.518	.116	-.435	-4.453	.000
	MeanBrandAssociation	.621	.153	.542	4.055	.000
	MeanCustomerSatisfaction	.674	.052	.695	12.979	.000

a. Dependent Variable: MeanBrandLoyalty

According to the results in the Regression Coefficient table, the t-statistics verified that brand awareness, perceived quality, brand association and customer satisfaction are significant at .000, which means that both variables which are brand awareness, perceived quality, brand association and customer satisfaction are influenced on brand loyalty of Shwe Pyi Nann Thanakha brand at 0.05 significant level and null hypothesis is rejected.

Table 5.43 Summary of the Results from Hypothesis Testing

Hypothesis	Statistical Analysis	Beta Coefficient Values	Level of Significance	Result
$H1_a$: Family is influenced on brand awareness towards Shwe Pyi Nann Thanakha cosmetic brand.	Simple Linear Regression	.572	.000	Reject $H1_o$
$H2_a$: Family is influenced on perceived quality towards Shwe Pyi Nann Thanakha cosmetic brand.	Simple Linear Regression	.612	.000	Reject $H2_o$
$H3_a$: Family is influenced on brand association towards Shwe Pyi Nann Thanakha cosmetic brand.	Simple Linear Regression	.595	.000	Reject $H3_o$
$H4_a$: Advertising spending is influenced on brand awareness towards Shwe Pyi Nann Thanakha cosmetic brand.	Simple Linear Regression	.522	.000	Reject $H4_o$
$H5_a$: Advertising spending is influenced on perceived quality towards Shwe Pyi Nann Thanakha cosmetic brand.	Simple Linear Regression	.650	.000	Reject $H5_o$

H6a: Advertising spending is influenced on brand association towards Shwe Pyi Nann Thanakha cosmetic brand.	Simple Linear Regression	.646	.000	Reject H6o
H7a: Advertising spending is influenced on customer satisfaction towards Shwe Pyi Nann Thanakha cosmetic brand.	Simple Linear Regression	.489	.000	Reject H7o
H8a: Brand awareness, perceived quality, brand association and customer satisfaction are influenced on brand loyalty towards Shwe Pyi Nann Thanakha. - Brand Awareness - Perceived Quality - Brand Association - Customer Satisfaction	Multiple Linear Regression	 .148 -.518 .621 .674	 .000 .000 .000 .000	Reject H8o

CHAPTER 6

SUMMARY, IMPLICATIONS, RECOMMENDATIONS, AND CONCLUSION

This chapter includes a summary of the results, the implications, recommendations and conclusions based on the results of the study. This chapter comprises five main sections. The first section is about a summary of demographic factors and hypotheses testing. The second section consists of the discussion and implications. The third section is about the conclusion of this research. The fourth section provides recommendations of this study. The last section comprises some suggestions for further studies. These sections are indicated as follows:

6.1 Summary of Findings

6.1.1 Summary of Demographic Factors

The purpose of this study is to investigate the factors affecting brand loyalty towards a Thanakha cosmetic among Myanmar customers by highlighting the factors which lead to influence brand loyalty to family, advertising spending, brand awareness, perceived quality, brand association and customer satisfaction. The researcher targeted on Myanmar customers who have experienced with Shwe Pyi Nann Thanakha cosmetic brand. The researcher collected the data from 420 respondents who have used Shwe Pyi Nann Thanakha cosmetic brand at least three months from seven selected shopping center in Yangon, Myanmar. The data are collected at a specified time during October to November, 2016.Then, the researcher applied 400 questionnaires as a primary data. The results of this study are displayed as the summary of demographic factors and hypotheses testing.

Table 6.1 Summary of Demographic Factors Analysis

Demographics Factor	Characteristics	Frequency (*f*)	Percentage (%)
Gender	Female	294	73.5%
Age Category	26 - 35 years old	139	34.8%

Education Level	Bachelor Degree	119	29.8%
Income Level	200,001– 400,000 Ks (Myanmar Kyats)	121	30.3%
Occupation	Other (Salesmen, Blue-collar worker, White-collar workers)	150	37.5%
Advertisement Seen	TV	259	64.8%
Cosmetic Brand Usage	Shwe Pyi Nann Thanakha cosmetic	180	45.0%
The Purpose to Use Thanakha	Beautifying	262	65.5%

As shown in Table 6.1, the majority group is female group 73.5% or 294 respondents which are more than male group (26.5%) or 106 respondents. The major group of age category is between 26 - 35 years old, which indicated 34.8% or 139 respondents. The largest group of education level is bachelor degree (29.8%) which is 119 respondents with the highest income level is 200,001– 400,000 Ks (30.3%) which are 121 respondents. Most of the respondents are doing other jobs such as salesmen, blue-collar worker, white-collar worker, etc which presented 37.5% or 150 respondents. Most of the respondents (64.8%) have seen Shwe Pyi Nann Thanakha cosmetic advertisement on TV. Among 400 respondents, 180 respondents (45.0%) use Shwe Pyi Nann Thanakha as their daily cosmetic and 65.5% of them use Shwe Pyi Nann Thanakha cosmetic for beautifying.

