



A Study of Factors Affecting Towards Brand Equity:
A Case Study of Beer Brewery in Myanmar

Ms. Lang Lung

A Thesis Submitted in Partial Fulfillment of the Requirements
for the Degree of Master of Business Administration in Marketing
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ABSTRACT

The objective of the study is the factors affecting towards brand equity of Myanmar Beer. In order to understand the relationship of these variables, relevant theories and concepts were reviewed to form the theoretical and conceptual frameworks. In the conceptual framework, the researcher applied Aakar's brand equity dimension which are perceived quality, brand awareness, brand association and brand loyalty and two selected marketing elements; advertising and distribution intensity.

The researcher's purposes are to find how the two selected marketing mix elements (i.e. advertising and distribution intensity) support the brand equity dimensions (i.e. brand loyalty, perceived quality, brand awareness and brand association) to find out the value of brand equity. Therefore, Myanmar beer can follow the ways to manage their potential brand value in the future. The researcher found out Myanmar beer market that there are stronger positive significant relationship among two selected marketing mix elements and brand equity dimensions.

The result shows that the marketing mix elements are significantly effect on the brand equity dimensions. Besides, selected marketing elements are affecting the brand equity through perceived quality, brand awareness, brand association and brand loyalty. All the 6 variables are significantly effect on Myanmar Beer brand equity.

Key Words: advertising, distribution intensity, brand awareness, brand association, perceived quality, brand loyalty and brand equity.

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Lang Lung

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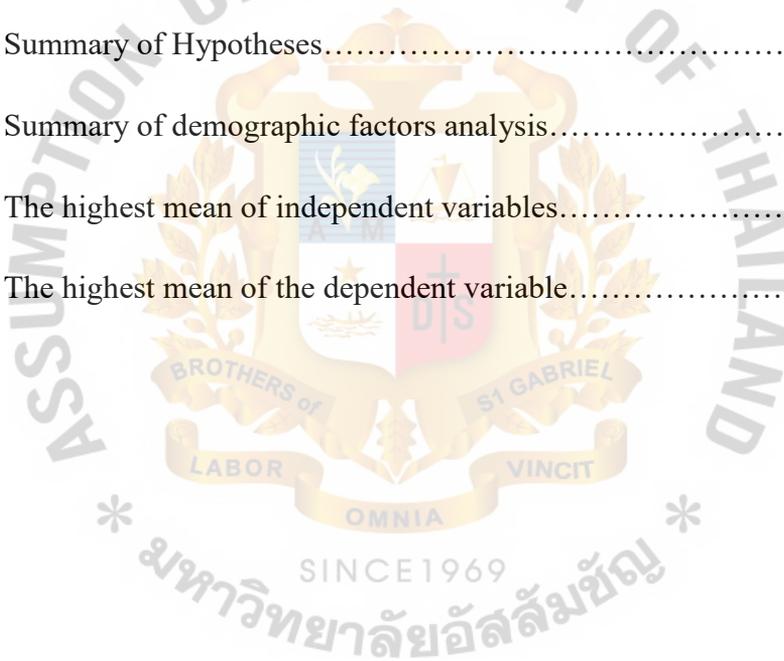
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CHAPTER-1

GENERALITIES OF THE STUDY

1.1 INTRODUCTION

Myanmar has a young population; it is the potential market for the beer industry. According to Atilgan et al., (2005), few studies of beer brand value relating to consumer's perspective have been conducted. Yoo et al., (2000) stated that the variables of marketing mix had been emphasized by many of the reports influencing consumers, such as distribution, price, advertising or communication. However, the consumer also considers the variables, for instance the brand equity or value in the purchasing process besides the price or equality of a product or brand. The definition of the concept of brand equity and its measures defined by Aaker (1991) includes brand awareness, perceived quality, brand loyalty and brand association. In the marketplace, to be able to fully understand the brand equity, which is also known as an intangible asset, it is necessary to properly analyze the origins, or the variables regarding to its development in consumer minds. Products and brand information related to quantities can be understood and processed by brand equity assets. They can also influence customers' behavior of making decision in purchasing because of the using experience and familiarity with the brand characteristics. There is more vital fact that perceived quality and brand association can increase the satisfactory degree of customers' using experience. Adding value to the business, which plays an important role in providing benefits to the customers, brand equity has a chance to give benefit to the company by producing bordering cash flow in different ways. It can re-attract older customers and get the attention of new ones by improving programs. When competitors maintain product advantages, it is responding by improving customer loyalty and which can be considered important in buying time. By allowing both premium pricing and reduced reliance on promotions, higher margins are acceptable. To summarize, brand equity gives room for growth through brand extensions.

In this research, it examines the creating brand value from the aspect of formulating brand equity. The researcher sets brand equity and its dimension which is brand loyalty, perceived quality, brand association and brand awareness and then adds up

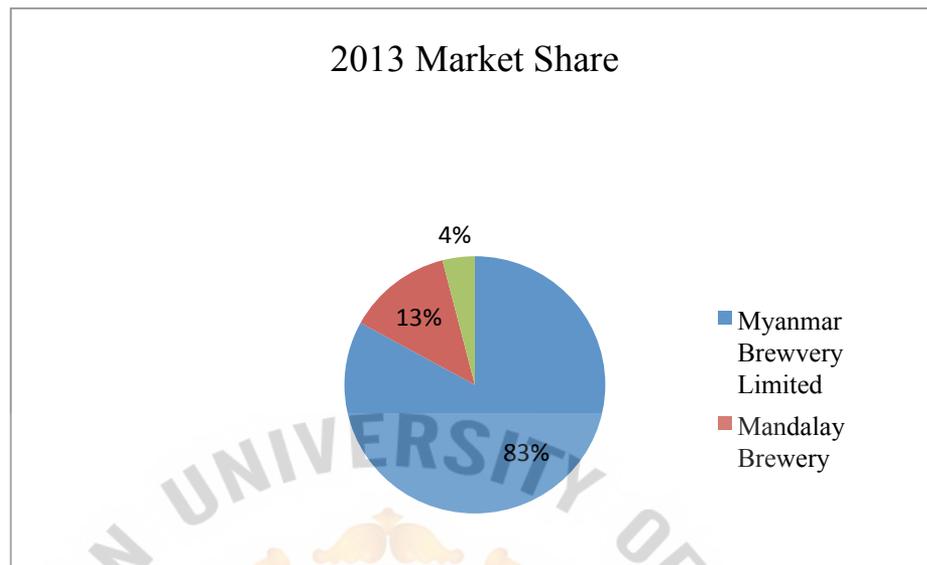
some of the marketing mix elements; advertising and distribution intensity which are supported to brand equity dimension.

Beer history in Myanmar

The first origin of Burma beery history can be tracked back with Dyer & Co., Ltd. who took over King Thibaw's canon factory and converted it into a brewery in 1886 in Mandalay, Myanmar, after the 3rd Anglo-Burmese war of 1885, which later known as the first original brew in Myanmar. After WW1, Dyer merged with Meakin and it has become Dyer, Meakin (Burma) Ltd. When Japanese Forces occupied Mandalay in May 1942, Dyer, Meakin (Burma) was taken over by Takasago Malted Beer Company which is Japanese brewer from Taiwan. Takasago switched their raw materials to unpopular miso and soy sauce after brewing for a long time until the raw materials supply shortage. In 1954, the Nationalization of the Industrial Development Corporation followed Burma Independence and beer industry became under national breweries and wineries. The difficult time for beer industry had come when departure from Britain removed the favor of customers.

A number of changing names and shuttling of ownership were occurred in 1960's, first the Mandalay Brewing and Distillery to the Burma Beverage Ltd and again to the Industrial Development Corporations. In order to settle in the Food Management Division of the Ministry of Industry, the company adopted the titled as People's Brewery and Distillery in 1965. In 1985, with the help from Czechoslovakia, the company expanded the production capacity from 16.18m liters to 29.82m liters; however, there is little impact on sales. Mandalay Brewery had to face bankruptcy in early 1990's. A joint-venture between the Ministry of Industry (1) and Yaung Chi Oo Trading has caused a distinct revival in 1993. In 1996, it contributed the enjoying 50% market share as a result of increasing in production and the brand getting the place in the market again. (<http://www.inwa-advisers.com/beer-in-myanmar.html>, accessed on 19/05/2016)

Figure 1.1: Market shares of beer in Myanmar in 2013



Source: <http://www.slideshare.net/JacobRusoff/burma-to-myanmar-a-reintroduction-of-ab-inbev-stella-artois/4>, accessed on 19/05/2016

Figure 1.1 shows the market shares in 2013, Dagon beer came up with 13% market share and Myanmar beer was 83% market share. Mandalay beer held only 4% market share after nearly one hundred and thirty years of history.

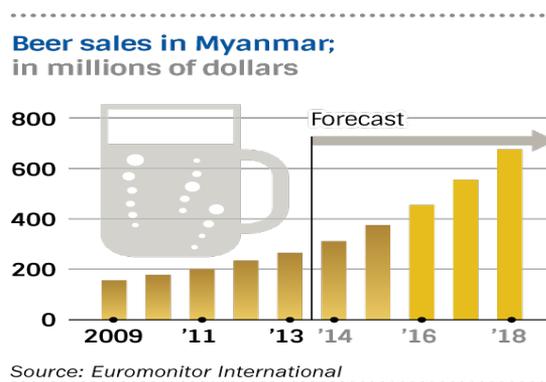
Beer Production in Myanmar

The beer production in Myanmar has increased year to year. It reached double within three years, according to statistics. If the markets of new local are allowed on international breweries, it can be expected in significant increasing of beer production in Myanmar. As international liquor business has landed in the country and enforced competition in the market and the existing local beer company, it can develop the alcoholic beverages in Myanmar. The strong local Myanmar Beer reflects the value of Myanmar people and it promoted the sense of belonging to the country and patriotism. Myanmar Beer provides new era in the beer industry in Myanmar and it is later considered as one of the symbols of Myanmar which Myanmar people are proud of.

Carlsberg and Heineken, which are known as global giant beer companies decided to invest and open beer breweries factories in Myanmar since the Myanmar market is promising for international beer brands in recent year. In order to win the country's beer market share, which has great business potential in the near future, Myanmar Beer has to compete with international brand. Past years, large companies, which have to fight to gain market share in Myanmar market, they have to take in consideration of local people daily income and local beer low price due to lower personal income of Myanmar customers tend to go for cheap beer brand. By strategically reducing the price, Myanmar Beer has good opportunity to get more market shares and make it successful among other imported beers. Sinha and Chang took some market shares from Myanmar Beer by selling half of Myanmar Beer price. Later, Yoma and Tuborg, which are distributed by Carlsberg tried to beat Myanmar Beer market by crafting for local taste and cheap price; and excellent marketing.

As the country is one of the fastest growing and most promising economies in Asia Pacific, global beer brands are taking places in Myanmar's beer market. It is easy for them to get a place because of their experienced and matured beer business. For that reasons, Myanmar Beer should take a deep research on their consumers' awareness on Myanmar Beer brand, how their consumer associate with the brand, how many of Myanmar Beer consumers are losing loyal on the brand. Therefore, Myanmar Beer should plan an excellent marketing tactics to maintain the consumers' loyalty and value of the brand. (<http://www.veropr.com/myanmar-beer-war-getting-stronger-than-ever/>, accessed on 20/05/2016)

Figure 1.2: Beer sales in Myanmar; in millions of dollars



Source: <http://asia.nikkei.com/Business/Companies/Smugglers-take-fizz-out-of-Myanmar-beer-market?page=2> accessed on 20/5/2016

Figure 1.2 shows the demand in beer in million sales in past and in future. The result of the survey shows that the demand of beer in 2009-2011 is about 200 million dollar sales followed by next during 2011 to mid of 2013 is about 265 million dollar sales and during half of 2013 to 2018 is expected to have a demand of 675 million dollar sales.

Beer consumption in Myanmar

Year by year, the number of beer consumer in Myanmar is increased. The Ministry of National Planning and Economic Development statistics reported, the Myanmar Beer production would reach to double within three years and they predicted that the consumer number will be significantly increased since popular beer breweries are starting business in the country. According to a local media it is confirmed that beer consumption is more than 46 million liters. Half of the consumption was coming from illegal imports set by the Myanmar Investment Commission (MIC). Myanmar's three main breweries only produce 20 million liters. The rest 26 million liters came from the black market due to restricting of importing beer. The survey by Euromonitor international points out to exclude import from Thailand black market from the official beer market. Since 2009 to 2013 the sale of 172 million liters was increased by 5.5 % yearly. The sale in the beer market reached 265 million dollars and it is gradually improving up to 14% during 2009 to 2013. After speculating from Euromonitor, local media focused that the beer sale will reach up to 14% to 675 million dollars within 2014 to 2018.

In 2013, the annual beer consumption was around 10 liters per person in Myanmar which is double compared to three years ago. In contrast, the consumption of beer in Thailand and Vietnam is relatively higher, which is 25 liters per person. (<http://www.veropr.com/myanmar-beer-war-getting-stronger-than-ever/>, accessed on 20/05/2016)

Table 1.1: Average price of beer in Myanmar

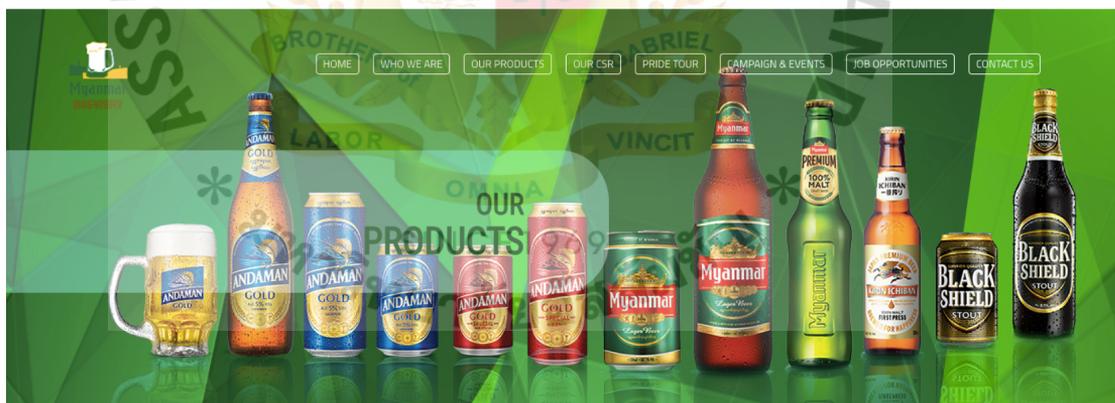
Brand	Average Prices				Remarks
	Small Can	Big Can	Small Bottle	Big Bottle	
Myanmar Beer	850	-	1200	1350	
Tiger Beer	950	-	-	1600	Myanmar Brewery no longer produces these brands as they are not partnering with APB anymore
ABC Beer	1150	-	-	1700	
Beer (Red)	550	-	-	-	
Double Strong	-	-	-	1400	
Mandalay Beer	-	-	800	1000	
Dagon Beer	600	800	-	1100	
Yoma Beer	850	-	-	1300	
Tuborg Beer	950	-	-	1500	
Carlsberg Beer	1100	1750	1800	-	
Heineken Beer	1000	1700	1750	-	
Budweiser Beer	1100	1800	1600	-	Mostly imported into Myanmar through boarder routes from Thailand.
Chang Beer	650	1000	-	-	
Singha Beer	650	-	-	-	
12% Beer	-	1000	-	-	
8.6% Beer	-	1000	-	-	
There is a difference between retail and wholesale prices					

Source: <http://www.veropr.com/myanmar-beer-war-getting-stronger-than-ever/>, accessed on 20/05/2016.

Myanmar Brewery Limited (MBL), which is jointly owned by Myanmar Economic Holding Limited and Kirin Holding Singapore Limited by 45% and 55% respectively after buying 560 million dollar share from Fraser & Neave. The company was started to invest US\$ 60 million as a capital, which was one of the pioneer projects in joint venture and established on March 29, 1995. Myanmar Brewery Limited produces three major brands, which are Myanmar Beer, Andaman Gold and Myanmar Double Strong. (<http://myanmarbeer.com/profile/>, accessed on 22/05/2016)

Following figure shows the production line of Myanmar Brewery limited; Myanmar double strong, which is high-alcohol beer is produced 0.4% of the production. Andaman Gold which is called Economy beer of MBL is produced approximately 10% of the production. Myanmar Beer, which is standard beer and produced approximately 90% of the production.

Figure 1.3: Production line of Myanmar Brewery Limited



Source: <http://www.myanmar-brewery.com/age-verification?destination=node>, accessed on 22/05/2016.