6.1.2 Summary of Factors Influencing Brand Loyalty towards a Thanakha cosmetic

This research examined the factors influencing brand loyalty towards a Thanakha cosmetic in Yangon, Myanmar. Based on the statistical treatment and data analysis, all of proposed independent and mediating variables have significantly influenced on brand loyalty towards Shwe Pyi Nann Thanakha cosmetic brand. In detail, there are total four mediating

variables; brand awareness, perceived quality, brand association and customer satisfaction which impact directly on brand loyalty towards Shwe Pyi Nann Thanakha cosmetic. Moreover, the two independent variables such as family and advertising spending has indirect effect on brand loyalty in terms of brand awareness, perceived quality, brand association and customer satisfaction. The results were attained from 400 surveys of Myanmar customers who had at least three months experience in using Shwe Pyi Nann Thanakha cosmetic.

Table 6.2 The Results of the Highest Mean of each Independent and Mediating Variables

Variables	Highest Mean
Family My family recommends me to buy Shwe Pyi Nann Thanakha cosmetics.	4.00
Advertising Spending The ads campaigns for Shwe Pyi Nann are frequently seen.	3.93
Brand Awareness I can recognize Shwe Pyi Nann Thanakha brand among other competing brands.	4.04
Perceived Quality Shwe Pyi Nann Thanakha branded cosmetics are associated with very high quality, which can improve my skin.	3.97
Brand Association Some characteristics of Shwe Pyi Nann Thanakha brand come to my mind quickly.	3.97
Customer Satisfaction I will recommend Shwe Pyi Nann Thanakha brand to my friends.	3.92

According to Table 6.2, the result presents that the test of the highest mean of independent and mediated variables. To explore all variables, descriptive analysis method is utilized.

Based on Table 6.2, in terms of family, the statement "My family recommends me to buy Shwe Pyi Nann Thanakha cosmetics." has a highest mean of 4.00. Therefore, the researcher concluded that family plays the important role in order to awareness and repurchase the brand. This can conclude that family is strongly influenced on Myanmar customers. Therefore, family recommendation is very crucial in order to purchase particular product.

In the variable of advertising spending, the statement "The ads campaigns for Shwe Pyi Nann are frequently seen" has a highest mean of 3.93. It represents that Shwe Pyi Nann Thanakha company spends a lot on advertising such as on TV ads, billboards, radio channels and so on.

The highest mean of brand awareness is 4.04 which is "I can recognize Shwe Pyi Nann Thanakha brand among other competing brands". It revealed that Shwe Pyi Nann Thanakha cosmetic has established a good impression and a highly awareness of it brands among Myanmar customers through its marketing approaches.

The data indicate that the statement "Shwe Pyi Nann Thanakha branded cosmetics are associated with very high quality, which can improve my skin" in the variable of perceived quality has 3.97 which is a highest mean in this part. Therefore, the researcher concludes that Myanmar customers recognized that Shwe Pyi Nann Thanakha cosmetic has a high quality with decent for their skin based on their experiences and recommendations from their environment.

In the variable of brand association, the highest mean is 3.97 which is "Some characteristics of Shwe Pyi Nann Thanakha brand come to my mind quickly". Thus, it can be determined that Shwe Pyi Nann Thanakha cosmetic has strong brand association and it links to customers' mind. This is one of the factors which boost its image among Myanmar customers.

The highest mean of customer satisfaction is 3.92 which statement is that "I will recommend Shwe Pyi Nann Thanakha brand to my friends". It infers that a Shwe Pyi

NannThanakah cosmetic has met customer expectation and it leads to customer satisfaction. As a result, happy customers always recommend their experience on brand to their friends.

Table 6.3 The Result of Highest Mean of the Dependent Variable

Variable	Highest Mean
Brand Loyalty If I were asked for a recommendation, I would suggest for buying Shwe Pyi Nann Thanakha cosmetic.	4.08

Table 6.3 indicates the result of the highest mean of brand loyalty. The data shows that the highest mean is 4.08 which is "If I were asked for a recommendation, I would suggest for buying Shwe Pyi Nann Thanakha cosmetic". Thus, the researcher determines that some of the respondents intend to be loyal to Shwe Pyi Nann brand and also willingly to recommend their intimate friends.

6.1.3 Summary of Hypotheses Testing

According to the research objectives and the research questions, there are eight hypotheses which were applied in order to test in this study. The researcher utilizes Statistical Significant (t-test), Simple Linear Regression (SLR) and Multiple Linear Regression (MLR) in order to test the influence factors of the hypotheses in this study. Moreover, the researcher used Analysis of Variance (ANOVA) to investigate the data in this study. The summary of all eight hypotheses' results are shown as follows:

Hypothesis one: Family is significantly influenced on brand awareness towards Shwe Pyi Nann Thanakha cosmetic brand.

Hypothesis two: Family is significantly influenced on perceived quality towards Shwe Pyi Nann Thanakha cosmetic brand.

Hypothesis three: Family is significantly influenced on brand association towards Shwe Pyi Nann Thanakha cosmetic brand.

Hypothesis four: Advertising spending is significantly influenced on brand awareness towards Shwe Pyi Nann Thanakha cosmetic brand.

Hypothesis five: Advertising spending is significantly influenced on perceived quality towards Shwe Pyi Nann Thanakha cosmetic brand.

Hypothesis six: Advertising spending is significantly influenced on brand association towards Shwe Pyi Nann Thanakha cosmetic brand.

Hypothesis seven: Advertising spending is significantly influenced on customer satisfaction towards Shwe Pyi Nann Thanakha cosmetic brand.

Hypothesis eight: Brand awareness, perceived quality, brand association and customer satisfaction are significantly influenced on brand loyalty towards Shwe Pyi Nann Thanakha cosmetic. However, customer satisfaction is the most significantly influenced on brand loyalty at Beta Coefficient value (β) .674 and other variables such as brand awareness, perceived quality, brand association are influenced on brand loyalty at Beta Coefficient value (β) .148, -.518 and .621, respectively.

6.2 Discussion and Implications

Depending on the collected data, the researcher applies descriptive statistics for analyzing each group's demographic factors, general demographic factors of the respondents, common analysis for brand characteristics, consumer overall satisfaction and consumer behavior indicator brand loyalty. This finding consists of the analyses of eight hypotheses with seven variables, including family, advertising spending, brand awareness, perceived quality, brand association and customer satisfaction as independent variables and brand loyalty as a dependent variable. Furthermore, inferential analysis, Simple Linear Regression (SLR) and Multiple Linear Regression (MLR) were used to test all the hypotheses in this research. The analysis results were discussed in details as follows:

Demographic Factors and General Information of Respondents

Referring to the results of the demographic factors of respondents, the researcher found that the number of women customers is higher than men, and most respondents are bachelor degree holders. Most of them are doing other job such as salesmen, blue-collar workers, white-collar workers and the age level is in the range of 26-35 years old with monthly income between 200,001 Ks to 400,000 Ks (Myanmar Kyats). Thus, Shwe Pyi Nann Thanakha cosmetic customers are mostly middle aged, educated females. Besides, most of the respondents have seen Shwe Pyi Nann Thanakha cosmetic advertisement on TV and most of them use Shwe Pyi Nann Thanakha as their cosmetic. The results show that more than half of the respondents use Shwe Pyi Nann Thanakha for beautifying as well as for curing the pimple. Since it is a cosmetic, there is no doubt that female customers outnumber male customers. The finding of Saejiang (2014) also revealed that the majority of customers are female customers who graduated with a bachelor's degree were always greater than male customers. Therefore, managers or marketers should focus on this target group. They have to explore and comprehend the requirements and preferences of this group in order to make them more content and have a positive mindset towards Shwe Pyi Nann Thanakha cosmetic. This will lead to brand loyalty. Besides, the company should know its potential customers who are middle aged employed females, holding Bachelor degree with the average income of 200,001 to 400,000 Ks (Myanmar Kyats). Consequently, the marketers of Shwe Pyi Nann Thanakha cosmetic should enhance their marketing strategies with these potential customers on both traditional marketing and social media marketing.

Traditional marketing is done by advertising through television channels, radio channels, journals, fashion magazines, billboards ads and etc. Social media marketing is done by advertising through websites, Facebook pages, fashion blogs, sponsorship events, joining in voluntary activities, organizing beauty contests and etc. Nowadays, the aforementioned are the most attractive and popular ways of social media marketing in Myanmar. Nevertheless, it is imperative to pick the right locations for prints and billboard advertisements, so that the customers will notice them.

Hypotheses

This research explores the factors influencing brand loyalty towards a Thanakha cosmetic in Yangon, Myanmar among Myanmar users by considering family, advertising spending, brand awareness, perceived quality, brand association and customer satisfaction towards Shwe Pyi Nann Thanakha cosmetic. In the paragraphs that follow the conclusion of the results will be displayed and how it should be implicit in the study.

Hypothesis 1:

With regard to the hypothesis one, the relationship between family and brand awareness towards Shwe Pyi Nann Thanakha cosmetic was investigated. The researcher found out that family is statistically influenced on brand awareness at .572 which means that family has a positive influence on brand awareness. This is signified that the more positive brand information provided by family, the more the customers become brand aware. Therefore, the correlation of the relationship moves to the same direction. As supported by Gil *et al*., (2007), who stated that family has been considered as an effective influence on consumer conduct and it may result to form consumer based brand equity. Moreover, Yasi *et al*., (2011) mentioned that in the process of decision making of consumers, the family has always been the center for information and advice. As such, the family has been regarded as the main dominant influence on consumer behavior, especially in a country that has a tradition of collectivism as part of their existing culture (Zahari *et al*. 2011). In a country like Myanmar, living with the family is like a tradition which is normally practiced by all races and it is important for traders to consider the family as an important step in the development of marketing strategies factor. Thus, the information provided by the family can be reliable and trustworthy. Therefore, Olsen (1993) concluded that a brand that has been consumed by tradition in the home for years which can provide awareness in the minds of consumers. Hence, family is a powerful influencer in order to form brand awareness.

Hypothesis 2:

According to the result of hypothesis two, the relationship between family and perceived quality towards Shwe Pyi Nann Thanakha cosmetic had been analyzed. The finding of the researcher indicates that family is significantly influenced on perceived quality at .612 which means that family has a positive influence on perceived quality. This can imply that the more positive brand information provided by family, the more customers perceive its quality. Therefore, the correlation of the relationship goes to the same direction. Many previous researchers supported this result that family members are perceived to be a dependable source of information. When the source is well respected and referenced by the individual, information that is passed through it is more likely to be credible (Yasin *et al*., 2011). Besides, Salinas *et al*., (2007) proposed that the brand information provided by family can determine consumer perceived quality of the brand. The young adult's perception of a brand which recommended from other experienced user has an effect the perception of its brand quality. Keillor *et al*., (1996) revealed that family is considered as an experienced buyer of the certain products by young adults. This positive attitude towards brand may result in the purchase decision of the brand and perception of its quality.