Myanmar Beer Market

On 24th Oct 1997 Myanmar Beer started its market by producing beer in Quart then in Draught in Feb 1998 and followed by Can in March 1998 with 5% alcohol by volume. A new line of product known as Pint, which has the same great taste was

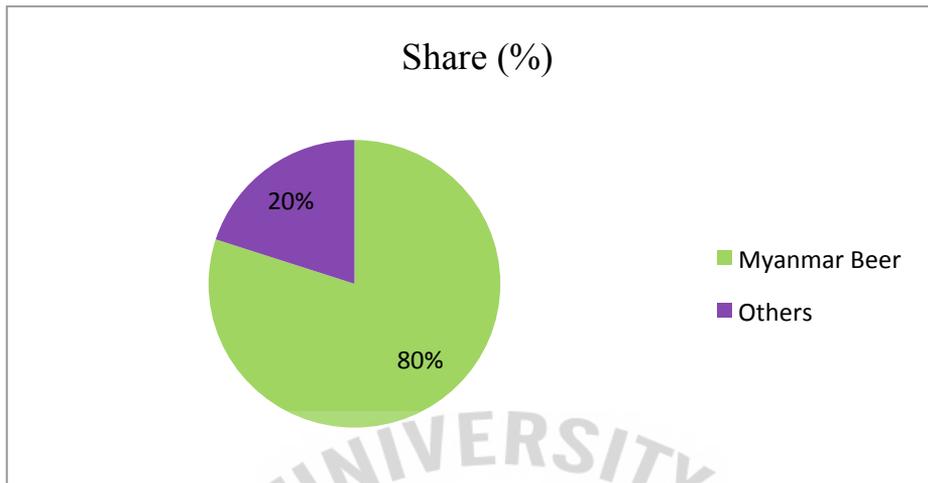
introduced into the market on Dec 2013. The strong local Myanmar Beer reflects the value of Myanmar people and it promoted the sense of belonging to the country and patriotism. Myanmar Beer provides new era in the beer industry in Myanmar and it is later considered as one of the symbols of Myanmar which Myanmar people are proud of. (<http://myanmarbeer.com/profile/>, accessed on 22/05/2016)

Carlsberg and Heineken, which are known as global giant beer companies decided to invest and open beer breweries factories in Myanmar since the Myanmar market is promising for international beer brands in recent year. In order to win the country's beer market share, which has great business potential in the near future, Myanmar Beer has to compete with international brand. Large companies which have to fight to gain market share in Myanmar market, they have to take in consideration of local people daily income and local beer low price (about \$ 0.50) due to lower personal income of Myanmar customers tend to go for cheap beer brand. In 2014, the prohibition of importing liquors to Myanmar has been enforced. It is also necessary to pay stamp duty for the companies that distribute wine, liquor and beer, which is announced by the Myanmar government. By strategically reducing the price, Myanmar Beer has good opportunity to get more market shares and make it successful among other imported beers. A statistic reported that Myanmar Beer holds 80% of market shares. Whoever Sinha and Chang took some market shares from Myanmar Beer by selling half of Myanmar Beer price.

On August 27 2015, a competitor to Myanmar Beer which is named as Regal Seven was introduced to the market by Alliance Brewing Company (APB). Regal Seven is produced to meet the taste of local consumers. Yoma and Tuborg, which are distributed by Carlsberg tried to beat Myanmar Beer market by crafting for local taste and cheap price. Myanmar Beer emphasized to produce a better quality by controlling the same taste to maintain its reputation.

(<http://blogs.blouinnews.com/blouinbeatbusiness/2015/10/22/can-myanmar-brewery-fend-off-beer-rivals/>, accessed on 22/05/2016)

Figure 1.4: Current Market share of Myanmar Beer



Source: EIC analysis based on data from The Myanmar Times and Euromonitor International, accessed on 22/05/2016.

Figure 1.4 shows the current market share of Myanmar Beer and other competitor brands in the beer market of Myanmar. The result of the survey shows that Myanmar Beer has the highest market share of 80% followed by others.

1.2 RESEARCH OBJECTIVES

The research focuses on brand equity and its relevant factors, such as advertising, distribution intensity, perceived quality, brand awareness, and brand association and brand loyalty in this study. The objectives of this study are as follows:

1. To identify the influences of advertising and distribution intensity on perceived quality.
2. To examine the influences of advertising and distribution intensity on brand awareness.
3. To identify the influences of advertising and distribution intensity on brand association.
4. To test the influences of distribution intensity, perceived quality, brand awareness and brand association on brand loyalty.

5. To examine the influences of perceived quality, brand awareness, brand association and brand loyalty on brand equity.

1.3 STATEMENT OF PROBLEM

As Aaker (1996) stated; build strong brand marketing has become in many businesses because it offers a variety of advantages, create a company's identity and the establishment in the market as the main foundation of competitive advantage in the market. The respondents mentioned in this study are the people who usually chose to drink Myanmar Beer in Naypyidaw, with an age above 18. The concept of variables utilized in the conceptual framework in this study is brand equity of Myanmar Beer consumers from Naypyidaw, and the results of this study support marketer to evaluate beer industry.

Beer marketing in Myanmar is growing rapidly and competition in the beer market is very intense. Beer sales were 172 million liters has been increased from 5.5% yearly since 2009 to 2013 respectively. The sale in the beer market reached 265 million dollars and it is gradually improving up to 14% during 2009 to 2013. After speculating from Euro monitor, local media focused that the beer sale will reach up to 14% to 675 million dollars within 2014 to 2018. The Myanmar beer market is facing high competition and extends the market. The per capita consumption rate in Myanmar is still relatively low, but it is a great opportunity for development in the future. Myanmar people consume about 10 liters per person per year consumption rate is less than foreign consumption. Distribution and local development have increased, for example; the wholesale, supermarket chains, restaurants, bars, pubs, etc., provide a convenient channel to increase sales to consumers. Breweries use more global marketing strategy to compete in the market. Myanmar Beer success depends on how it is to maintain the brand value of the assets of the brand marketing strategy. In the build brand equity, marketing elements essential so choose and marketing campaigns more effectively achieve their market segments is more important. Better choice and better-integrated marketing campaigns can reduce the expense and effort of each brand marketer to establish brand loyalty, brand equity, and brand awareness, perceived quality and brand association.

Therefore, the respondents in this study are the people who usually chose to drink Myanmar Beer in Naypyidaw, with an age above 18. To be able to understand the factors affecting of brand equity relating to Beer in Myanmar, the following will be the questions for this study by the researcher;

1. Are there any significant influences of advertising and distribution intensity on perceived quality?
2. Are there any significant influences of advertising and distribution intensity on brand association?
3. Are there any significant influences of advertising and distribution intensity on brand awareness?
4. Are there any significant influences of distribution intensity, perceived quality, brand awareness and brand association on brand loyalty?
5. Are there any significant influences of perceived quality, brand awareness, brand association and brand loyalty on brand equity?

1.4 SCOPE OF THE RESEARCH

According to the objectives of the research, the study mainly focuses on the issues affecting of brand equity towards Beer in Myanmar. In this research the researcher primarily emphasizes on some important factors which influence brand equity. In this study, two methods of variable are used, namely independent variable and dependent variables. The independent variables are advertising, distribution intensity, perceived quality, brand awareness, brand association and brand loyalty. The dependent variable is brand equity.

Among market areas of Naypyidaw, Myanmar, the target population for this study is Myanmar Beer consumers, who are above the age of 18.

(<http://www.mmtimes.com/index.php/national-news/10676-govt-rejects-minimum-drinking-age.html>, accessed on 08/06/2015)

The research will be conducted in most popular bar and restaurants in Naypyidaw. In this research the researcher selected 6 most populated bar and restaurants in

Naypyidaw which are: Emerald restaurant, Diplomatic Bar, Rangoon Kitchen, Café Flight, Maw Khan Nong (<http://www.lonelyplanet.com/myanmar-burma/nay-pyi-taw/restaurants/southeast-asian/maw-khan-nong>) and YKKO (<http://www.go-myanmar.com/naypyidaw-nay-pyi-taw>, accessed on 28.7.2015).

The questionnaires, which resulted from the adaptation of previous studies, conducted in this research, can be categorized into three important parts. The first section of the research starts with screening questions, then the second part with five points Likert scale questions for each variable, which is followed by the last part demographics factors of the respondents. In this research, the questionnaire part is made up of 39 questions.

1.5 LIMITATIONS OF THE RESEARCH

The limitations of this research focus only on the people who usually chose to drink Myanmar Beer in Naypyidaw, with an age above 18. The research is not conducted with consumers who have never drunk Myanmar Beer before. Since the results only reflect the information based on Myanmar Beer in Naypyidaw, the information cannot be applied to other beer brands in Myanmar. Therefore, collecting more data from different regions and utilizing in the study would only have less impact on the results.

The researcher collects primary data from the respondents who drink Myanmar Beer before; therefore the findings can't apply for exploring purchase intention of the customers who never drinks Myanmar Beer before. Because of the time constraint, the researcher could not able to apply other independent variables other than 6 from the conceptual framework; such as advertising, distribution intensity, perceived quality, brand awareness, brand association and brand loyalty.

1.6 SIGNIFICANT OF THE STUDY

Due to the limitations in the research, the researcher found out that the study result could link to some manufacturers, researchers, marketers and investors. It is to expect that the result of the study could explain the connection between all the variables, namely advertising, distribution intensity, perceived quality, brand awareness, brand association, and brand equity and brand loyalty towards Myanmar Beer. The study result

can help a marketer to understand the impacts of marketing elements towards brand awareness, perceived quality, brand association, brand loyalty and brand equity.

Valuable information, which is resulting from this research, supports domestic brands, foreign brands and startup firms, which spend money on marketing elements. The result from this research may also provide information about the selection of better marketing elements to reach their segment market with lesser expenses on advertising or marketing activities and still can build brand equity, brand loyalty, brand awareness, perceived quality and brand association to their respective brands.

Finally, this research may provide key reference for further studies regarding advertising, distribution intensity, brand awareness, perceived quality, brand association, brand loyalty which affects brand equity.

1.7 DEFINITION OF TERMS

Brand Equity: Aakar (1991) defined brand equity as the intangible quality incremented on goods and service, which may affect the consumers' way of thinking, feeling and acting regarding to the brand.

Brand Loyalty: Oliver (1997) will define that brand loyalty as a stage of commitment held by the customers to return to a particular service or to repurchase the same brand in the future, thereby causing repetitively using same brand or same brand set purchases, despite other influences having potential impacts on customers' behavior.

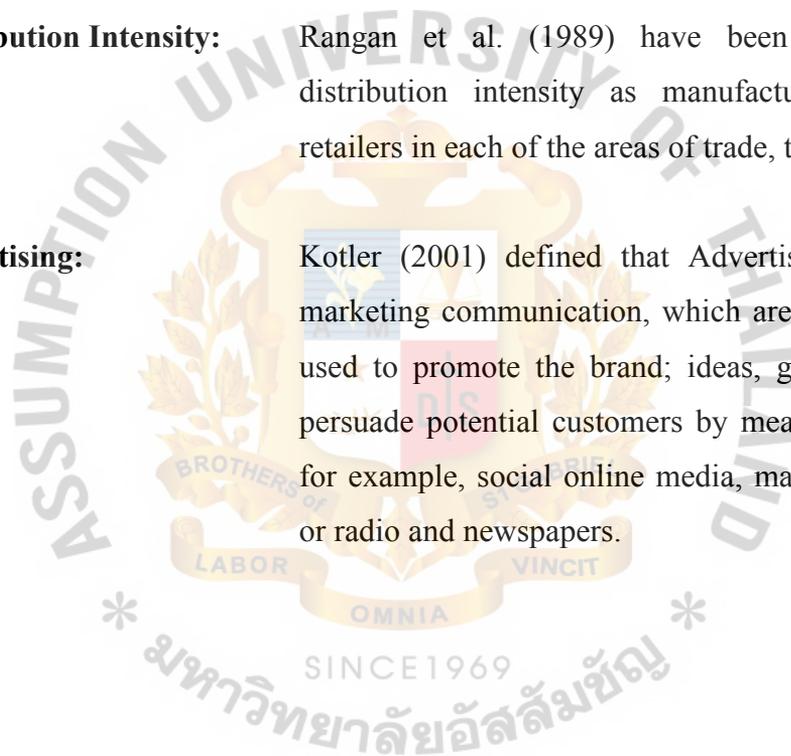
Brand Awareness: Aaker (1991) defined brand awareness as the memory that the customer has which is related to the good image of the brand, and it can determine the ability of customers to differentiate a brand from the other in different situation.

Brand association: Aakar (1991) defined brand association as anything which links the brand to the customer, consisting of user imagery, the reputation of a company, brand personality, features and quality of service or product which bridge customers' memory with brand.

Perceived quality: Zeithaml (1988) defined that the valuation of consumers' experiences on the quality or superiority of a product.

Distribution Intensity: Rangan et al. (1989) have been commonly defined distribution intensity as manufacturers rely on some retailers in each of the areas of trade, to bring its brand.

Advertising: Kotler (2001) defined that Advertising is any form of marketing communication, which are usually paid and are used to promote the brand; ideas, goods and services to persuade potential customers by mean of different media, for example, social online media, magazines, TV program or radio and newspapers.



CHAPTER 2

REVIEW OF RELATED LITERATURE AND STUDIES

In this chapter, the researchers reviewed some of the concepts and theories of the dependent variable and independent variables studied. There are three sections in this chapter; theory, literature review and previous studies. In the first part, each of which includes brand equity, brand loyalty, brand awareness, perceived quality, brand association, advertising and distribution. In the second part, the relationship is described the details between the independent and dependent variables. Previous research studies are reviewed in the rest section to create a solid foundation for the study.

2.1 Theory

2.1.1 Brand Equity

Aaker (1991) defined brand equity as the intangible quality incremented on goods and service, which may affect the consumers' way of thinking, feeling and acting regarding to the brand. These explanations of brand equity represents all possible, include all points of views associated with the brand. Bello and Holbrook (1995) also defined that brand equity, which is considered a more inclusive definition of " brand equity to set the company's customer value, and liabilities associated with a brand, its symbol, image and name to increase or decrease the company's products or services." This particular definition also acknowledges that brand equity is the interaction between business and customer. Aaker (2000) mentioned that brand equity comes from perceived quality, brand awareness, brand association and brand loyalty, which provide competitive and profitable stream stage for the future.

Brand equity also can be defined by adding value to the business, which is an important role in providing benefits to the customers, and it has a chance to give value to the company by producing marginal cash flow in different ways. Washburn and Plank (2002) stated that brand association is to explain the consumer's knowledge, familiarity and brand associations from the customer's perspective. It guarantees that a brand has value only by the customer brand value, or the value is meaningless. Keller (1993)

defined "Different influence of brand knowledge on consumer brand marketing." The active customer base brand equity could bring to greater income, lower costs and greater profits. This will impact on higher price business, willingness of customers to pursue new distribution channels, marketing communications and have the opportunity to directly influence the effectiveness and the ability to brand extension. This particular definition also acknowledges that brand equity is an enterprise to interact with customers. In addition, the activities of the company can be differentiated into brand equity, brand equity building activities and harming activities. Hence, to be able to manage more favorable activities, the company's strategy should be thoroughly applied to improve brand equity. In this research, brand equity is measured as dependent variable affected by perceived quality, brand awareness, brand association and brand loyalty.

2.1.2 Brand loyalty

Oliver (1997) will define that brand loyalty as a stage of commitment held by the customers to return to a particular service or to repurchase the same brand in the future, thereby causing repetitively using same brand or same brand set purchases, despite other influences having potential impacts on customers' behavior. It is when Keller (2000), brand loyalty and consumers certainly seems to be measured in terms of the key variables of interest according to the management of brand equity. Aaker (1991) defined brand loyalty is the commitment of customers towards a particular brand when customers receive a positive brand perception. In addition, consumers believe that the brand provides the appropriate product quality, features or image at the reasonable price level. The generation of future sales and profit streams can be predicted when customers are highly loyal to the brand. Moreover, when there is no loyal customer base or brand, it may be vulnerable to future sale of the brand and creating value. Besides, the effects marketing costs regarding to brand loyalty are tending to be larger, which is significantly less expensive to maintain customers than to draw attention from new customers. The existing customers' loyalty also represents an extensive barrier to entry, because opponents' customers switch brands convince costs will require a lot of effort and investment. Basically, consumers will be the first test to buy the brand, and incline to

continue to buy the same brand after satisfaction, because their choice is promising and familiar.

Pappu et al. (2006) defined brand loyalty as a concept of behavior and attitudes. Development of attitudes and their two components explain brand loyalty. The connection between the consumers' preferences and brand attributes can develop the attitudinal component and the good commitment between customers and the brand can form brand loyalty. The behavior component explained that customers' former purchase, which result from the specific purchase habit, could develop the brand loyalty. Kotler (2003) also said brand loyalty also plays an important role to make a brand successful. Marketing shows that many companies have to find new markets fantasy, and forget to create, market and profit from the new markets is much higher, due to lower marketing costs. Thus, higher customer loyalty is the enterprise to obtain higher profits.