Hypothesis 3:

From hypothesis three the researcher attained the relationship between family and brand association towards Shwe Pyi Nann Thanakha cosmetic. The researcher found out that family has a significant influence on brand association at .595 which means that family has a positive influence on brand association. This finding shows that the more positive brand information provided by family, the more customers associate with a brand. Hence, the correlation of the relationship moves to the same direction. Many previous researchers confirmed that family is influenced on brand association. The family commitment to the establishment of associations may also be critical. Fournier (1998) specified that family can encourage the formation of emotional consumer brand connections. These associations provide emotional value to brands that unlike other competing brands. Furthermore, Olsen (1993) indicated that the role of family in the formation of brand association and these associations may perform as "bridges" or

"fences" in the intergenerational transfer of brand loyalty. Therefore, Gil *et al*., (2007) concluded that more positive information of a brand provided by the family, more brand associations linked to such a brand.

Hypothesis 4:

Based on the result of hypothesis four, the relationship between advertising spending and brand awareness was clarified. According to the finding, the researcher found out that advertising spending is significantly influenced on brand awareness at .522 which means that advertising spending has a positive influence on brand awareness. This implies that the higher the advertising spending of a brand, the higher customers are aware that brand. Accordingly, the correlation of the relationship goes to the same direction. Many previous researchers approved that advertising spending and brand awareness are related each other. Advertising creates value (Cobb-Walgren, Ruble and Donthu, 1995), as it enhances the brand awareness (Buil *et al*., 2013; Srinivasan *et al*., 2005; Yoo *et al*., 2000; Buil *et al*., 2013; Cobb-Walgren *et al*., 1995). Besides, advertising deliberated a powerful marketing communication device that is used to develop the brand awareness (Ebeid, 2014). Recalling advertising as a basis for achieving brand awareness is positively related to the strength of advertising spending (Deighton, 1984; Hoyer and Brown, 1990). Advertising is the most critical and conventional method for awaring and educating the customers. Radio, TV and daily papers are the most conventional routes for making a picture of brands and help in producing more deals and incomes (Hameed, 2013). Thus, advertising plays a vital role in enhancing the brand awareness and the creation of associations of strong brands. Advertising spending on a brand increases the range and repetition of advertising, and therefore a higher level of awareness will be attained for the brand. Therefore, advertising spending affects customer perception of the brand and which is more crucial in influencing brand awareness.

Hypothesis 5:

The result obtained from hypothesis five is advertising spending is significantly influenced on perceived quality at .650 which means that advertising spending has a positive

influence on perceived quality. This shows that the more spending on advertising on a brand, the more customers perceive its quality. As a result, the correlation of the relationship moves to the same direction. Several studies about advertising spending supported the result of this hypothesis. The study about distribution intensity, advertising, monetary promotion, and customer-based brand equity: an applied study in Egypy by Ebeid (2014) , together with the effect of advertising spending on brand loyalty mediated by store image, perceived quality and customer satisfaction: a case study of hypermarkets conducted by Hameed (2013). Advertisements enrich consumer knowledge and perception relating to the brand (Ha *et al*., 2011). Yoo *et al*. (2000) revealed that advertising spending generates perceived quality of the customers. If the brand is more advertised; the more consumers will have high perceived quality and loyalty for the brand. Thus, there is a positive and substantial association between advertising spending and perceived quality (Aaker and Jacobson, 1994). Moreover, Simon and Sullivan (1993) exposed that advertising can effect perceived quality. Serious advertising and highlighting positive characteristics of the brand empower advertising to make quality recognitions, particularly for experience products (Simon *et al*., 1993). Hence, Hameed (2013) concluded that advertising spending has a positive influence on perceived quality.

Hypothesis 6:

Regarding to the result of hypothesis six, advertising spending is significantly influenced on brand association at .646 which means that advertising spending has a positive influence on brand association. This certifies that the higher the advertising spending on a brand, the more association linked to that brand. Subsequently, the correlation of the relationship moves to the same direction. The result of this research is supported by Salinas *et al*., (2007) who indicated that the higher advertising expenses a brand, more consumer exposure to the brand, and therefore stronger and more plentiful are the associations in the minds of consumers. Besides, the finding of Buil *et al*., (2013) is that advertising does not essentially subsidize brand associations. Nevertheless, Cobb-Walgren *et al*., (1995) discovered that there is a significant positive relationship between advertising and brand associations. The greater the investment in advertising, the levels of awareness will likely be higher. Thus, a greater amount spent on advertising is positively related to brand awareness and brand associations, leading to greater

brand loyalty (Lee *et al*., 2000). Lastly, favorable, strong and unique brands association can be shaped through advertising (Cobb-Walgren *et al*., 1995; Keller, 2007). Advertising spending can promote brand association by creating, modifying, or enhancing the ability to associate with each new contact (Chernatony *et al*., 2010). So, this researcher can conclude that advertising spending is positively impact on brand association.

Hypothesis 7:

Based on the result of hypothesis seven, the relationship between advertising spending and customer satisfaction towards Shwe Pyi Nann Thanakha cosmetic was tested. The finding of the researcher shows that advertising spending is significantly influenced on customer satisfaction at .489 which means that advertising spending has a positive influence on customer satisfaction. This infers that the more spending on advertising of a brand, the more customers become satisfied on that brand. Hence, the correlation of the relationship moves towards the same direction. There are several previous researchers who supported this finding. According to Hameed (2013), advertising spending is directly influenced on customer satisfaction, just as the advertising rises, the customers' satisfaction level will also increase. Aaker *et al*., (1986) stated that customers' satisfaction arises once the customers see the advertisement which attracts customers' attitudes towards a brand. Customer satisfaction is considered one of the crucial structures of the attitude whose antecedents are correlated with advertising (Boulding *et al*., 1993). Moreover, Grewal *et al*., (2010) revealed that advertising has a positive effect on customer satisfaction. Advertising can build consumer experiences to influence customer satisfaction and consumer confidence by signaling the quality of the products and the value. Empirically, the previous researchers who are Kirmani *et al*., (1989) specified that consumers could engage their impressions of advertising spending as signals of product quality which will have a positive effect on customer satisfaction.

Hypothesis 8:

According to the MLR analysis of hypothesis eight, the researcher finds out that brand awareness, perceived quality, brand association and customer satisfaction are significantly effect on brand loyalty.

Brand awareness is significantly influenced on brand loyalty at .148 which means that brand awareness has a very weak positive influence on brand awareness. This can imply that the more customers aware the brand, the more customers loyalty to that brand. Therefore, the correlation of the relationship moves to the same direction. Many scholars supported this finding. Brand awareness can be considered as a predecessor of brand loyalty (Miller *et al*., 2010). Moreover, Gil *et al*., (2007) stated that the higher the brand awareness occurs, the higher the brand loyalty takes place. Aaker (1996) identified that brand awareness can be considered as a driver of brand loyalty. Customers can become loyal to the brand because of its uniqueness, its taste, and feel easy to use of that particular brand; they also have enough knowledge of that brand and feel confident while purchasing. Brand awareness enhances the brand loyalty, and consumer's assurance (Aaker, 1990). Furthermore, awareness can inspire buying decisions, especially for low-involvement products (Aaker, 1991) which leads to be loyal for a brand. As a result, there is a positive relationship between brand awareness and brand loyalty (Miller *et al*., 2010).

The finding of the researcher shows that perceived quality is significantly influenced on brand loyalty at the Beta coefficient value (β) -.518 which means that perceived quality has a negative influence on brand loyalty. This can imply that the more customer perceive the quality of a brand, the less customers loyal to that brand. Hence, the correlation of the relationship moves to the opposite direction. When consumers perceived that high-quality brand compared with other brands, they seem to have a high brand value which leads to their purchase decision and loyalty to a brand. Buil *et al*., (2013) and Yoo *et al*., (2000) confirmed that perceived quality increases brand loyalty. Several former researches have exposed a positive correlation between perceived quality and brand loyalty. Hameed (2013) revealed that perceived quality is the customer's sensitivity about the overall brand quality. When the perceived quality of the brand rises, the customer satisfaction similarly increases, as a consequence it tends to brand loyalty (Ha *et al*., 2009). Thus, perceived quality has directly and positively effect on brand loyalty.

The result found out that brand association is significantly influenced on brand loyalty at the Beta coefficient value (β) .621 which means that brand association has a positive influence on brand loyalty. This means that the more the association linked to a brand, the more customers are loyal to a brand. Thus, the correlation of the relationship moves to the same direction. Brand association is a component which assists a brand to be memorized (Aaker, 1991). According to Gladden and Funk (2002), there is a positive link between brand association and brand loyalty. Also, Buil *et al.*, (2013) identified that brand association has a positive influence on brand loyalty. Brand association can be seen as the memory of the customer holding anything about the brand (Chattopadhyay *et al.*, 2010). Romaniuk *et al.*, (2013) added that these associations include functional quality, efficiency, purchasing and consumption. The research based on Atilgan *et al.*, (2005) and Yoo *et al.*, (2000), the more customers have positive association toward a brand, the more the loyalty toward the brand. Furthermore, the research done by Salinas *et al.*, (2007), the higher the association interrelated to a brand, the higher brand loyalty occurs.

Based on the finding, the researcher found out that customer satisfaction is the most significantly influenced on brand loyalty at the Beta coefficient value (β) .674 which means that customer satisfaction has a positive influence on brand loyalty. This can verify the more customers are satisfied with the brand, the more customers will loyal to that brand. Accordingly, the correlation of the relationship moves to the same direction. Many scholars certified this finding as follows: Satisfaction is frequently utilized as an indicator of future purchaser (Newman *et al.*, 1973). Customer satisfaction is found to be a necessary antecedent of customer loyalty (Fitzell, 1998). Regarding to most studies, satisfaction and loyalty are recognized as intensely related each other (Anderson and Sullivan, 1993; Fornell, 1992; Rust *et al.*, 1993; Taylor *et al.*, 1994). Moreover, Awan et al., (2014) stated that customer satisfaction has a significant positive impact on brand loyalty. Subsequently, brand loyalty can be generated through enhancing customer satisfaction and contributes highly to brand value. According to the previous researchers and the current work, the researcher can reveal that brand awareness, brand association and customer satisfaction have significantly positive influence on brand loyalty. However, perceived quality has negative impact on brand loyalty.

6.3 Conclusion

Business organizations have begun to focus on defensive strategies in order to protect their existing customers and remain in competition world, meanwhile rivalry and expenses for creating new customer segments has increased significantly. Most successful businesses rely on their ability to generate and sustain customer based brand loyalty. Companies realize that selling to brand loyal customers is cheaper than adapting new ones. Brand loyalty is a solid and competitive weapon for companies.

The cosmetics industry is a very energetic industry in Myanmar. Myanmar consumers were recently introduced to the market renowned brands like other consumers in the world. Among them, Myanmar traditional Thanakha cosmetic has to compete not only with the foreign well-known brands but also local brands. The main objective of this study is to analyze the factors affecting brand loyalty towards a Thanakha cosmetic in Myanmar. One of the major reasons to study about Myanmar traditional Thanakha cosmetic is that introducing the uniqueness of Myanmar traditional cosmetic and as wearing a Thanakha is a tradition of Myanmar people, so the researcher would like this tradition last for long. Therefore, the researcher would like to encourage the company that how to maintain the existing customers and obtain new customers through this research. The researcher mainly focuses on six variables which are family, advertising spending, brand awareness, perceived quality, brand association, customer satisfaction, and then finds out which variables are positively influenced on brand loyalty.