2.1.3 Brand Awareness

In accordance with Aaker (1991), brand awareness as the memory that the customer has which is related to the good image of the brand, and it can determine the ability of customers to differentiate a brand form the other in different situation. Keller (1998) defined brand awareness is an integral part of building brand equity. The brand recalled performance also lies in brand awareness. Having a strong brand name to present in the customers' mind is related to creating a brand. Rossiter and Percy (1987); Garcia Rodriguez (1998) mentioned that brand awareness understands consumers or remember the brand name as a certain kind of product offer potential. Therefore, the brand awareness is the recognition of the brand under different conditions by the consumers and the possibility of a brand name and the features related to the brand appearing in the mind of the buyer.

Aaker (1991) and Petty & Cacioppo (1986) explored that Brand awareness is the brand equity; both at an affective level and the level of consumer behavior affect the level of decision-making. In affective terms, the majority of well-known consumer brands produce feelings of euphoria and the familiar to the brand increases the possibility of

buying it from the selection. Brand familiarity also builds brand awareness lead to the preference of the brand. The more the customer, familiar with the brand, the more they tend to like it. The brand's presence, commitment and substance are building name awareness. Customers are assured by the familiar brand, even if the customer does not know much about the brand. In low-implication decision brands, customer behavior knowledge was established as the sole criterion. Keller (1993) stated that Brand awareness in favor of products brought by the association, which was created with the creation of brand image origin. This is also in favor of the new information to ensure that consumers are aware of the arrival of the image formation.

2.1.4 Perceived Quality

Baker et al. (2010) explained perceived quality is excellent consumer experience overall evaluation of the current consumption of the product. Perceived quality is based on the quality of the scope of competition experience can be used as a measure of the quality of different brands revelation customer products or services. Zeithaml (1988) defined that it is the valuation of consumers' experiences on the quality or superiority of a product. Aaker (1996) and Farquhar (1988) described the product perceived is not true, nonetheless based on their overall excellent product quality towards the perception of customers.

Gronoos (1984) and Yoo et al. (2000) also pointed out that through their own brand of consumer information to be obtained from environmental factors, which means that the perceived quality is not only affected by their quality, as well as other properties, including the impact of price, promotion, advertising and store images expenditure in direct contact with the perceived quality. Deng et al. (2010) explored that the consumer through the use of a specific brand received, its specific purpose; they will actively think about the brand perceived quality and may have greater loyalty to the brand. Keller and Lehmann (2003) indicated that perceived quality on behalf of the first step, leading to brand loyalty or product. Aaker (1991, 1996) stated that the high-perceived quality of a particular brand could improve customer's positive evaluation of the brand; it can be a

good predictor of consumers' purchase history. Farquhar (1989) revealed that it is an important factor in the perceived quality of the customer to develop a positive memory evaluation of the brand. When the potential consumer recognizes a brand differentiation and the superiority relationship between brands and other competitors, higher perceived quality occurs. Thus, a particular brand's perceived quality of beer would highly affect consumers' purchase decisions.

2.1.5 Brand Association

Aakar (1991) defined brand association as anything which links the brand to the customer, consisting of user imagery, the reputation of a company, brand personality, features and quality of service or product which bridge customers' memory with brand. Aaker (1991) stated that the customer will first learn about a brand, and then later they will have a set of brand associations. Brand associations are taking place in the customer's mind. Brand associations are images and symbols which are associated with a brand and its value. It is usually planned in a relevant way. Both brand association and brand image have impact on perception. For example, Adidas three stripes, LG smile the capital "M" and McDonald's, Shell and Dutch multinational oil and gas companies, the Firefox with Mozilla, etc.

Keller (2003) indicated that brand association has to be strong, unique and favorable to get a good effect on the brand equity. Alba (2000) revealed that positive brand association can block customers' exploration of other types of information for a purchase decision. Aaker (1991) stated that brand association depends on the formation of the brand awareness and the high quality products enable customers to recognize the distinctiveness and superiority of its brand. Keller and Lehmann (2006) mentioned that brand association is a concept that has a link towards the brand name in memory of consumer and it is a key dimension of brand equity.

2.1.6 Advertising

Kotler (2001) defined that Advertising is any form of marketing communication which are usually paid and are used to promote the brand; ideas, goods and services persuade potential customers by mean of different media, for example, social online media, magazines, TV program or radio and newspapers. Advertising can be classified according to;

- Target audience, either consumers or business
- Objective sought, the stimulation of primary or selective demand
- What is being advertised, a product versus an institution

The aim of advertising is to promote something - a good, service, idea, or whether now or later, depending on Etzel, Walker and Stanton (1997). The typical advertising goal is to support the individual sales, improve dealer relations, introduction of new products, expanding the use of offset and replacement products.

Hair et al. (1996) pointed out that advertising is most useful for creating a product or service knowledge and awareness; it can establish a long-term picture of a product. Advertisings are always there, but people may not know it. To distribute the information, advertisers are using all possible media in the world today. It is through various media by Business Company such as online media, social network, Internet, television program, or radio, print media, e-mail, and event, even people. Milgrom and Robetts (1986) said that advertising is the most important external clues and it marks the product quality.

Janoschka (2003) stated TV advertising is effective, because it can be a visual component, audio, and animation information visualization combined advertisement information to stimulate the audience with animated images. According to Liu (2002), television is the most powerful and most popular information and advertising media, it has penetrated into the majority of families. Television is by hearing, vision and movement ideal advertising medium, which create a bond (Russell and Lane, 1993) between advertisers' flexibility and audience participation and has higher permeability creativity. Kleppner (1979) pointed out that target advertising through television is as a

way of providing message for many people. Wells et al. (1992) explores the TV sound, color combination, sports, theater and visual; it allows a lot of creative flexibility.

Print advertising is a conventional method, the method of the print media, such as newspapers, magazines transportation (Wang et al. 2004). Print ads typically include text and graphics; it is a static model display ad. Especially in the print magazine advertising is an effective medium to promote its products and most of the younger generation takes time to read or absorb new material from the magazine.

Roberts (2006) stated that to promote their products or brand via the Internet, advertising is explained as paid or unpaid form of marketing to communicate with consumers. The Internet can be regarded as a platform for multinational brands as the users are young people from different countries. Janoschka (2003) explores the internet advertising can provide 24 hours a day, for up to 365 days; in comparison with traditional media, low cost of communications and information through its own intelligence or animation, illustrations, photographs and other combinations provided to internet users.

Cliffie (2004) pointed out that the event or sponsorship in the arts, sports, and entertainment assets to pay cash, or for any reason, to obtain the use of any form of property with commercial potential costs. Sponsorship to build brand loyalty and brand awareness is the best advice for the target consumers. Fan and Pfizenmaier (2002) mentioned that sponsorship is an important marketing activity and though music events and sports sponsorship, it is easy to meet customers and build brand sponsors a good effect.

Wadle (2002) definition of celebrity endorsements is individual brands across his or her value (the value of the popularity and success) transfer endorsement of famous spokesperson. Celebrity endorsements can be used as a form of advertising or brand when the fame of the celebrity can help in promoting a service or product (Smith and Riethmuller, 2000). Goldsmith et al. (2000) and Keller (2000) mentioned that consumers generally believe celebrities as reliable sources for confirming their product. The brand image may include these celebrities, which benefit consumers, educational value of these brands, quality and awareness. Till and Shimp (1998) pointed out that celebrity

endorsements to provide development of brand equity and brand loyalty is a particularly important role.

2.1.7 Distribution intensity

Rangan et al. (1989) has been broadly defined distribution intensity for manufacturers to rely on a number of retailers in all business areas, to bring its brand. Distribution is a method by which a firm's product to enter the market and made available to its customers. Physical distribution is also known as logistics, including the participation of all products and services and the task from the perspective of production to final consumption point of actual flow. According to Mason and Ezell (1987), physical distribution in logistics and marketing strategy will result in time and at the right time to have the right products and the right place to place for utility customers. Core, Cespedes and Rangan (1989) has been broadly defined distribution intensity for manufacturers to rely on a number of retailers in all business areas, to bring its brand. Product distribution strength means to select the appropriate size and location of distribution networks.

According to Rubinstein and Farris (1995) suggested the convex relationship between mass consumer market share and distribution coverage. Hanssens et al. (2001); Bucklin et al. (2008) studied that "the most useful marketing contributing to sales and market share is considered as Distribution". In addition, Srinivasan, et al. (2005) advanced the availability of critical, integrated brand equity driver performance model.

There are three levels of intensity distribution; intensive distribution, selective distribution and exclusive distribution. Intensive distribution, which is also know as mass distribution. It means the company provides their products to all the markets. In every place (grocery stores, gas stations, supermarkets, etc.), these products can be found. This strategy is a very common practice and it is widely used in basic supplies, magazines, beverages (Coca-Cola, Pepsi), and most major brands of cigarettes, snacks and major wine companies. It causes more sales when consumers widely recognize the product. Low-cost, low-profit small order size often leads to this strategy.

On selective distribution, manufacturers rely on the few institutions of its products. In any given market, it depends on a variety of market sales potential, population density, and decentralized sales and competitors distribution policies. Professional dealers, who more specialized in goods, such as observation tools, usually cause this strategy or processes carried out major appliances brand. However, it contains a number of strengths, weaknesses and other two strategies, which are difficult to define the optimal number of intermediaries in each market.

A handful of intermediaries is selected by the producer in exclusive distribution. Exclusive distribution is often characterized as the dealer carries only manufacturer's products which exclude all others trading. These will consider sales support and create high-dealer loyalty. The ability of a single agency determines the success of the product. Thus, it provides better control, but restricts the possibility sales. Luxury brand retailers, for example Louis Vuitton applies this kind of strategy.

When products are stored in a large number to dominant the market, distribution is intensive. In contrast to intensive distribution, company inclines to distribute their products exclusively or selectively when it is required to improve a product's image and get considerable retailer support. It is controversial that which type of distribution is suitable for a certain kind of product. Nevertheless, when greater numbers of product are supplied and stored, consumers tend to be more satisfied since the products are always available whenever the consumers want it (Ferris, Oliver, and Kluyver, 1989; Smith, 1992). It is true to say that intensity of distribution is very vital because it can save the time consumers need to spend on looking for the store and travelling, offers satisfactory in buying, and make it convenient to reach for services associated with the product.

2.2 Related Literature Review

2.2.1 The related literature review of distribution intensity, advertising and perceived quality

Zeithaml (1988) defined that the valuation of consumers' experiences on the quality or superiority of a product. Jacobson (1994) also stated that the overall advantage is to promote the final customer to purchase products and services. Gronroos (1984) stated that environmental factors could also influence the perceived quality. For example, advertising expenditures, location and price affect the acquired information. One of the most useful marketing contributors known as distribution has great impact on sales and market share according to Hanssens et al. (2001). Ferris, Oliver and the Kluyver (1989) study also mentioned that consumers are more satisfied with the product when the greatest number of products is available in the market because it is easy for the customer to buy the products whenever they need it. In accordance with increased intensity distribution, consumers save time and have more places to perceive the product. Therefore, Yoo et al. (2000) developed that brand perceived quality is highly related to distribution intensity.

According to Kotler (2001), advertising is any form of marketing communication which is usually paid and is used to promote the brand; ideas, goods and services persuade potential customers by mean of different media, for example, social online media, magazines, TV program or radio and newspapers. Hauser and Wernerfeldt (1990) stated that a habit to choose the same brand is influenced by repetition of advertising because it will affect the memory that the consumers have and make them easier when choosing the brand. Milgrom and Roberts (1986); Simon and Sullivan (1993); Cobb-Walgren et al. (1995) studied that the perceived quality of consumers is influenced by the spending on advertising. In order to reduce the uncertainty of the product, the transmission of information to the public viva advertising improves the consumer point of view towards perceived quality.

2.2.2 The related literature review of distribution intensity, advertising and brand awareness

Brand awareness Aaker (1991) as the memory that the customer has which is related to the good image of the brand, and it can determine the ability of customers to differentiate a brand from the other in different situations. According to Keller (2003), brand awareness is the result of consumers' prolonged experiences towards the brand. As advertising plays a critical role in improving brand awareness as well as developing strong brand associations, Hair et al. (1996) pointed out that advertising is most useful for creating a product or service knowledge and awareness; it can establish a long-term picture of a product. Therefore, more consumers will be exposed to the brand when there is more advertising campaign. Hauser and Wernerfeldt (1990) stated that a habit to choose the same brand is influenced by repetition of advertising because it will affect the memory that the consumers have and make them easier when choosing the brand. Deighton (1984); Hoyer and Brown (1990) stated that advertising recall, as a basis for reaching brand awareness is highly associated with the strength of the advertising spending. The spending on the advertising can increase the theme and scope of the advertising message, and as a result, the brand will receive more awareness from the consumer. Therefore, greater brand equity is positively related with a greater amount of advertising.

Hanssens et al. (2001); Bucklin et al. (2008) mentioned that the most useful marketing contributing to sales and market share is considered as a distribution. In addition Srinivasan, et al. (2005) developed, the availability of critical, integrated brand equity driver performance model. For a business to create top of mind awareness, many of the activities can be through marketing strategies. The level of the company's overall strategy is to keep the product in the minds of consumers to produce and experience. This is evidence of Alba and Hutchinson (1987) who said, consumer brand awareness is a long-term exposure to a brand result. Huang and Sarigollu (2012) evaluated the connection between brand awareness with brand equity and marketing mix elements (advertising and distribution). Srinivasan, et al. (2005) reported that brand awareness will be increased with increasing in allocating. The availability of products will enhance

consumer satisfaction. Huang and Sarigöllü (2012) said that the intensity distribution of a positive increase brand awareness which will also increase greater brand equity. There were positive relationships between the distribution and brand awareness. Nguyen et al. (2011) also studied brand loyalty of cosmetic markets in Thailand and Vietnam. According to the results, it showed that a positive correlation between the distribution system and brand awareness is occurring.

2.2.3 The related literature review of distribution intensity, advertising and brand association

Brand association is directly linked to the customer's brand memory, which is studied by Aaker (1991) and the researcher also studied that the customer will first learn about a brand, and then later, they will have a set of brand associations. Brand associations, which are taking place about the brand in the customer's mind. Brand associations are images and symbols, which are associated with a brand benefit or brand. It is usually organized in a meaningful way. As the spending on the advertising, and result can increase the theme and scope of the advertising message, the brand will receive more awareness from the consumer. Therefore, greater brand equity is positively related with a greater amount of advertising. Hauser and Wernerfeldt (1990) stated that a habit to choose the same brand is influenced by repetition of advertising because it will affect the memory that the consumers have and make them easier when choosing the brand. Aakar (1991) pointed out, what is the brand association, including the company's reputation, product or service features and attributes from the memory linked to a brand's product or service. When higher spending is used in advertising for a brand, there is more chance for consumers to expose to the brand, and therefore, more powerful and a lot more will be associated in the minds of consumers. In young adult, the more brand association relates to more advertising spending. Therefore, a greater amount of advertising is related positively to brand association, which leads to greater brand equity.

Yoo et al. (2000) studied, when products are stored in a large number to dominant the market, distribution is intensive. In contrast to intensive distribution, company

inclines to distribute their products exclusively or selectively when it is required to improve a product's image and get considerable retailer support. Oliver et al. (1989) explored that consumers will be more satisfied, however, when a greater number of products available in the store, because they will provide the product, which, when they need it. Intensive distribution reduce the time consumers have to spend on searching the store, purchase facilitated, and makes it easier to get related products and services. Due to the increased intensity distribution, consumers have more time and perceived utility of the product. The increased value of the consumer must make sacrifices to reduce most of the products obtained results. Such positive value leads to higher customer satisfaction, perceived quality and greater the brand equity. In a consequence, the positive brand association will increase consumer satisfaction with the product.

2.2.4 The related literature review of distribution intensity, perceived quality, brand awareness, brand association with brand loyalty and brand equity

Hanssens et al. (2001); Bucklin et al. (2008) study proved that "Distribution is one of the most effective marketing contributors to sales and market share." Yoo et al. (2000) showed that "in intensive distribution, products are placed in a large number of shops to influence the market." The availability of products will enhance consumer satisfaction (Yoo et al., 2000). Intensive distribution reduce the time consumers have to spend searching the store, travelling to and from the store, purchase facilitated, and makes it easier to get related products and services. Due to the increased intensity distribution, consumers have more time and perceived utility of the product. The increased value results from the consumer must make sacrifices to reduce most of the products. Such positive value leads to greater customer satisfaction, perceived quality and brand loyalty, and therefore, the greater the brand equity. Yoo et al. (2000) reported that the intensity distribution would increase brand loyalty. The data of Yoo, et al. (2000) shows study supported, that there is a positive hypothesized relationship between distribution intensity and brand loyalty.

Keller (2003) studied the perceived quality of the overall quality of the customer or product advantage views. Tong and Hawley (2009) explored the perceived quality and brand loyalty significantly positive correlation. BUIL et al. (2013) researched the effect of brand equity in the UK and Spain consumer responses; the researchers found that perceived quality and brand loyalty have a negative and significant relationship. Gil et al. (2007) study on brand equity and the dimension between the relationships, the researchers found that perceived quality and brand loyalty positive correlation, but it is not significant. Aaker (1991) under the brand in the customer's memory, such as the strength of the brand traces, as well as the identification of customers' different conditions embodies the brand. Tong and Hawley (2009) explored the brand awareness and brand loyalty significantly positive correlation. Aakar (1991) studied what is brand association, including the company's reputation; this property features a link to the brand from memory services or products. Tong and Hawley (2009), brand association and brand loyalty is a significant positive correlation. BUIL et al. (2013) found that brand association is weak, insignificant, but partial support brand loyalty. Gil et al. (2007) noted that positive brand association is brand loyalty, significant relationship.