The data for this study were collected through questionnaire survey of 420 respondents in selected areas of Yangon, Myanmar. The researcher collected the primary data from seven selected shopping centers which are most the crowded and popular places in Yangon, Myanmar and the respondents were both male and female who have experienced using Shwe Pyi Nann Thanakha cosmetic for at least 3 months. The majority of the respondents are female aged between 26 to 35 years old holding bachelor degree. Total 400 primary data are employed to discover the relationship between each variable. For data analysis, the researcher utilized Simple Linear Regression (SLR) and Multiple Linear Regression (MLR) in order to test all variables.

The researcher tests the effect of eight hypotheses and the results showed that all variables are linked to each other at significant level of 0.000. Therefore, all of the null hypotheses are rejected. More specifically, in Hypothesis eight (H_8), customer satisfaction is the most significantly positive influenced on brand loyalty. Other variables such as brand awareness and brand association have a significant positive effect on brand loyalty. However, perceived quality has a significant negative effect on brand loyalty. Likewise, the researcher discovers that on other (7) hypotheses, in hypothesis one (H_1), family is a positive influence on brand awareness. In hypothesis two (H_2), family is a positive impact on perceived quality. In (H_3), family has a positive effect on brand association. In (H_4), advertising spending is a positive influenced on brand awareness. In (H_5), advertising spending has a positive impact on perceived quality. In (H_6), advertising spending has a positive effect on brand association. Finally, in (H_7), advertising spending is positively influenced on customer satisfaction.

Amongst those factors, the Beta value (β) .674 was the highest regression coefficient, showing that customer satisfaction has most significant positive influence on brand loyalty towards Shwe Pyi Nann Thanakha cosmetic. This displays that customer satisfaction plays a crucial role in order to form brand loyalty. The lowest regression coefficient is perceived quality at the Beta value (β) -.518. According to the result, perceived quality has a negative influence on brand loyalty towards Shwe Pyi Nann Thanakha cosmetic.

In conclusion, customers verified that the following characteristics are the most crucial in cosmetic industry based on the findings of this research. Therefore, the researcher concludes that it is very imperative issue for a business which has to know how to enhance brand loyalty through family, advertising spending, brand awareness, perceived quality, brand association and customer satisfaction.

6.4 Recommendations

In this study, the importance of analyzing brand loyalty and its influencing factors is verified by summarizing the hypotheses test results. The findings of this study can be very supportive for marketers and managers in order to understand the behavior of Myanmar customers' brand loyalty towards Shwe Pyi Nann Thanakha cosmetic but also to obtain more

benefits. Regarding to the findings of this study, the researcher would like to provide some recommendations as follows:

Based on the result, all the eight hypotheses illustrate a positive and negative impact on independent and dependent variables. In other words, brand loyalty of Shwe Pyi Nann Thanakha cosmetic was influenced by brand awareness, perceived quality, brand association and customer satisfaction. The findings of this study stated that brand awareness, perceived quality, brand association and customer satisfaction are more considerable factors in terms of influencing customers' brand loyalty in Myanmar. Family and advertising spending are also convincing factors which positively influence on brand awareness, perceived quality, brand association and customer satisfaction. Therefore, the researcher would recommend that Shwe Pyi Nann Thanakha company concentrate more on these dimensions in order to compete with foreign cosmetic brands and maintain its market share. In detail, hypotheses (H_5, H_6, H_2) are indirectly positive effect on brand loyalty. Among them, the researcher found out that advertising spending is the most positive influence on perceived quality towards brand loyalty. Hence, marketers should concentrate on advertising spending in order to customers perceive its quality. Advertising on TV is also a must. Customers view brand advertising more frequently, so that they enhance not only higher brand awareness and associations but also a more positive attitude of brand quality, which leads to strong brand loyalty. Marketers should consider employing social media in their advertising campaign in order to have a higher effect on their marketing communications. The social media combination such as blogs, social networking, Facebook, Twitter and which can be exploited to develop the impact of marketing communications.

Based on hypothesis six (H_6), advertising spending is also significantly positive influenced on brand association. The result indicated that the advertising spending of a brand is high; the association of a brand will rise. Ebrid (2014) supported this finding which is advertising spending positively affects brand association. Moreover, advertising is positively related to brand loyalty because it strengthens brand-related associations and attitudes toward the brand (Shimp, 1997). Thus, the researcher would like to suggest that the company should focus on advertising spending which influences the customers' perception and plays a major role in formation of the individuals' mindset. Brand associations are images and symbols related to a brand. Therefore, the company has to develop more innovative advertising strategies which link

to associate with a brand. Marketers should focus on developing advertisements that can create and enhance the consumer's knowledge about the brand in order to ultimately enhance brand association. Different types of media can lead to different intellectual processes because different media have different impact (Swanson, 1987). Therefore, managers should promote advertising in order to obtain customers brand association by advertising through TV ads, billboards ads, radio, magazine ads, journals ads, websites, Facebook pages, Twitter, Instagram, fashion blogs and so on.

According to the hypotheses one (H_1), family is significantly positive influenced on brand awareness. The result specifies that the positive brand information provided by family of the young adult is high; the awareness of a brand will be increased. This finding is supported by Salinas *et al*., (2007), who studied family as a source of consumer-based brand equity. It was depicted that family has a positive significant influence on brand awareness. Therefore, the researcher would like to advise that the company should concentrate on family which is the dynamic factor in order to form the brand awareness through brand loyalty. Consumers' decision would vary to which they are influenced by family while choosing product and brand. Managers should also be aware of the roles, preferences and influence of each family member and how families make decisions. Therefore, marketing managers should investigate how profoundly family influences so that it may lead managers to plan how to gain advantages from those influences. In country like Myanmar, family is very important and influences upon households, managers should mainly focus on family by organizing family events, communicating campaigns which highlight the family experience with the brand and sponsoring campaigns which emphasize parental figure as an experienced customer (Moore *et al*., 2000).

In terms of hypothesis eight (H_8), the two variables, which are brand association and customer satisfaction were found to have a most significant positive influence on brand loyalty while perceived quality was found to have a negative effect on brand loyalty. Moreover, brand awareness was found to have very weak positive impact on brand loyalty. Customer satisfaction was found to have the most positive effect on brand loyalty. Hence, the researcher would like to suggest the Shwe Pyi Nann Thanakha cosmetic company that in order to obtain the new customers and also maintain the existing customers, the company should provide them free samples, gift coupons, promotions, events, lucky draw, free trip to foreign countries etc. The

company should sponsor on events, exhibitions and hold beauty contests. If possible, the company should provide loyalty cards to its customers in order to reward them for their repurchase. Moreover, based on the hypothesis eight, brand awareness is apparently low in Myanmar. In order to generate brand awareness, the company should focus on advertising spending. Advertising creates value as it enhances the brand awareness (Yoo *et al*., 2000). Moreover, one of the main reasons for the decline in consumer brand loyalty is the reduction in advertising spending (Lee et al., 2000). Thus, marketing managers should know that advertising is the very crucial factor in order to create brand awareness. Therefore, the researcher would like to recommend that the company should focus on advertising through TV Ads, radio, billboards, internet, print Ads, magazine Ads, pamphlets, newspapers Ads and brochures etc. Accordingly, those ad movements will make customers aware about Shwe Pyi Nann Thanakha's new products and offerings.

6.5 Further Studies

This research intended to investigate the factors influencing brand loyalty towards a Thanakha cosmetic business in Myanmar by concentrating on seven potential factors, comprising family, advertising spending, brand awareness, perceived quality, brand association, customer satisfaction and brand loyalty. The study was based on the data gathered from 420 Myanmar customers who had preceding experience in using Shwe Pyi Nann Thanakha cosmetic at least 3months. Thus, there are several recommendations that will be described in order to provide further research and it could be helpful for other researchers to improve in future studies. This study ultimately will benefit the cosmetic sector. Hence, the researcher has advocated several ideas for further studies as follows:

First, this research explored about the influential factors towards brand loyalty for Thanakha cosmetic brand and utilized only two independent variables, four mediating variables and one dependent variable. Hence, there might be other variables which effect or strongly impact on brand loyalty such as performance quality, brand reputation, trust, price, promotion, brand image and etc.

For the sake of analyzing and investigating in case there are any alterations between customer characteristics and brand loyalty of Thanakha cosmetic brand from outside Yangon

city, Myanmar. Further study could be a comparison between different populations such as customers in Yangon and customers in other provinces such as Mandalay, Nay Pyi Daw, Taunggyi and so on, by concentrating on other cosmetic brands in Myanmar.

Thirdly, this study only focuses on one Myanmar Traditional cosmetics Thanakha brand, Shwe Pyi Nann Thanakha. Therefore, further studies should comprise some other foreign brands and other local brands as well. Conversely, in order to comprehend the influencing factors between two groups, a researcher should investigate about how customer brand loyalty is different among local and foreign brands.

Fourthly, the researcher focused only on Myanmar customer's brand loyalty of Shwe Pyi Nann Thanakha cosmetics brand, based on the experience of respondents received from using Thanakha. Future research can study about brand love towards Shwe Pyi Nann Thanakha cosmetic brand and which might be helpful to comprehend how customers love the brand and how brand love influence on customer purchase decision.

Last but not least, the researcher employed questionnaires survey method in this research. In order to obtain a much deeper comprehension and discover the casual relationship between variables by developing other research methods such as observation, in-depth interviews and focus groups, further researchers should utilize the qualitative method.

In conclusion, as time and budget are limited, this study cannot be measurable of proposed factors that impact on brand loyalty and the results may be different. Future studies can be conducted to investigate the real factors that influence on brand loyalty. This study indicates the importance and roles of several marketing efforts in constructing strong brand loyalty. Therefore, managers can link the results to their brand building strategies. In order to upgrade the quality of a brand, managers must invest in advertising, also focus on factors as mentioned. As for benefit, high brand loyalty may maintain the existing customers, obtain new customers and allow a company to charge a higher price because consumers are willing to pay premium prices.

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Appendix A
Questionnaires (English Version)

Research Questionnaires

A Study of Factors Influencing Brand Loyalty Towards A Thanakha cosmetics in Yangon, Myanmar

Dear participants, I am a student of Assumption University, and conducting a research study on the factors affecting brand loyalty of Shwe Pyi Nann Thanakha brand of cosmetics in Yangon, Myanmar. It is an anonymous survey. I hope you can help me to finish this questionnaire, which consists of ten parts with 32 statements. Please indicate your level of agreement by placing a tick in the appropriate boxes. Your answers are very important to me and I sincerely appreciate your support.