Oliver (1997) will define that brand loyalty as a stage of commitment held by the customers to return to a particular service or to repurchase the same brand in the future, thereby causing repetitively using same brand or same brand set purchases, despite other influences having potential impacts on customers' behavior. Dick and Basu (1994) classified two levels of loyalty; behavioral and attitudinal. It acts as a behavioral loyalty, commitment by the customer continues to purchase the same brand or to buy a certain brand or product as their first choice. Attitudinal loyalty is expressed as the intention to buy the brand or bonds based on its commitment to a brand of choice for customers. Aaker (1996) found that brand loyal consumers willing to pay a higher price for a brand, compare to other brands offer similar benefits. Brand loyalty, consumers buy routine and resist switching to another brand. Grover and Srinivasan (1992) explained loyal consumer exhibit more favorable response than non- loyal consumers. Thus, the degree of consumer loyalty to the brand, brand equity will increase.

Brand loyalty is a major issue in brand equity; because it can produce the beneficial lower cost. More loyal customers mean more positive perception of the quality and lower advertising spending for the company to achieve greater value. And brand loyal customers are the company's valuable assets. Yoo and Donthu (2002) stated that brand loyalty is a powerful measure of brand equity than other factors. Loyal customers have a stronger preference unconditionally to a brand than non-loyal customers. Consumer loyalty and brand brings more profits at a lower cost to a brand, it achieves higher brand equity. Yoo et al. (2000) have been studied that brand loyalty is to be one of the main drivers of brand equity. Walried et al. (1995) also found a positive relationship between brand loyalty and brand equity. They found that brand loyalty is strong brand equity that helps their company's intangible assets.

2.3 PREVIOUS STUDIES

In this section, secondary data will be collected from previous empirical studies and researches and examined. The researcher will explain about the factors affecting of selected marketing elements (advertising & distribution), which are related to brand equity. The researcher applied five previous studies in this section.

Yoo et al. (2000) studied "An examination of selected marketing mix elements and brand equity" which explored the relationships between selected marketing mix and the creation of brand equity. They propose a conceptual framework in which marketing elements relate to the dimensions of brand equity, for example, perceived quality, brand awareness, brand association, and brand loyalty. All of these dimensions and brand equity are empirical using structural equally modeling to support the research hypothesis and the researcher collected 569 completed questionnaires. The results showed that frequent price promotions, such as pricing deals involve low brand equity, advertising and high investment, high prices, good store image, as well as high intensity of distribution which are linked to the high brand equity.

Gil et al. (2007) studied the "consumer-based brand equity from the source of family." The purpose of this study was to investigate the influence of family on brand equity. The research model includes advertising spending, households and businesses,

marketing activities via price, promotions. Samples of age enrolled in the study from 18 to 35 young adults in Spain and the researchers collected 360 completed questionnaires. Researchers explored the brand equity of toothpaste and olive oil as well as six different brands of milk. From the study, the results prove the positive impact of family through brand awareness and perceived quality that could link to brand loyalty and brand equity, providing a positive brand message. The impact of information is provided by the families through a variety of marketing activities than the company stronger. Furthermore, brand awareness and perceived quality have less similarity to brand loyalty compared to the concept of brand equity. As a conclusion, researchers suggested that companies should take advantage of the family from generation to generation as a source of building brand equity.

Norjaya et al. (2007) whose study is entitled “Does the image of the country of origin matter to brand equity,” found that, consumers are beginning to realize products from many countries as a result of globalization and their starting to accept that some countries in the production of specific categories of products are very good. The aim of this study is the impact of national brand equity study whereby the image of the country of origin. The researchers studied the brand equity of home appliances, such as televisions, refrigerators and air conditioning in the Malaysian market. The data were collected from several places in the city of Coventry in the UK and the researcher collected 275 completed questionnaires. With the help of brand loyalty and brand awareness, the results show that the origin of the image of the country is affecting the impact of brand equity. When a new line of product is getting into the market, companies take in consideration of pointing out the positive image of the country of origin to provide customers with the positive features of the brand or product.

Buil et al. (2013) studied “The influence of brand equity on consumer responses”. This research is about to examine the effects of this construct on consumers’ responses using data from two European countries. The researcher applied eleven hypotheses and nine variables (perceived quality, brand awareness, brand associations, brand loyalty, overall brand equity, price premium, brand extension, brand preference and purchase intention) in this study. The result of this study is perceived quality; brand associations and brand loyalty are the main drivers of overall brand equity. Researchers collected

(non- valid questionnaires are still being denied) by a multi- age groups in Spain 615 respondents, questioning 302 valid questionnaires in the UK and 305 valid questionnaires. The results of the research paper noted that relations between all four dimensions of brand equity. Brand association is a major influence to achieve brand loyalty. The main driving force of brand equity is brand loyalty, perceived quality and brand association. A positive impact on brand awareness and brand association perceived quality.

Xiao and Jana’s (2009) studied “Measuring customer based brand equity: empirical evidence from the sport-wear market in the People’s Republic of China,” analyzed the brand equity in the sportswear industry in the People’s Republic of China. The brand equity of Aaker’s conceptual framework is used as a research model to explore the causal connection between the four dimensions of brand equity. The actual customers from two most populated cities in the People’s Republic of China; Beijing and Shanghai 304, are included in the sample. The results showed that the most impacted factors of brand equity are brand loyalty and brand association, and negative assist found in brand awareness and perceived quality. Nonetheless, the limitation of sample from only two cities may not have overlooked the regional differences and market samples. This result means that more attention should be paid to developing brand loyalty and brand image, in order to attain higher brand equity.

Table: 2.3.1 SUMMARY OF PREVIOUS STUDIES

Researchers	Title	Methodologies	Findings
Yoo et al. (2000)	An examination of selected marketing mixes elements and brand equity	Structural equation model (SEM)	- Frequent price promotions, such as price deals involve low brand equity, advertising and high investment, high prices, good store image, as well as with high distribution intensity are related to the high brand

			equity.
Gil et al. (2007)	The relationship between brand loyalty and its dimensions	<ul style="list-style-type: none"> - 360 primary data - Pearson Correlation 	<ul style="list-style-type: none"> - Brand awareness and brand association are positive and significant relationship with brand loyalty - Perceived quality is a positive relationship with brand loyalty, but it is not significant - The positive impact of family through brand awareness and perceived quality, which could lead to brand loyalty and brand equity
Norjaya et al. (2007)	Does the image of the country of origin matter to brand equity	<ul style="list-style-type: none"> - 275 primary data - Pearson Correlation 	<ul style="list-style-type: none"> - The origin of the image of the country is affecting the impact of brand equity through brand loyalty and brand awareness
Buil et al. (2013)	The influence of brand loyalty on consumer responses in two European countries, UK and Spain	<ul style="list-style-type: none"> - 607 primary data - Structural equation model (SEM) 	<ul style="list-style-type: none"> - Perceived quality is negative and significant relationship with brand loyalty - Brand association is weak and insignificant, but partially supported to brand loyalty

			- A positive impact on brand awareness and brand association - perceived quality
Xiao and Jana's (2009)	Measuring customer based brand equity: empirical evidence from the sport-wear market in the People's Republic of China	304 primary data - Pearson Correlation	- Brand loyalty and brand association are the most influential factors of brand equity - Weak support found in perceived quality and brand awareness



CHAPTER 3

RESEARCH FRAMEWORK

This chapter includes the theoretical and conceptual frameworks, which include independent variables, dependent variables and hypothesis. The chapter starts with theoretical frameworks that explain the theories, which are applied to build the conceptual framework. Furthermore, in order to achieve a brief understanding of the objective of the study, the research hypotheses are developed. It also includes the operating table that sum up the variables, definitions, operational components and the measurement scale used in the research.

3.1 Theoretical Framework

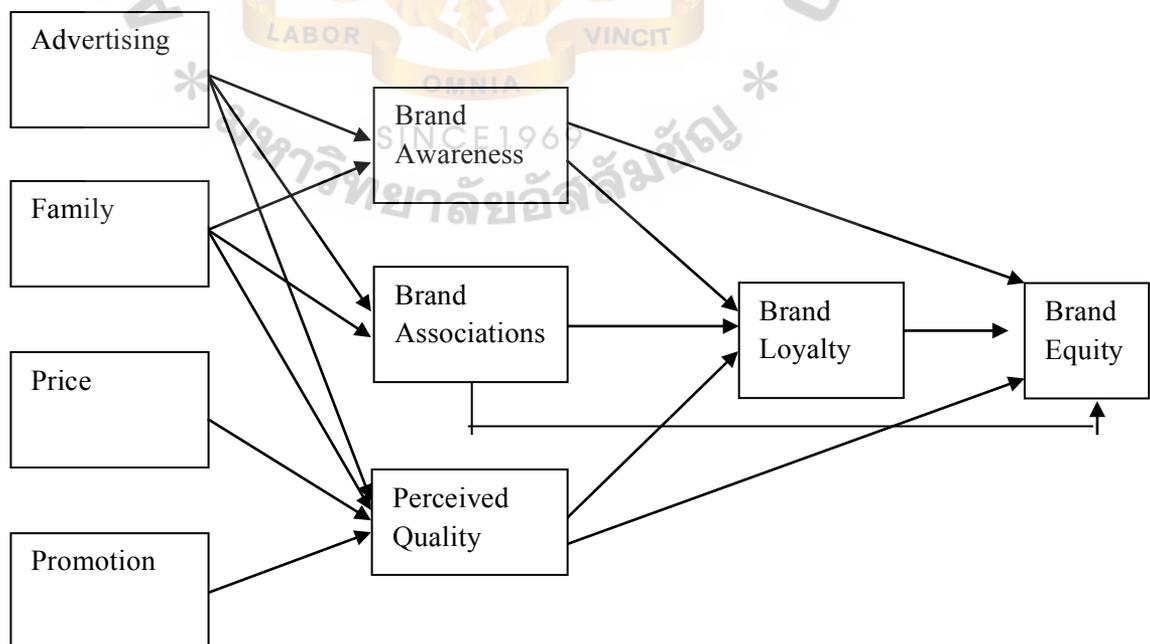
In the wake of experiencing the speculations and ideas identified with the examination, the researcher can identify the relationship between independent and dependent. This study intends to review the relationship between advertising, distribution, perceived quality, brand awareness, brand association, brand loyalty and brand equity so as to find out a suitable conceptual model for Myanmar Beer and thus develop its hypothesis. Based on three major research models, the researcher adapted the conceptual framework.

The first research model which was developed by Gil, Andre and Salinas (2007) is titled as “Family as a source of consumer-based brand equity”. This research model analyzes the data and feedback on the brand provided by the family and the firm (via price, promotion and advertising spending) on consumer-based brand equity and its dimensions. The researcher applied fifteen hypotheses and nine variables (advertising, family, price, promotion, brand awareness, brand associations, perceived quality, brand loyalty and brand equity) in this study. The researcher finds out that the development of brand awareness, brand associations and perceived quality are affected by the positive information of brand provided by the family, and this has connected to brand loyalty and overall brand equity.

The second research model was developed by “Brewing the Recipe for Beer Brand Equity”, which was developed by Porral, Bourgault and Dopico (2013). In this research model, the beer brand equity of a Southern European mature market is used to examine the sources and consequences of beverages brand equity. The researcher applied six hypotheses and seven variables (perceived quality, awareness, association/image, loyalty, beer brand equity, and consumption intention and pricing premium value). In this study, researcher found a substantial high influence for all the measures analyzed, which are known as brand awareness, perceived quality and loyalty.

The last research model is “An Examination of Selected Marketing Mix Elements and Brand Equity” which was developed by Yoo, Donthu and Lee (2000). This study explored the connection between selected marketing mix and the development of brand equity. The researchers used 9 variables and 14 hypothesis; price, store image, distribution intensity, advertising spending, price, deal, perceived quality, brand awareness/association, brand loyalty and brand equity are variables. The result of the study indicated that the selected marketing mix elements have an impact on high brand equity.

Figure 3.1: The research model of “Family as a source of consumer-based brand equity”.

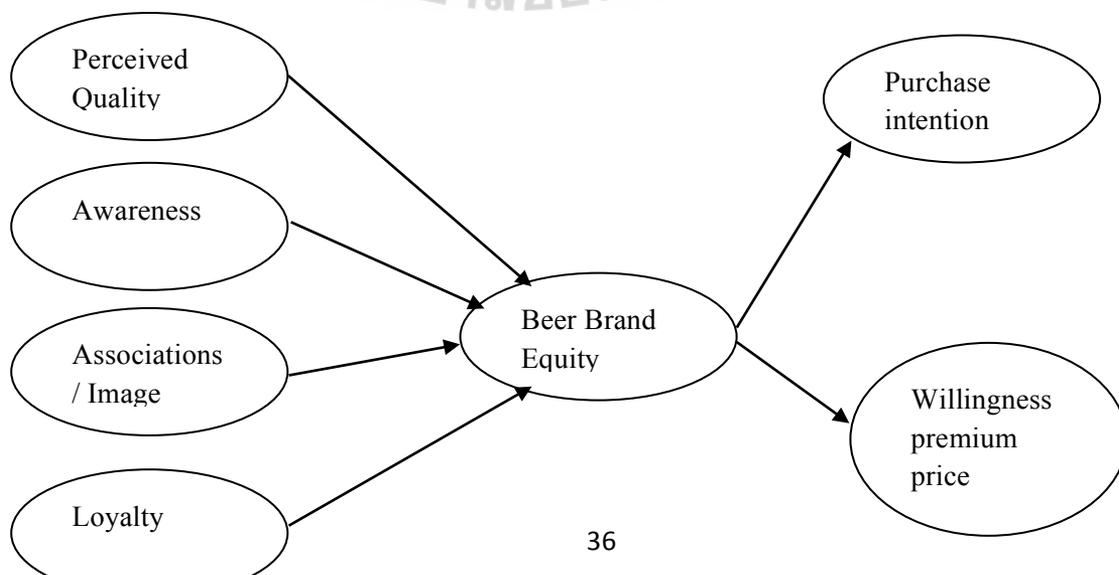


Source: Gil, R. B., Andres, E. F. And Salinas, E. M. (2007). Family as a source of consumer-based brand equity. *Journal of Product & Brand Management*, 16 (3), 188-199.

The first research model which was developed by Gil, Andre and Salinas (2007) is titled as “Family as a source of consumer-based brand equity”. This research model analyzes the data and feedback on the brand provided by the family and the firm (via price, promotion and advertising spending) on consumer-based brand equity and its dimensions. The researcher applied fifteen hypotheses and nine variables (advertising, family, price, promotion, brand awareness, brand associations, perceived quality, brand loyalty and brand equity) in this study. The researchers created a home provided by the positive brand information; brand awareness, brand associations and perceived quality, which results in the formation affect brand loyalty and brand equity. The researchers collected questionnaires 360 young adults in the main cities of Spain 18 years to 35 years between. The results of this study indicated that, the family provided the information relating to brand association, perceived quality and brand awareness will lead to brand loyalty and the formation of brand equity intern strong influence.

The actual impact of the research paper is to analyze how companies must take advantage of the next generation of family factors approaching customers, because this is an important brand equity formation.

Figure 3.2: The research model of “Brewing the recipe for beer brand equity”.

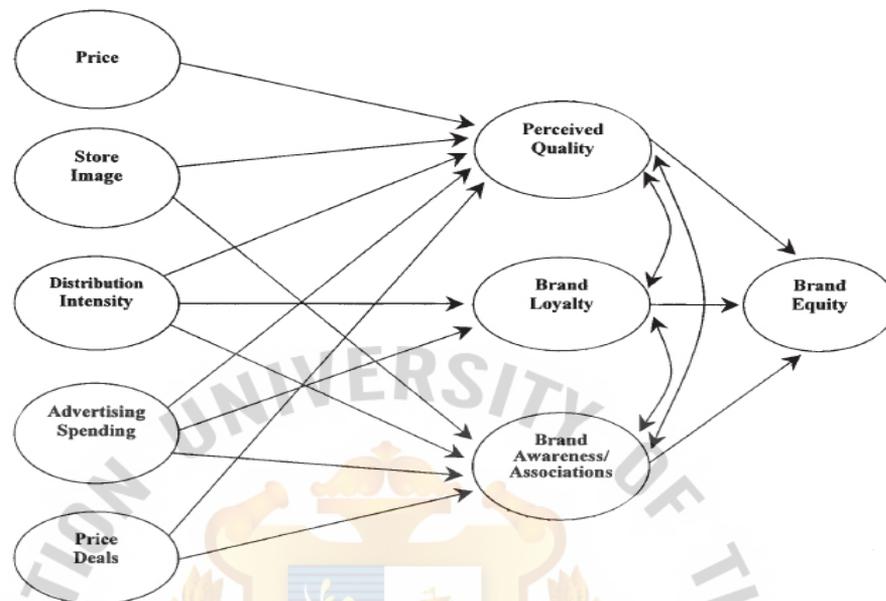


Source: Porral, C. C., Bourgault, N., and Dopico, D. C. (2013). Brewing the recipe for beer brand equity. *European Research Studies, XVI (2)*, 82-97.

The second research model is studied by Porral *et al.* (2013), “Brewing the Recipe for Beer Brand Equity”. In this research model, the beer brand equity of a Southern European mature market is used to examine the sources and consequences of beverages brand equity. The researchers selected six brands of beer as product category, which are familiar to the Spanish consumers and well known. The research collected the information from on-line questionnaires. Five questionnaires were developed for each brand and randomly sent to people residing in Spain. There consisted of several parts in the structure of the questionnaire. There were 4 dimensions of the first part; brand awareness, perceived quality, brand associations and brand loyalty. From first part, the research collected 346 valid responses and the sampling error was 5.96 percent. In the final part, some questions which concerning to social-demographic and economic variables; the data obtained a total of 346-frequency and 100-percent from the frequency of consumption, age and gender.

The results evinced that brand equity was strongly influenced by its brand association or brand image followed by its perceived quality and then by brand loyalty. The results also showed that there is a smaller influence of brand awareness on brand equity. Therefore, in aspect of the effect size, the image of the beer brand is likely to contribute the consumers’ standpoint of the development of brand value. The results also confirmed that when the brand equity is higher, it increases the purchase intention and consumers’ willingness to pay for a premium price related to this kind of beer brand. From the result of this research, it is confirmed that the beer brand value highly affects consumers’ purchase intention and their willingness to pay a premium price.

Figure 3.2: The research model of “An examination of selected marketing mix elements and brand equity”.



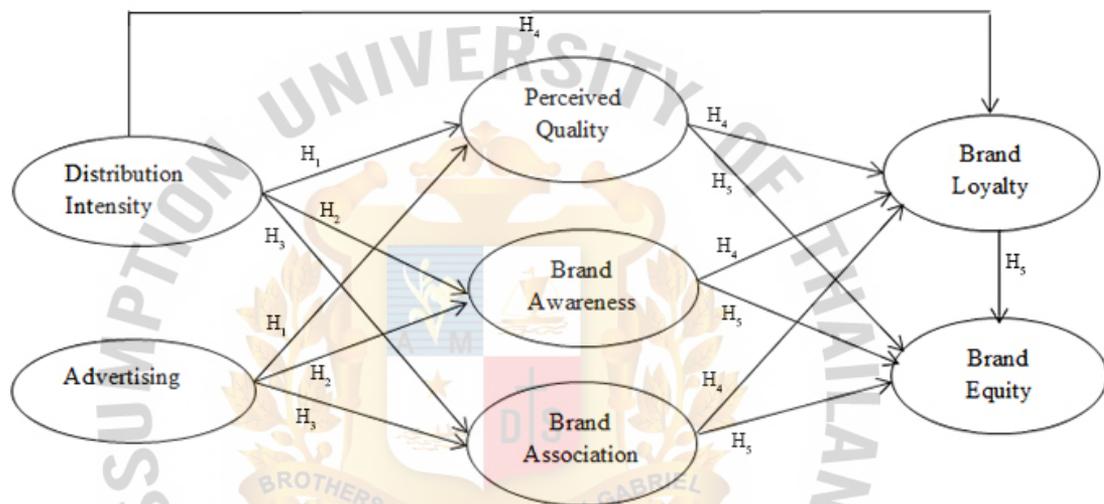
Source: Yoo, B., Donthu, N. And Lee, S. (2000). An examination of selected marketing mixes elements and brand equity. *Journal of the Academy of Marketing Science*, 28 (2), 195-211.

The third research model is “An examination of selected marketing mix elements and brand equity” which was developed by Yoo et al. (2000). This study explored the relationships between selected marketing mix and the creation of brand equity. The researchers used 9 variables and 14 hypothesis; price, store image, distribution intensity, advertising spending, price, deal, perceived quality, brand awareness/association, brand loyalty and brand equity are variables. All of these variables are empirical using structural equation modeling to support the research hypothesis. Questionnaires were taken from students studied at a major state university. Respondents who were an average age of 23.7 years and the researcher collected 569 completed questionnaires. Of these 569 respondents, 47 percent were man and 53 percent were women; 34 percent work full time, 46 percent worked part-time, and 20 percent did not work; and 66 percent were Caucasians, 23 percent were African American, 2 percent were Hispanic, 6 percent were Asian, and 3 percent were of other ethnic origins.

The results showed that frequent price promotions, such as pricing deals involve low brand equity, advertising and high investment, high prices, good store image, as well as with high intensity of distribution intensity are linked to the high brand equity.

3.2 Conceptual Framework

Figure 3.5: A modified conceptual framework of the factors affecting to brand loyalty and brand equity dimensions.



Based on Figure 3.4, the researcher has combined the conceptual framework based on three articles. The first research which was developed by Gil, Andre and Salinas (2007) is titled as “Family as a source of consumer-based brand equity”. The second research model was developed by Porral¹, Bourgault² and Dopico³ (2013) who studied “Brewing the recipe for beer brand equity”. And the last research model is “An examination of selected marketing mix elements and brand equity” which was developed by Yoo, Donthu and Lee (2000). The researcher organized seven variables from previous research models, which are advertising, distribution intensity, perceived quality, brand awareness, brand association, brand loyalty and brand equity.

The researcher has been classified the conceptual framework into three sections. In the first section, the researcher applied separately brand equity and its dimensions which shows how individual dimensions are contributed to brand equity because brand

equity create value for both the customer and the firm. The second section is concerned with the relationship between all variables towards brand loyalty as a construct preceded by the other three variables; perceived quality, brand awareness and brand associations. In the last section, the researcher investigates perceptions of consumers on two marketing elements: distribution and advertising to be consisting of the conceptual model as a marketing campaign. The marketing campaign has been as a strong effects on consumer behavior and often considered to be essential to establish the dimensions of brand equity.

3.3 RESEARCH HYPOTHESES

Hypothesis 1

H1o: Distribution intensity and advertising are not significantly influential on perceived quality.

H1a: Distribution intensity and advertising are significantly influential on perceived quality.

Hypothesis 2

H2o: Distribution intensity and advertising are not significantly influential on brand awareness.

H2a: Distribution intensity and advertising are significantly influential on brand awareness.

Hypothesis 3

H3o: Distribution intensity and advertising are not significantly influential on brand association.

H3a: Distribution intensity and advertising are significantly influential on brand association.

Hypothesis 4

H4o: Distribution intensity, perceived quality, brand awareness and brand association are not significantly influential on brand loyalty.

H4a: Distribution intensity, perceived quality, brand awareness and brand association are significantly influential on brand loyalty.

Hypothesis 5

H5o: Perceived quality, brand awareness, brand association and brand loyalty are not significantly influential on brand equity.

H5a: Perceived quality, brand awareness, brand association and brand loyalty are significantly influential on brand equity.

Table 3.1: Operationalization of the variables

Variables	Concepts Variables	Operational Components	Measurement Scale
Advertising	Kotler (2001) defined that Advertising is any form of marketing communication which are usually paid and are used to promote the brand; ideas, goods and services persuade potential customers by mean of different media, for example, social online media, magazines, TV program or radio and	<ul style="list-style-type: none"> - Myanmar Beer is intensively advertised. - The ad campaigns for Myanmar Beer are seen frequently. - The ad campaigns of Myanmar Beer seem very expensive, compare to campaigns for 	Interval

	newspapers.	competing brands.	
Distribution intensity	Rangan et al. (1989) have been commonly defined distribution intensity as manufacturers rely on some retailers in each of the areas of trade, to bring its brand.	<ul style="list-style-type: none"> - More store sell Myanmar Beer, as compared to its competing brands. - Myanmar Beer is distributed through as many stores as possible. - Consumers can find Myanmar Beer in any beverage stores. 	Interval
Perceived quality	Zeithaml (1988) defined that the valuation of consumers' experiences on the quality or superiority of a product.	<ul style="list-style-type: none"> - Myanmar Beer offers excellent quality products. - Myanmar Beer offers reliable and trustworthy products. - I trust the quality of products from Myanmar Beer brand. - The quality of Myanmar Beer is very high. 	Interval
Brand awareness	Aaker (1991) defined brand awareness as the memory that the	<ul style="list-style-type: none"> - I know Myanmar Beer. - I am able to 	Interval

	customer has which is related to the good image of the brand, and it can determine the ability of customers to differentiate a brand from the other in different situation.	<p>recognize Myanmar Beer easily from, among other competitive brands.</p> <ul style="list-style-type: none"> - Characteristics of Myanmar Beer could come to me quickly. 	
Brand association	Aakar (1991) defined brand association as anything which links the brand to the customer, consisting of user imagery, the reputation of a company, brand personality, features and quality of service or product which bridge customers' memory to brand.	<ul style="list-style-type: none"> - Within the beer market, I believe that Myanmar Beer is a good purchase. - Myanmar Beer provides a high value in relation to the price you pay for it. - I can quickly recall the symbol or logo of Myanmar Beer. - The company that makes Myanmar Beer has credibility. 	Interval
Brand loyalty	Oliver (1997) will define that brand loyalty as a stage of commitment	<ul style="list-style-type: none"> - I like Myanmar Beer. - I have an 	Interval

	<p>held by the customers to return to a particular service or to repurchase the same brand in the future, thereby causing repetitively using same brand or same brand set purchases, despite other influences having potential impacts on customers' behavior.</p>	<p>intention to repurchase Myanmar Beer.</p> <ul style="list-style-type: none"> - I usually drink Myanmar Beer. - I will recommend Myanmar Beer to other people. - Myanmar Beer would be my first choice. - I would not buy other brands of beer if Myanmar Beer was available at the point of sale. 	
Brand equity	<p>Aaker (1991) defined brand equity as the intangible quality incremented on goods and service, which may affect the consumers' way of thinking, feeling and acting regarding to the brand.</p>	<ul style="list-style-type: none"> - It makes sense to buy Myanmar Beer instead of other brand, even if they are the same. - Although there were other brands of beer as well as Myanmar Beer, I would rather buy the Myanmar Beer. 	Interval

		<ul style="list-style-type: none"> - If another beer brand is not different from Myanmar Beer in any way, it seems smarter to purchase Myanmar Beer. 	
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CHAPTER 4

RESEARCH METHODOLOGY

The aim of this chapter is to determine the procedures and methods used in this research study. This chapter is divided into seven parts; it includes methods used in sampling procedures and respondents, questionnaire design, data collection, results, statistical processing and pre- test data. Data collection, to achieve the goal is to become a research study, one of the following detailed descriptions of a suitable design of the important things.

The first section explains about the research method used by the researcher to measure the loyalty of customer based brand equity of Myanmar Beer in Myanmar. The second section describes respondents and sampling procedures and in this study required the sample size, sample unit, target population and sampling procedure. The third section explained about questionnaires used in this research and their scaling methods. The fourth section is the pretesting of questionnaires, which further checks the reliability of all the questions in the questionnaires. The fifth section shows the collection of data, which presents the type of data and resource. In the sixth section, statistical treatment of data explained how data is used to interpret the results. In the last section, summer of statistical tools is used for testing hypothesis by the researcher.

4.1 METHODS OF RESEARCH USED

According to this study, the researcher focuses on an aspect of brand equity created by brand loyalty which leading perceived quality, brand awareness and brand association. Firstly, the researcher used descriptive research to conduct the research. Jacksoz (2009) defined the descriptive research is to describe the characteristic of the population or phenomenon in quantitative aspect. Churchill (1991) identified that descriptive research study is normally related to determining the frequency with, which something happens or the connection between two variables and it can be used as a method to find the answers to who, what, when, where and how questions. According to

Churchill (1999), the percentage of people in a certain population who behaves in a specific way can be evaluated by using descriptive research. Furthermore, the data were helped in analyzing and presenting a meaningful way by descriptive research. Rather than judging a present condition to contribute the questionnaires, the descriptive research is used to gather information, and focus on describing.

Secondly, to collect the questionnaires from respondents of selected target population, a researcher used survey method. Aaker et al. (1997) defined that the researcher collected data based on the communication with a representative sample of the target population. Jacksoz (2009) stated that the survey method means which participants answer questions administered through interviews or questions. According to the 1928 Excise Rules, the government restricts selling of alcohol directly or indirectly to consumers younger than 18 and also forbids children under 16 serving alcohol. Thus, the researcher collects the data from Myanmar Beer consumers, who are above the age of 18, among market areas of Naypyidaw, Myanmar.

(<http://www.mmtimes.com/index.php/national-news/10676-govt-rejects-minimum-drinking-age.html>, accessed on 08/06/2015)

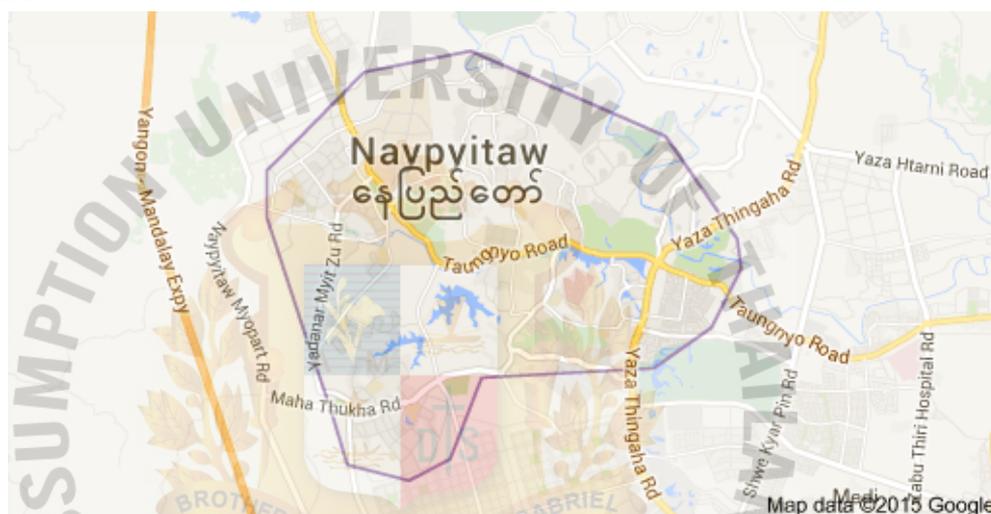
4.2 RESPONDENTS AND SAMPLING PROCEDURE

4.2.1 Target population

Davis and Cosenza (1993) defined “the concept of target populations” as a group of people who want to share their common behaviors that relate and relevant to the research. Based on the studied of Malhotra (2000), a specific group of the population who are relevant to this study and they are also experiencing a need or a problem. The objective of this research is to study the determinants brand loyalty and brand equity of Myanmar Beer. The target population used in this study is the consumer of Myanmar Beer who usually chose to drink Myanmar Beer in Naypyidaw, Myanmar. As Myanmar government restrict the selling of alcohol directly or indirectly to young people under age 18, the researcher collects the data from the consumer of Myanmar Beer who is above 18.

The research will be conducted in most popular bar and restaurants in Naypyidaw. In this research the researcher selected 6 most populated bar and restaurants in Naypyidaw which are: Emerald restaurant, Diplomatic Bar, Rangoon Kitchen, Café Flight, Maw Khan Nong (<http://www.lonelyplanet.com/myanmar-burma/nay-pyi-taw/restaurants/southeast-asian/maw-khan-nong>, accessed on 28/07/2015) and YKKO (<http://www.go-myanmar.com/naypyidaw-nay-pyi-taw>, accessed on 28/07/2015).