The following statements are measured on a five-point scale. You are being asked to indicate your level of agreement or disagreement with each statement by indicating whether you:

 (1) Strongly disagree

(2) Disagree

(3) Neutral

(4) Agree

(5) Strongly agree.

Part I: Screening Question

1. Do you use any cosmetics from Shwe Pyi Nann brand?

   ☐ Yes ☐ No

2. Have you ever been using Shwe Pyi Nann brand for at least 3 months?

   ☐ Yes ☐ No

(If your answer is yes, please continue to do the second part. By contrast, if your answer is no, please return the questionnaire).

Part II. Family

	Family	1	2	3	4	5
1.	My family has been buying Shwe Pyi Nann Thanakha brand of cosmetics since I was a child.					
2.	My family recommends me to buy Shwe Pyi Nann Thanakha brand of cosmetics.					
3.	My family always buy Shwe Pyi Nann Thanakha brand of cosmetics.					
4.	My family's opinion is that Shwe Pyi Nann Thanakha brand of cosmetic is a good brand.					

Part III. Advertising Spending

	Advertising Spending	1	2	3	4	5
5.	The advertisement of Shwe Pyi Nann Thanakha brand can be easily seen everywhere.					
6.	The ads campaigns of Shwe Pyi Nann Thanakha cosmetic brand are frequently seen.					
7.	Shwe Pyi Nann Thanakha brand of cosmetics is widely advertised, compared to other competing brands.					

Part IV. Brand Awareness

	Brand Awareness	1	2	3	4	5
8.	I can recognize Shwe Pyi Nann Thanakha brand of cosmetics among other competing brands.					
9.	I am aware of Shwe Pyi Nann Thanakha brand of cosmetics.					
10.	When it comes Thanakha, the Shwe Pyi Nann brand stands out in my mind.					
11.	I know what Shwe Pyi Nann brand looks like.					

Part V. Perceived Quality

	Perceived Quality	1	2	3	4	5
12.	Shwe Pyi Nann branded cosmetics are associated with very high quality, which can improve my skin complexion and other skin related issues.					
13.	Shwe Pyi Nann branded offers a consistent quality like pure herbal Thanakha powder, high TFM soaps, etc.					
14.	I completely trust overall quality of Shwe Pyi Nann branded cosmetics.					

Part VI. Brand Association

	Brand Association	1	2	3	4	5
15.	Some characteristics of Shwe Pyi Nann brand come to my mind quickly.					
16.	I can quickly recall the symbol or logo of Shwe Pyi Nann brand.					
17.	The company which made Shwe Pyi Nann brand has trusted credibility.					
18.	Shwe Pyi Nann brand is different from its competing brands.					

Part VII. Customer Satisfaction

	Customer Satisfaction	1	2	3	4	5
19.	I will recommend Shwe Pyi Nann brand to my friends.					
20.	Overall, I am satisfied with specific experiences of Shwe Pyi Nann Thanakha.					
21.	I am satisfied with my decision to purchase Shwe Pyi Nann brand.					

Part VIII. Brand Loyalty

	Brand Loyalty	1	2	3	4	5
22.	I consider myself to be loyal to Shwe Pyi Nann brand.					
23.	I regularly buy Shwe Pyi Nann brand over Thanakha offered by competing brands.					
24.	If I were asked for a recommendation, I would suggest for buying Shwe Pyi Nann brand.					

Please tick √ in the box for the question below.

Part IX: General Information

25. Please indicate your gender

  ☐ Male   ☐ Female

26. What is your age?

  ☐ 16-25 years old   ☐ 26-35 years old

  ☐ 36-45 years old   ☐ 46-55 years old

  ☐ 56 years old or older

27. Please indicate your highest level of education

  ☐ High School Graduate or Less   ☐ Bachelor Degree

  ☐ Master Degree   ☐ Master Degree above

28. Please indicate your average level income (per month) or allowance from parents per month.

  ☐ 200,000 Ks or less   ☐ 200,001 Ks - 400,000 Ks

  ☐ 400,001 Ks – 600,000 Ks   ☐ More than 600,001 Ks

29. Please indicate your occupation

  ☐ Teacher/professor   ☐ Government officer

  ☐ Self employee   ☐ Housewife

  ☐ Student   ☐ Business man

  ☐ other_ _ _ _ _ _ _ _

30. Which ads do you see the most for the Shwe Pyi Nann Thanakha?

  ☐ TV   ☐ Billboard

  ☐ Radio   ☐ Internet

31. Which cosmetic brand do you use the most?

  ☐ Revlon   ☐ L'oreal Paris

  ☐ Shwe Pyi Nann Thanakha

  ☐ other……………….

32. The purpose to use the Thanakha cosmetic

☐ Pimples   ☐ Beautifying

☐ Other………………..

THANK YOU VERY MUCH FOR YOUR COOPERATION.

Appendix B
Questionnaires (Myanmar Version)

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Appendix C
Reliability of Questionnaire

1. Family

Reliability Statistics

Cronbach's Alpha	N of Items
.856	4

2. Advertising Spending

Reliability Statistics

Cronbach's Alpha	N of Items
.839	3

3. Brand Awareness

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Reliability Statistics

Cronbach's Alpha	N of Items
.894	4

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4. Perceived Quality

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Reliability Statistics

Cronbach's Alpha	N of Items
.800	3

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5. Brand Association

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Reliability Statistics

Cronbach's Alpha	N of Items
.840	4

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6. Customer Satisfaction

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Reliability Statistics

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Cronbach's Alpha	N of Items
.870	3

7. Brand Loyalty

Reliability Statistics

Cronbach's Alpha	N of Items
.850	3