Figure 4.1: Location of Naypyidaw (an administrative and political capital city) in Myanmar



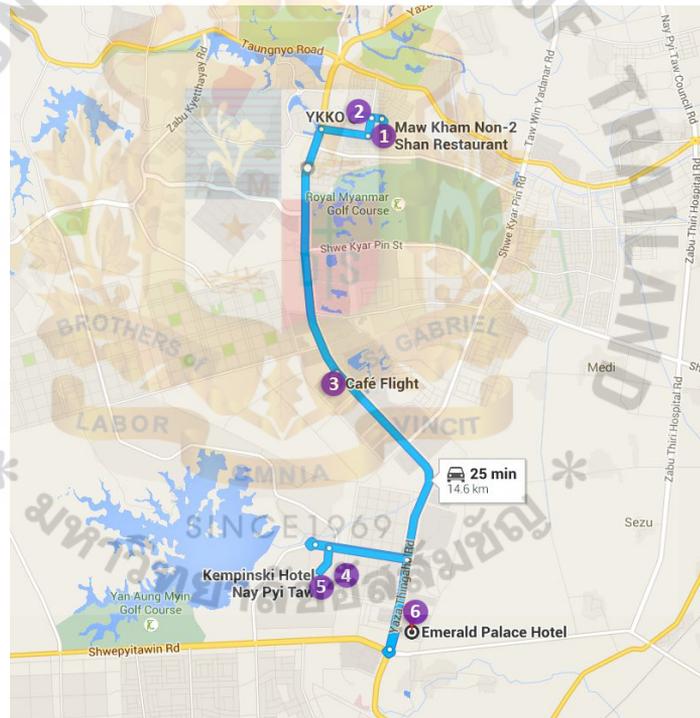
Source:

<https://www.google.com/maps/place/Naypyitaw,+Myanmar+%28Burma%29/@19.7469998,96.0884091,13z/data=!3m1!4b1!4m2!3m1!1s0x30c8bee4e3f117c1:0xd090ab50c9c24eda>, accessed on 30/07/2015

Naypyidaw which was officially named as Myanmar’s administrative and political capital in 2006 is located in the middle of the country. It has a population of about 1 million people and it is convenient to travel from all parts of the Union, 391 km away from Yangon and 302 km away from Mandalay. Naypyidaw can be translated as “Royal Capital.” Yangon was the former capital of Myanmar and Myanmar government need to establish a new capital due to increasing of its population and expansion of government buildings. Nowadays, Naypyidaw is the city where military headquarters and various ministries of Myanmar are based. Naypyidaw is separated into a number of zones; residential zones, military zones, ministry zone, hotel zone, shopping zone,

recreational zone and international zone. It is composed of eight towns; Zeyar thiri, Pohbba thiri, Uttara thiri, Zebu thiri, Dekhina Thiri, Pyinmana, Lewe and Tatkone towns. To increase the economic development of the country and to meet the needs of faster and growing city, new technology and modern infrastructure are introduced and will be available to use in the near future. Currently a new airport and huge shopping malls, six lane highways and recreational place such as a water park (Ngalaik Lake Gardens), National Herbal Park and the largest zoo in Myanmar are to date. Gem Museum, which is one of the famous buildings in Naypyidaw usually hosts Gems Emporiums. (<http://www.go-myanmar.com/naypyidaw-nay-pyi-taw>, accessed on 30/07/2015)

Figure 4.2: Locations of selected (6) selected Bar and restaurants in Naypyidaw, Myanmar



Source: <https://www.google.com/maps/place/Maw+Kham+Non2+Shan+Restaurant/@Naypyitaw,+Republic+of+the+Union+of+Myanmar>, accessed on 11/08/2015

Note:

1. Maw Khan Nong Bar and Restaurant
2. YKKO Bar and Restaurant

3. Café Flight Bar and Restaurant
4. Diplomatic Bar and Restaurant
5. Rangoon Kitchen
6. Emerald Bar and Restaurant

Figure 4.2 shows the location of (6) selected bars and restaurants in Naypyidaw, where the researcher collects the primary data. The first location of bar and restaurant is Maw Khan Nong which has two restaurants with the same name and which are located at the foot of the hill and at the upper part of the hill near the well-known Thabyegon Market. This one is spacious and active with the beer station serving simple local and Thai dishes. Most of the government workers enjoy at this superb canteen and beer station with a spacious outdoor terrace. The second bar and restaurant is YKKO which is located at Capital Hypermarket, Yaza Thingaha Road and it is one of the famous Myanmar restaurant chains which serves good Myanmar-Chinese fusion food.

The third and fourth, bars and restaurants are situated in Kempinski Hotel named Diplomatic Bar and Rangoon Kitchen with high-end establishments serve great food, drinks and service. For memorial sunset experience, the outdoor pool deck is suitable for evening dining. The fifth bar and restaurant is Café Flight which is Housed in an old airplane and it is located in Hotel zone. This one features fine experience beyond the regular dining experience. It is required to make a reservation to get a dining place in the plane. The sixth is Emerald bar and restaurant, which located in Emerald Hotel on Yaza Tingaha Road.

4.2.2 Sampling Unit

According to Kotler (2000), sampling unit is defined as a specific person or group of people to whom the server are conducted. Malhotra (2004) also mentioned that elements of the population are sampled which is included in the basic unit is referred sampling unit. The target population of the study is the consumers of Beer who usually chose to drink Myanmar Beer who is above 18, as Myanmar government bans the selling of alcohol directly or indirectly to young people under age 18, in Naypyidaw, Myanmar.

Thus, the researcher identified the sampling in this study unit as the drinker of Myanmar Beer who usually chose to drink Myanmar Beer in Naypyidaw, Myanmar.

4.2.3 Sample Size

In this research, the sample size is sample size estimating a population proportion and is calculated from a simple random sampling. Robson (2002) stated that the proportion of the population sample size may be representative of the population in case of an unknown population determined. In the city of Naypyidaw, the total number of Myanmar Beer customers is unpredicted. Therefore, the exact population of this study cannot be accurately known. Thus, the researcher should be estimated how many respondents in this study. McClave et al., (2004) defined that in order to ensure a more reliable analytical data, reduce bias; results should be rounded up value.

Malhotra and Briks (2004) suggested that the sample size is through the impact on the sample size from previous studies of. Thus, the sample size by using references from previous studies and design. Porral et al., (2013) collected the data from 346 valid respondents as their sample to identify the relationship between perceived quality, awareness, associations/image, loyalty and beer brand equity, which is the analysis of two other measures known as purchase intention and the consumers' intention to pay a premium price. Gil et al., (2007) collected the data from 349 respondents as their sample to identify the relationship between brand awareness, brand associations, perceived quality, brand loyalty and brand equity which are supported by advertising, family, price and promotion. Alizade et al. (2014) collected the data from 384 respondents as their sample to identify the relationship between price, image of store, intensity of distribution, cost of advertisements, price promotion, perceived quality, brand loyalty, brand association and brand equity. In accordance with Bartlett et al. (2001), using a large sample size is to represent the entire population with the purpose of constructing valid results. Therefore, the researcher will distribute 400 questionnaires for this research.

4.2.4 Sampling procedure

Malhotra and Briks (2000) defined that sample size is the number of elements, which is included in the study. In general, there are three methods to describe the sample

size; read from the table, using the formula and referred to the previous study. In this study, the researcher applied the sample size referred to the previous study. According to the research design, the researcher applied non-probability sampling techniques. This technique is the least expensive, less time involved. It is very convenient. Here is a sample in which the population, which is not attached to any selected sample, subject as the probability of having one. The researcher chose to use and, because the study is limited in scope and time resources of this method in Naypyidaw city than in both scope and limitations. There is also a no record of the exact people who have already consumed or knowledge Myanmar Beer branded beverages in Naypyidaw. Malhotra (1999) stated that when any particular member is selected it is unknown; researchers can use non-probability sampling and this is a sampling technique. Malhotra (1996) explained that there are four sampling methods in non-probability sampling; namely quota sampling, snowball sampling convenience sampling and judgment sampling. In this study, the researcher applied non-probability sampling techniques, which is less time consuming and less expensive.

Step 1: Judgment Sampling

McCormack and Hill (1997) mentioned, the researcher chooses the respondents that based on the respondents' judgment and knowledge, which is used by researchers. Hair et al., (2000) pointed out, it is determined that the sample selection based on an investigator judgment sample of his judgment and are based on a sample of the technical characteristics of the required sample members. Purposive sampling and Judgment sampling was a non-probability sampling methods. There are no many options to choose from bars and restaurants in Naypyidaw. These are the best options and the researcher selected six best and popular restaurants or bars in Naypyidaw; Maw Khan Nong, YKKO, Café Flight, Diplomatic bar, Rangoon kitchen and Emerald restaurant because there are a higher number of suitable respondents to conduct surveys for the information. The researcher conducted judgment sampling of customers who usually choose to drink Myanmar Beer. Judgment sampling is suitable when the population is large and difficult to locate.

Table 4.1: The selected Bars and Restaurants in Naypyidaw

No	Bars and Restaurants	Location	Road
1	Maw Khan Nong	Tha Pyay Kone Market	Yaza Thingaha Rd.
2	YKKO	Capital Market	Hotel Zone
3	Café Flight	Hotel Zone	Hotel Zone
4	Diplomatic Bar	Kempinski Hotel	ShwePyiTawWinRd.
5	Rangoon Kitchen	Kempinski Hotel	ShwePyiTawWinRd.
6	Emerald restaurant	Emerald Palace Hotel	Yaza Thingaha Rd.

Source: <http://www.go-myanmar.com/naypyidaw-nay-pyi-taw#scroll-4>, accessed on 11/08/2015

Step 2: Quota Sampling

In this study, the quota sampling is used to distribute the entire questionnaires among these six bars and restaurants in Naypyidaw, Myanmar. According to Sekaran (1992), non-probability sampling is used to represent the subgroups of the total population, which is the method above the quota sampling. Quota sampling is making sure the sample of the population that the researcher needs, which would be, represented the exact amount. Aaker et al. (2000) mentioned that one of the non-probability sampling processes known as the quota-sampling guarantee that specific features of the sample of the population will be at the precise level, which the researcher wishes to represent. The following are the allocation of questionnaires:

Table 4.2: Allocation of questionnaires among selected six bars and restaurants

No.	Name of bars and restaurants	No. of Respondents
1	Maw Khan Nong	70
2	YKKO	70
3	Café Flight	70
4	Diplomatic Bar	70

5	Rangoon Kitchen	70
6	Emerald Restaurant	70
	Total	420

Step 3: Convenience sampling

According to McCormack and Hill (1997), convenience sampling is defined as a method of sampling, which is applied to collecting data from conveniently available respondents. A large number of completed questions economically and quickly are gathered by convenience sampling. Sampling method targets to distribute the questionnaires to who are most easily accessible and proximity to the researcher. Hair et al. (2000) describes a convenience sampling technique is used in money and time it is most critical constraints and this technique is more descriptive and exploratory researchers used in the study using a convenience sampling method to get a lot of questionnaires. Davis and Cosenza (1993) described that convenience-sampling method is applied in descriptive and exploratory researches because of the limitation of money and time frame. In this research, distributing questionnaires to main consumers who can make a decision to drink beer used convenience sampling. In addition, the researchers explained respondents, respondents to fill in order to avoid any questions or problems that may be encountered during the survey.

4.3 RESEARCH INSTRUMENT

In this study, the researcher gathered from the targeted population by using questionnaires to get the necessary information. The questionnaire is developed from the conceptual framework and intended to analyze the relationship among different variables. In questionnaires, there are 32 questions, which involved 9 parts which are screening question, advertising, and distribution intensity, perceived quality, brand awareness, brand association, brand loyalty, brand equity and demographic data. In addition, the questionnaires were translated into Burmese for the respondents who have difficulties to understand English.

The detailed of the questionnaire are as follows:

PART 1: Screening Question

The researcher will apply dichotomous scale in this part and there are two screening questions were used, to filter the right correspondents who were used to drink whether the respondent has ever experienced about Myanmar Beer. This screening question is designed to select the eligible respondents who live in Naypyidaw and usually choose to drink Myanmar Beer in Naypyidaw. Otherwise, there is no need to continue the questionnaire.

The next question is ‘Are you above 18 years old?’ As Myanmar government prohibits the selling of alcohol directly or indirectly to people under age 18, the researcher collects the data from the consumer of Myanmar Beer who is above 18. Whenever there is an answer ‘no’, the researcher will move on for the further section. If the respondent answered ‘yes’, the researcher will go on for the selection of questionnaire of the next section. In this part, the researcher will apply simple-dichotomy question method that the respondents have to answer questions with two options and the answer will be an ease “no” or “yes”.

In this research, the questions from part two to eight were designed in five-point Likert scale. Rensis Likert developed Likert scale in 1932. Garland (1991) stated that the attitudes of all respondents are measured in Likert scale which presented the agreement, attitude towards an issue from positive to negative attitude. Davis and Consenza (1993) also explained that indicating the level of disagreement or agreement with a variety of statements relating to attitudes or objectives is beneficial by utilizing the Likert scale. The followings are the Likert scale:

- 1 = strongly disagree
- 2 = disagree
- 3 = neither agree nor disagree
- 4 = agree and
- 5 = strongly agree

In the following section of the questionnaire from part two to seven contains independent variables that are advertised, distribution, brand awareness, perceived quality, brand association and brand loyalty of the study, a total of 26 questions were asked of the respondents using a five point Likert scale.

PART 2: Advertising

This part includes ten questions to measure the advertising of Myanmar beer towards Burmese customers and all questionnaires were measured by five-point Likert-scale which scaled from 1 to 5 (strongly disagree to strongly agree) and the questionnaires are adapted from Gil et al., (2007).

Part 3: Intensity of Distribution

This part includes three questions to measure the intensity of distribution of Myanmar beer and all questionnaires were measured by five-point Likert-scale which scaled from 1 to 5 (strongly disagree to strongly agree) and the questionnaires are adapted from Yoo et al., (2000).

Part 4: Perceived quality

This part includes four questions to measure the perceived quality of Myanmar beer towards Burmese customers and all questionnaires were measured by five-point Likert-scale which scaled from 1 to 5 (strongly disagree to strongly agree) and the questionnaires are adapted from Gil et al., (2007), Porral et al., (2013) and Yoo et al., (2000).

Part 5: Brand awareness

This part includes three questions to measure the brand awareness of Myanmar beer towards the customer and all questionnaires were measured by five-point Likert-scale which scaled from 1 to 5 (strongly disagree to strongly agree) and the questionnaires are adapted from Gil et al., (2007), Porral et al., (2013) and Yoo et al., (2000).

Part 6: Brand associations

This part includes four questions to measure the brand associations of Myanmar beer and all questionnaires were measured by five-point Likert-scale which scaled from 1 to 5 (strongly disagree to strongly agree) and the questionnaires are adapted from Gil et al., (2007), Porral et al., (2013) and Yoo et al., (2000).

Part 7: Brand loyalty

This part includes six questions to measure, the measure the brand loyalty of Myanmar beer towards Burmese people living in Naypyidaw and all questionnaires were measured by five-point Likert-scale which scaled from 1 to 5 (strongly disagree to strongly agree) and the questionnaires are adapted from Gil et al., (2007), Porral et al., (2013) and Yoo et al., (2000).

Part 8: Brand equity

There were includes three questions to measure the brand equity, which serves as the dependent variable for the research of Myanmar beer and all questionnaires were measured by five-point Likert-scale which scaled from 1 to 5 (strongly disagree to strongly agree) and the questionnaires are adapted from Gil et al., (2007), Porral et al., (2013) and Yoo et al., (2000).

Part 9: Demographic Data

In this section the researcher is made up of four questions to measure the demographic profile and the researcher asked about the demographic factors such as age, gender, occupation and income. Robert (1996) said gender, age, income and occupations are the measures of demographic variables by which the respondents' behavior can be estimated. Malhotra and Birks (2003) mentioned that category scale is a measurement of attitude and it involves numerous categories of the respondents with a couple of alternated ratings. This part is arranged with 4 questions regarding age, gender, occupation and income level of respondents. In addition, the researchers used category scale of these problems. The rating scale is used to measure respondents' attitudes.

Table 4.3: Summary of the number of questions used in each part

Part	Type of Questions	No. of Questions	Scale Used
1	Screening Question	2	Simple-dichotomy
2	Advertising	3	Likert Scale
3	Distribution	3	Likert Scale
4	Perceived Quality	4	Likert Scale
5	Brand Awareness	3	Likert Scale
6	Brand Association	4	Likert Scale
7	Brand Loyalty	6	Likert Scale
8	Brand Equity	3	Likert Scale
9	Demographic Factors	4	Category Scale
Total		32	

4.4 PRETEST

According Vanichbancha (2003), the number of pre-test survey respondents should not be less than 25. Thus, data collection tools, distributed 30 questionnaires, respondents to test the reliability of the pre-test questionnaire. Select the pre- test respondents who are above 18 and often choose to drink beer Myanmar Naypyidaw, Myanmar. The pre-test was conducted from September 4, 2015 to Sep 12, 2015. After the completion of questionnaires, the researcher used the Cronbach Alpha values in the program Statistical Package for Social Science (SPSS) to process the data. Below table discusses the result of the reliability analysis by using the Cronbach Alpha value.

Table 4.4 The value of Reliability Analysis (Cronbach's Alpha Coefficient)

Variables	Alpha (α – test)
Advertising	0.722
Intensity of Distribution	0.856
Perceived Quality	0.960

Brand Awareness	0.694
Brand Association	0.727
Brand Loyalty	0.854
Brand Equity	0.939

Churchill and Iacobucci (2002) explained that the pre-trial process in the test, questionnaire study how good works. Pre-test is to identify problems and research questions important step ambiguities in the study. Pre-testing helps to identify each variable problem validity, reliability and strength. By pre-testing, researchers can identify difficulties and blurred or questioned respondents in understanding the questionnaire. Error correction and adjustment of sorting, the wording, structure of the communication between researchers and respondents will not be biased.

In this study, the reliability of the test taken from the seven variables; this is advertising, distribution, perceived quality, brand awareness, brand association strength, brand loyalty and brand equity. The Cronbach alpha scale is used to test the reliability of the variables. According Sekaran (2000), if the alpha is equal to or greater than 0.6, the problem to be reliable can be used to study the problem. On the contrary, if the alpha is less than 0.6, it is not reliable; the problem cannot be accepted as a research question.

4.5 COLLECTION OF DATA / GATHERING PROCEDURES

In this research, the researcher has been gathering the data for both primary and secondary data. According to Churchill (1999), primary data is the research project at hand and assembly of specialized data collection. White *et al.* (2000) mentioned that interviews, behavioral observations and survey questionnaire are data collection methods. In this research, the researcher used survey results to show that the set limits permitted by the number of responses to the respondents' primary data collection, and the findings of the survey prove hypothetical questions. The researcher will distribute the 420 copies of the questionnaires. The researcher going to distribute the self-administered questionnaire, through the selected six most popular bars and restaurants, to the respondents who are

above 18 and usually choose to drink Myanmar Beer in Naypyidaw, Myanmar. The questionnaires will be handed over to face-to-face respondents, and fill them without any help investigate. The researcher conducts questionnaires in two languages Myanmar and English. The respondents were priority asked two simple questions to find out if they are usual customers of Myanmar beer and age above 18 before conducting the questionnaires. The questionnaires hands distribute every Wednesday to Sunday with the help of the researcher's friend from 5.00 pm to 9.00 pm at the selected six most popular bars and restaurants. The data will be gathered at a certain time during July 2016. All the data will be analyzed by using (SPSS) program.

Secondary data

Crouch and Housden (2003) stated that the data has been thought to have been published at any point in time; so the research becomes a secondary data collected from existing sources of information which may be from the Internet, magazines, etc. As Malhotra and Briks (2000) defined that Secondary data is, for some purposes, but not to any data generated before the study. In addition, Churchill (2002) also noted that the secondary data is because of the lower cost and time is beneficial. The researcher has used secondary data to develop a conceptual framework of the research and to understand the concept of Myanmar Beer over the Internet, websites and magazines.

4.6 STATISTICAL TREATMENT OF DATA

After collecting questionnaires from respondents, researchers used a statistical software package, Social Sciences (SPSS) program to analyze, interpret the results and test the hypothesis. Descriptive analysis and inferential analysis in which the researcher will use Pearson correlation analysis (two-tailed test), statistical significance (t statistic) and multiple linear regressions are main selected statistic for this research to measure the relationship among elements. In order to come up with the conclusion of the study, collected the raw data should be analyzed using statistical treatments.

4.6.1 Descriptive Analysis

Descriptive analysis includes the frequency, percentage in order to explain each situational variable that are related with consumer brand choice. According to Pateepawanich (2007) defined that descriptive analysis involves frequency, percentage, average mean and standard deviation. Descriptive analysis can be used by summarizing, cleaning, sorting and presenting to be more easily understood format transformation of demographic profile into the raw data and interpretation of the respondents in term of age, gender, income and occupation. The researcher applied descriptive statistics to describe the responses of observations.

4.6.2 Multiple Linear Regression Analysis (MLR)

In this study, Multiple Linear Regression was used to test the research model and hypotheses. In accordance with Blumberg *et al.* (2000), to investigate the connection between several independent variables and a single dependent variable between multiple linear regression analysis. The MLR real purpose is to use a single subordinate quality prediction, which is made of the use of this value, is known researcher argument choice. Each independent variable regression analysis is weighting. Independent variables, which are analyzed by a regression calculation, these weights mean their independent variables to predict general commitment.

According to Malhorta (2004), multiple regression analysis is the definition of a dependent variable and many independent variables' relationship. MLR when independent and dependent variables are the only metric and data transfer can be suitably used. The theoretical relationships between dependent and independent variables affect the selection of them for using MLR.

The multivariate linear regression equation is;

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n + \epsilon$$

Where;

- | | | |
|----------------|---|-------------------|
| Y | – | Brand equity |
| X ₁ | – | Brand loyalty |
| X ₂ | – | Perceived quality |
| X ₃ | – | Brand awareness |

X_4	–	Brand associations
$\beta_0, \beta_1, \dots, \beta_n$	–	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 (see) indicates a degree of accuracy of estimation and it also presents how close the actual observations with estimated values of the regression line are. The following is the formula for the standard error of the estimate:

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

4.6.4 Coefficient of Multiple Determinations (R^2)

Hair et al. (2000) stated that the coefficient of multiple determinations (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 determinations is obtained by the ratio of the sum of squares due to regression (SSR) by the sum of squares total (SS total) and the equation is as follows:

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

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 determinations (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 a number of independent variables. It is achieved by calculation of the adjusted coefficient of multiple determinations 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 squares are shown in below:

Table 4.5: The regression sum of squares (SSR)

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

The ANOVA table is as follows:

Table 4.6: The ANOVA table of MLR

Source	df	SS	MS	F
Regression	k	SSR	MSR= SSR/k	MSR/MSE
Error	$\frac{n - n - (k+1)}{n - (k+1)}$	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 the Coefficient of Multiple Determination (R^2)
- MSE in ANOVA table is used to calculate the standard error of the estimate (see)
- 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 Hypothesis Tests in Multiple Linear Regressions

This section discusses the regression coefficients in a multiple linear regression hypothesis testing. There are three types of hypothesis testing; multiple linear regression models can be done:

1. Test for the significance of regression: which checks the 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 examine individual coefficients and also to test the significance of a number of regression coefficients.

4.6.7.1 Testing Models for their Significance (F-test)

Render et al. (2009) noted that a statistical hypothesis test must be applied to analyze whether there is a linear relationship between X and Y if the value of β is 0, X and Y have been accepted and the null hypothesis of no relationship. If β value is not equal to 0, a relationship will be rejected and the X and Y between the null hypothesis. A linear relationship exists, can be observed by F-test and the following formula for the F-test:

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

Where:

F = F-statistic

MSR = mean of squared regression

MSE = mean of squared errors

When the F value calculation, the significance level must be determined. Level for the F-test of the significance of this research is 0.05. If a lower level of significance of the F- test, the null hypothesis is rejected and there is a linear relationship between X and Y is greater if the F-test significance level between the null hypotheses of no relationship did not refuse between promising X and Y.

4.6.7.2 Test on Individual Regression Coefficients (t-Test)

In the multiple linear regression model, t test for checking single regression coefficient significance. When adding a significant variable, the model would be more effective, but non-significant variable was added so that the model is poor. The following is a statement to test a hypothesis regression coefficient, β_n meaning:

$$H_0: \beta_n = 0$$

$$H_1: \beta_n \neq 0$$

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

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

Where,

b_n = estimation of unknown regression coefficients

S_{b_n} = the standard error of b_n .

Table 4.7: The summary of statistical techniques used in each hypothesis

The null hypotheses are summarized in the Table 4.6 with the statistical techniques used as follows;

Null Hypothesis	Null Hypothesis Description	Statistical Technique Used
H1₀	Distribution intensity and advertising are not significantly influential on perceived quality.	Multiple Linear Regression
H2₀	Distribution intensity and advertising are not significantly influential on brand awareness.	Multiple Linear Regression
H3₀	Distribution intensity and advertising are not significantly influential on brand association.	Multiple Linear Regression
H4₀	Distribution intensity, perceived quality, brand awareness and brand association are not significantly influential on brand loyalty.	Multiple Linear Regression

H5₀	Perceived quality, brand awareness, brand association and brand loyalty are not significantly influential on brand equity.	Multiple Linear Regression
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CHAPTER 5

PRESENTATION OF DATA AND CRITICAL DISCUSSION OF RESULTS

This chapter analyses the results from 400 respondents. Statistical Package of Social Science (SPSS Program) was used to analyze the data. There are three parts in this chapter; the first part is the descriptive analysis of the personal data of the respondents (gender, age, occupation and income) and seven variables by using descriptive statistics, the second part is the reliability testing of all variables and the last part is the inferential analysis: hypothesis testing of all hypotheses applied in this study.

5.1 DESCRIPTIVE ANALYSIS

Carlson and Throne (1996) stated that descriptive analysis refers to transform the raw data into the table from which give more clear information of the respondents' data. According to Pateepawanich (2007), descriptive analysis involves frequency and percentage of respondents' demographic data and mean and standard deviation of each variable were analyzed. Summarizing, cleaning, sorting and presentation to be more easily understood format transformation of demographic profile into the raw data and interpretation of the respondents can use descriptive analysis. There are two sections in descriptive analysis of this study; the first section is about the descriptive analysis of demographic factors; gender, age, occupation and income, and the second section is about the descriptive analysis of dependent and independent variables; advertising, distribution intensity, perceived quality, brand awareness, brand association, brand loyalty and brand equity towards products. The information such as frequency and percentage distribution of demographic factors and general information of this study is revealed as follows:

5.1.1 Frequency of Demographic characteristics

5.1.1.1 Gender

Table 5.1: The analysis of gender levels using frequency and percentage

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	355	88.8	88.8	88.8
Valid Female	45	11.3	11.3	100.0
Total	400	100.0	100.0	

Figure 5.1: The analysis of gender levels using frequency and percentage

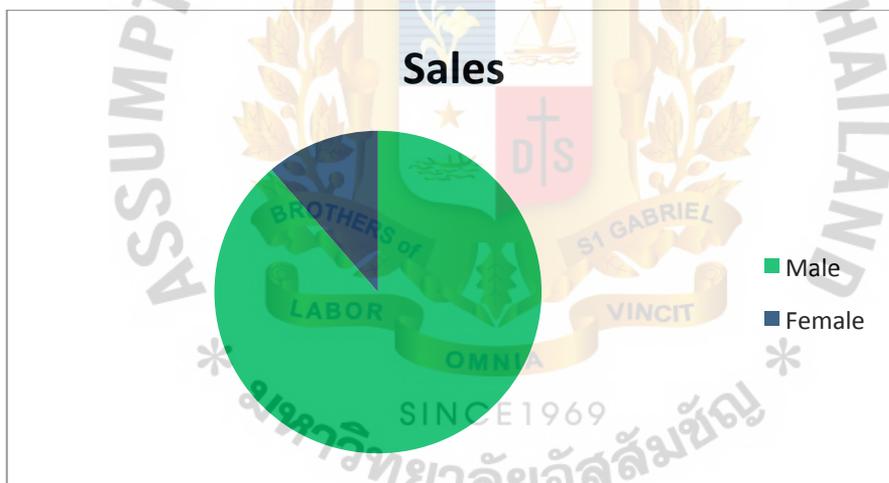


Figure 5.1 and Table 5.1 show the analysis of gender levels using percentage of respondents and frequency in this study. The researcher investigated that among the 400 respondents, 355 respondents are male and the other 45 respondents are female. Therefore, the proportion of the gender is 88.8% of male and 11.3% of females, respectively.

5.1.1.2 Age Category

Table 5.2: The analysis of age category using frequency and percentage

Age category

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18 – 30 years old	150	37.5	37.5	37.5
30 – 45 years old	151	37.8	37.8	37.8
Over 45 years old	99	24.8	24.8	100.0
Total	400	100.0	100.0	

Figure 5.2: The analysis of age levels using frequency and percentage

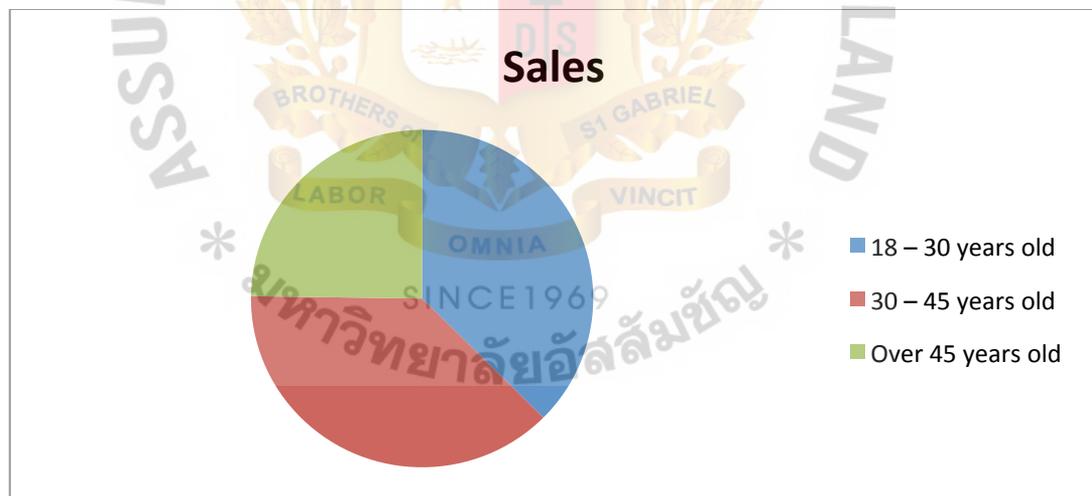


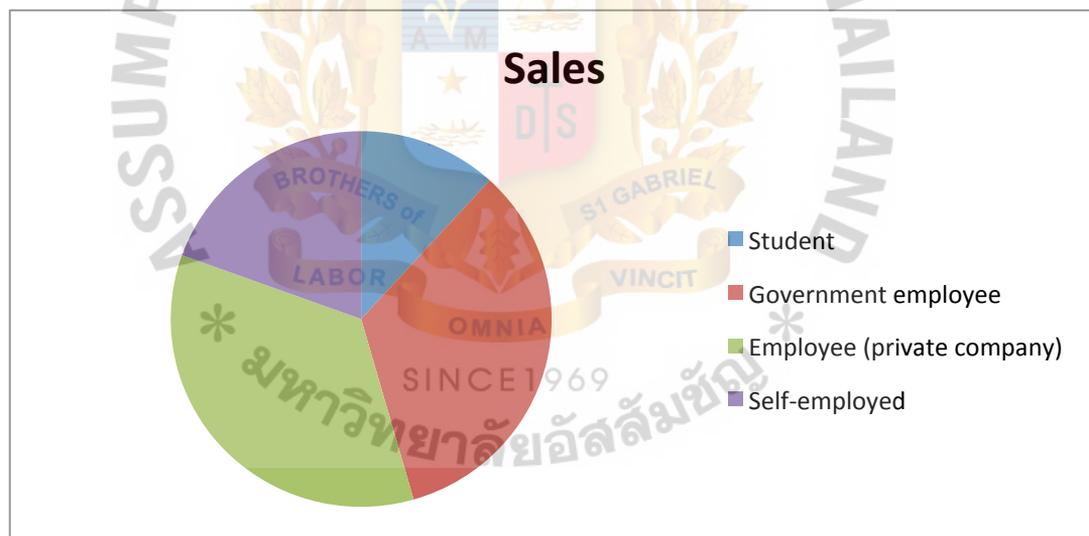
Figure 5.2 and Table 5.2 illustrates the respondents' age levels in this research. The largest amount of respondents, 151 which is 37.8% and their age is between 30 - 45 years old. The second largest group of respondents is 150 and their percentage is 37.5% and the age is between 18 - 30 years old. The next group is 99 respondents and they are 24.8% and their age level is over 45 years old.

5.1.1.3 Occupation

Table 5.3: The analysis of occupation using frequency and percentage

Occupation				
	Frequency	Percent	Valid Percent	Cumulative Percent
Student	47	11.8	11.8	11.8
Government employee	135	33.8	33.8	45.5
Valid Employee (private company)	140	35.0	35.0	80.5
Self-employed	78	19.5	19.5	100.0
Total	400	100.0	100.0	

Figure 5.3: The analysis of occupation using frequency and percentage



From Figure 5.3 and Table 5.3, 140 respondents (35.0%) were employees of private companies and 135 respondents (33.8%) were government employees. 78 respondents (19.5%) were self-employed and only 47 respondents (11.8%) were students.

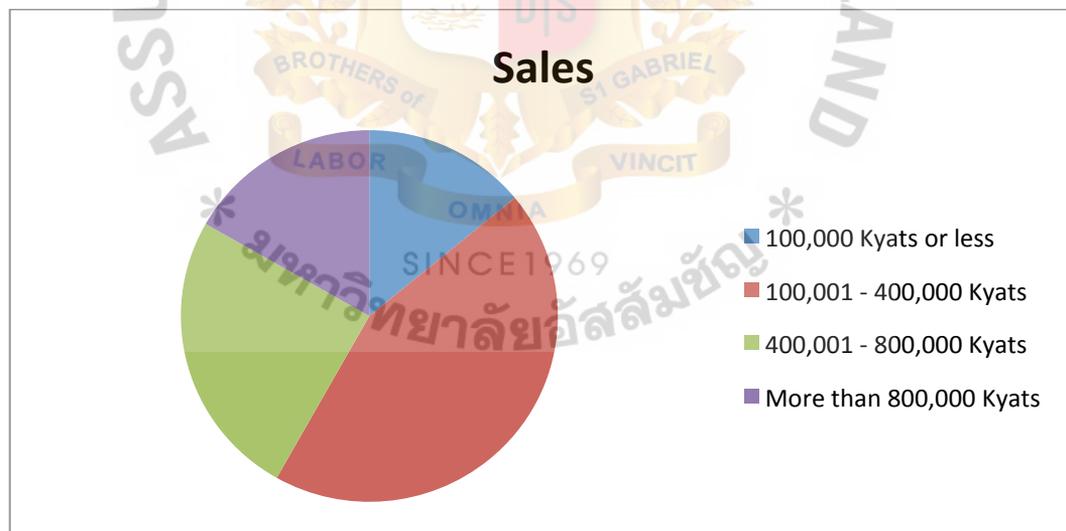
5.1.1.4 Personal Income

Table 5.4: The analysis of personal income using frequency and percentage

Personal Income per month (Kyats)

	Frequency	Percent	Valid Percent	Cumulative Percent
100,000 Kyats or less	56	14.0	14.0	14.0
100,001-400,000 Kyats	176	44.0	44.0	58.0
Valid 400,001–800,000Kyats	100	25.0	25.0	83.0
More than 800,000 Kyats	68	17.0	17.0	100.0
Total	400	100.0	100.0	

Figure 5.4: The analysis of age levels using frequency and percentage



From Figure 5.4 and Table 5.4, the most average monthly income is 100,001 – 400,000 kyats and the results is from 176 respondents which contribute about 44.0% of total 400 respondents’ income level, and which is followed by monthly income 400,001-800,000 kyats ,with 100 respondents which contributes 20.80%, income of more than

800,000 kyats from 68 respondents with 17.0% and income 100,000 kyats or less from 56 respondents with 14.0% from 400 respondents.

Table 5.5: Summary of demographic factors by using frequency and percentage

Variables	Frequency (f)	Percentage (%)
Gender		
-Male	355	88.8
-Female	45	11.3
Age Level		
-18-30	150	37.5
-30-45	151	37.8
- over 45 years old	99	24.8
Occupation		
-Student	47	11.8
-Government employee	135	33.8
-Employee (private company)	140	35.0
-Self-employed	78	19.5
Monthly Income Level		
-100,000 Kyats or Less	56	14.0
- 100,001 - 400,000 Kyats	176	44.0
- 400,001 - 800,000 Kyats	100	25.0
- More than 800,000 Kyats	68	17.0
Total	400	100

Table 5.6: The analysis of advertising by using mean and standard deviation

Descriptive Statistics

	N	Mean	Std. Deviation
Myanmar Beer is intensively advertised.	400	3.63	.640
The ad campaigns for Myanmar Beer are seen frequently.	400	3.61	.666
The ad campaigns of Myanmar Beer seem very expensive for competing brands.	400	3.62	.633
Valid N (list wise)	400		

From Table 5.6, the researcher investigated that the highest mean is “Myanmar Beer is intensively advertised” which is equal to 3.63. The lowest mean, is “The ad campaigns for Myanmar Beer are seen frequently” which is equal to 3.61. The highest standard deviation is “The ad campaigns of Myanmar Beer are seen frequently” which is equal to 0.666. The lowest standard deviation is “The ad campaigns of Myanmar Beer seem very expensive for competing brands” which is equal to 0.633.

Table 5.7: The analysis of distribution intensity by using mean and standard deviation

Descriptive Statistics

	N	Mean	Std. Deviation
More store sell Myanmar Beer, as compared to its competing brands.	400	3.68	.625
Myanmar Beer is distributed through as many stores as possible. (Such as: direct/sales team, sell through a dealer, whole sale/ distributor.)	400	3.66	.645
Consumers can find Myanmar Beer in any beverage stores.	400	3.69	.632
Valid N (listwise)	400		

From Table 5.7, the researcher investigated that the highest mean is “Consumers can find Myanmar Beer in any beverage stores” which is equal to 3.69. The lowest mean, is “Myanmar Beer is distributed through as many stores as possible (Such as: direct/sales team, sell through a dealer, whole sale/ distributor)” which is equal to 3.66. The highest standard deviation is “Myanmar Beer is distributed through as many stores as possible. (Such as: direct/sales team, sell through a dealer, whole sale/ distributor)” which is equal to 0.645. The lowest standard deviation is “More store sell Myanmar Beer, as compared to its competing brands” which is equal to 0.625.

Table 5.8: The analysis of perceived quality by using mean and standard deviation

Descriptive Statistics

	N	Mean	Std. Deviation
Myanmar Beer offers excellent quality products.	400	3.71	.665
Myanmar Beer offers reliable and trustworthy products.	400	3.75	.620
I trust the quality of products from Myanmar Beer brand.	400	3.74	.665
Myanmar Beer offers great value for money.	400	3.84	.677
Valid N (listwise)	400		

From Table 5.8, the researcher investigated that the highest mean is “Myanmar Beer offers great value for money” which is equal to 3.84. The lowest mean is “Myanmar Beer offers excellent quality products” which is equal to 3.71. The highest standard deviation is “Myanmar Beer offers great value for money” which is equal to 0.677. The lowest standard deviation is “Myanmar Beer offers reliable and trust worthy products” which is equal to 0.620.

Table 5.9: The analysis of brand awareness by using mean and standard deviation

Descriptive Statistics

	N	Mean	Std. Deviation
I know Myanmar Beer.	400	3.78	.694
I am able to recognize Myanmar Beer easily from among other competitive brands.	400	3.79	.684
Characteristics of Myanmar Beer could come to me quickly.	400	3.74	.679
Valid N (listwise)	400		

From Table 5.9, the researcher investigated that the highest mean is “I am able to recognize Myanmar Beer easily from among other competitive brands” which is equal to 3.79. The lowest mean is “Characteristics of Myanmar Beer could come to me quickly” which is equal to 3.74. The highest standard deviation is “I know Myanmar Beer” which is equal to 0.694. The lowest standard deviation is “Characteristics of Myanmar Beer could come to me quickly” which is equal to 0.679.

Table 5.10: The analysis of brand association by using mean and standard deviation

Descriptive Statistics

	N	Mean	Std. Deviation
Within the beer market, I believe that Myanmar Beer is a good purchase.	400	3.94	.702
Myanmar Beer provides a high value to the price you pay for it.	400	3.78	.614
I can quickly recall the symbol or logo of Myanmar Beer.	400	3.84	.648
The company that makes Myanmar Beer has credibility.	400	3.80	.611
Valid N (listwise)	400		

From Table 5.10, the researcher investigated that the highest mean is “Within the beer market, I believe that Myanmar Beer is a good purchase” which is equal to 3.94. The lowest mean is “Myanmar Beer provides a high value to the price you pay for it” which is equal to 3.78. The highest standard deviation “Within the beer market, I believe that Myanmar Beer is a good purchase” which is equal to 0.702. The lowest standard deviation is “The Company that makes Myanmar Beer has credibility” which is equal to 0.611.

Table 5.11: The analysis of brand loyalty by using mean and standard deviation

Descriptive Statistics

	N	Mean	Std. Deviation
I like Myanmar Beer.	400	3.77	.624
I have an intention to repurchase Myanmar Beer.	400	3.81	.600
I usually drink Myanmar Beer.	400	3.76	.607
I will recommend Myanmar Beer to other people.	400	3.74	.626
Myanmar Beer would be my first choice.	400	3.73	.606
I would not buy other brands of beer if Myanmar Beer were available at the point of sale.	400	3.73	.620
Valid N (listwise)	400		

From Table 5.11, the researcher investigated that the highest average mean is “I have an intention to repurchase Myanmar Beer” which is equal to 3.84. The lowest mean are “Myanmar Beer would be my first choice” and “I would not buy other brands of beer if Myanmar Beer was available at the point of sale” which are equal to 3.73. The highest standard deviation is “I will recommend Myanmar Beer to other people” which is equal to 0.626. The lowest standard deviation is “I have an intension to repurchase Myanmar Beer” which is equal to 0.600.

Table 5.12: The analysis of brand equity by using mean and standard deviation

Descriptive Statistics

	N	Mean	Std. Deviation
It makes sense to buy Myanmar Beer instead of other brand, even if they are the same.	400	3.77	.617
Although there were other brands of beer as good as Myanmar Beer, I would rather buy the Myanmar Beer.	400	3.81	.601
If another beer brand is not different from Myanmar Beer in any way, it seems smarter to purchase Myanmar Beer.	400	3.80	.620
Valid N (listwise)	400		

From Table 5.12, the researcher investigated that the highest average mean is “Although there were other brands of beer as good as Myanmar Beer, I would rather buy the Myanmar Beer” which is equal to 3.81. The lowest mean is “It makes sense to buy Myanmar Beer instead of other brand, even if they are the same” which is equal to 3.77. The highest standard deviation is “If another beer brand is not different from Myanmar Beer in any way, it seems smarter to purchase Myanmar Beer” which is equal to 0.620. The lowest standard deviation is “Although there were other brands of beer as good as Myanmar Beer, I would rather buy the Myanmar Beer” which is equal to 0.601.

Table 5.13: Summary of Mean and Standard Deviation of Questionnaires

	Mean	Standard Deviation
Advertising		
1. Myanmar Beer is intensively advertised.	3.63	0.640
2. The ad campaigns for Myanmar Beer are seen frequently.	3.61	0.666
3. The ad campaigns of Myanmar Beer seem very expensive, compare to campaigns for competing brands.	3.62	0.633

Distribution intensity		
4. More store sell Myanmar Beer, as compared to its competing brands.	3.68	0.625
5. Myanmar Beer is distributed through as many stores as possible. (Such as; direct/sales team, sell through a dealer, whole sale/distributor.)	3.66	0.645
6. Consumers can find Myanmar Beer in any beverage stores.	3.69	0.632
Perceived quality		
7. Myanmar Beer brand offers excellent quality products.	3.71	0.665
8. Myanmar Beer offers reliable and trustworthy products.	3.75	0.620
9. I trust the quality of products from Myanmar Beer brand.	3.74	0.665
10. Myanmar Beer offers great value for money.	3.84	0.677
Brand awareness		
11. I know Myanmar Beer.	3.78	0.694
12. I am able to recognize Myanmar Beer easily from among other competitive brands.	3.79	0.684
13. Characteristics of Myanmar Beer could come to me quickly.	3.74	0.679
Brand association		
14. Within the beer market, I believe that Myanmar Beer is a good purchase.	3.94	0.702
15. Myanmar Beer provides a high value to the price you pay for it.	3.78	0.614
16. I can quickly recall the symbol or logo of Myanmar Beer.	3.84	0.648
17. The company that makes Myanmar Beer has credibility.	3.80	0.599
Brand loyalty		
18. I like Myanmar Beer.	3.77	0.624
19. I have an intention to repurchase Myanmar Beer.	3.81	0.600
20. I usually drink Myanmar Beer.	3.76	0.607

21. I will recommend Myanmar Beer to other people.	3.74	0.626
22. Myanmar Beer would be my first choice.	3.73	0.606
23. I would not buy other brands of beer if Myanmar Beer was available at the point of sale.	3.73	0.620
Brand equity		
24. It makes sense to buy Myanmar Beer instead of other brand, even if they are the same.	3.77	0.617
25. Although there were other brands of beer as good as Myanmar Beer, I would rather buy the Myanmar Beer.	3.81	0.601
26. If another beer brand is not different from Myanmar Beer in any way, it seems smarter to purchase Myanmar Beer.	3.80	0.620

5.2 RELIABILITY TEST

According to Ikeda (1971), the variables are consistent and reliable when the result from Alpha test is above 0.6 or equal. It means the variables' questions are suitable to for this study as research instrument; all questions are consistent and reliable to be applied as the research instrument for this study.

Table 5.14: Reliability test for variables

Variables	Alpha (α -test)	No. of Questions
Advertising	0.918	3
Distribution intensity	0.930	3
Perceived quality	0.830	4
Brand awareness	0.865	3
Brand association	0.825	4
Brand loyalty	0.871	6

Brand equity	0.678	3
Total		26

Above Table 5.14 showed 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 and all respondents are convenient and willing to answer for this research.

5.3 Inferential analysis

Inferential analysis applies different statistical methods to test hypothesis. According to Saunders et al (2007), the inferential statistics' objective is to allow the researcher to make a judgment about the overall population from the outcomes caused by the sample and to calculate the needed statistics for hypothesis testing in the business research. In this research, an analysis of variance (ANOVA) is applied to analyze the data and test the hypotheses. Moreover, inferential analysis could help the researcher to build better conclusions about the population on the basis of data obtained from the samples. It includes the analysis of the hypothesis statements.

5.3.1 Hypothesis Testing Results

Hypothesis 1

H1_o: Distribution intensity and advertising are not significantly influential on perceived quality.

H1_a: Distribution intensity and advertising are significantly influential on perceived quality.

The following are the results of Multiple Regression Analysis which comprises of three sets of tables which are an ANOVA table, summary of the coefficients and a regression model summary.

Table 5.15: ANOVA results for distribution intensity, advertising and perceived quality

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.559	2	23.779	141.885	.000 ^b
	Residual	66.536	397	.168		
	Total	114.094	399			

a. Dependent Variable: Meanivpq

b. Predictors: (Constant), Meanivdi, Meanivad

The above Table 5.15 shows that the ANOVA assessed the significance of perceived quality of Myanmar Beer customers. The significance level was less than .05 (.000 < .05) which shows the model was significant and null hypothesis was rejected. This means that at least one variable of advertising and distribution intensity influenced on perceived quality.

Table 5.16: Regression model summary of hypothesis one

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.646 ^a	.417	.414	.40938

a. Predictors: (Constant), Meanivdi, Meanivad

Table 5.16 shows, how much is the variance of dependent variable affected by the various independent variables. For Myanmar Beer customers, the R square value of 0.417, which shows, that 42% of the variance of Perceived Quality was influenced by advertising and distribution intensity.

Table 5.17: Multiple regression coefficients of perceived quality

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.526	.134		11.363	.000
	Meanivad	.236	.056	.265	4.251	.000
	Meanivdi	.375	.056	.416	6.688	.000

a. Dependent Variable: Meanivpq

Note: 1. Meanivad = Mean of advertising

2. Meanivdi = Mean of distribution intensity

3. Meanivpq = Mean of perceived quality

Based on the Table 5.17 for Myanmar Beer customers, the coefficients for advertising and distribution intensity yielded significant levels of .000, and .000, which are less than .05. This implies that the following variables advertising and distribution intensity significantly influenced the perceived quality of Myanmar Beer at the .05 significance level.

Hypothesis 2

H2_o: Distribution intensity and advertising are not significantly influential on brand awareness.

H2_a: Distribution intensity and advertising are significantly influential on brand awareness.

Table 5.18: ANOVA results for distribution intensity, advertising and brand awareness

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.042	2	19.021	68.759	.000 ^b
	Residual	109.823	397	.277		
	Total	147.866	399			

a. Dependent Variable: Meanivbaw

b. Predictors: (Constant), Meanivdi, Meanivad

The above Table 5.18 shows that the ANOVA assessed the significance of Brand awareness of Myanmar Beer customers. The significance level was less than .05 ($.000 < .05$) which shows the model was significant and null hypothesis was rejected. This means that at least one variable of distribution intensity and advertising influenced on dependent variable brand awareness.

Table 5.19: Regression summary of hypothesis two

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.507 ^a	.257	.254	.52596

a. Predictors: (Constant), Meanivdi, Meanivad

Table 5.19 shows how much is the variance of dependent variable affected by the various independent variables. For Myanmar Beer customers, the R square value of 0.257, which shows, that 26% of the variance of brand awareness was influenced by advertising and distribution intensity.

Table 5.20: Multiple regression coefficient table of brand awareness

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.771	.172		10.269	.000
	Meanivad	.282	.071	.277	3.944	.000
	Meanivdi	.266	.072	.259	3.692	.000

a. Dependent Variable: Meanivbaw

- Note:
1. Meanivad = Mean of advertising
 2. Meanivdi = Mean of distribution intensity
 3. Meanivbaw = Mean of brand awareness

Based on the Table 5.20 for Myanmar Beer customers, the coefficients for distribution intensity and advertising yielded significant levels of .000 and .000 which are lesser than .05. This implies that the following variables advertising and distribution intensity are significantly influenced the brand awareness of Myanmar Beer at the .05 significance level.

Hypothesis 3

H3₀: Distribution intensity and advertising are not significantly influential on brand association.

H3_a: Distribution intensity and advertising are significantly influential on brand association.

Table 5.21: ANOVA results for distribution intensity, advertising and brand association

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.721	2	12.360	58.992	.000 ^b
	Residual	83.182	397	.210		
	Total	107.902	399			

a. Dependent Variable: Meanivbas

b. Predictors: (Constant), Meanivdi, Meanivad

The above table 5.21 shows that the ANOVA assessed the significance of brand association of Myanmar Beer customers. The significance level was less than .05(.000 < .05), which shows the model was significant and null hypothesis was rejected. This means that at least one the variables of distribution intensity and advertising influenced on brand association.

Table 5.22: Regression summary of hypothesis three

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.479 ^a	.229	.225	.45774

a. Predictors: (Constant), Meanivdi, Meanivad

Table 5.22 shows how much is the variance of dependent variable affected by the various independent variables. For Myanmar Beer customers, the R square value of 0.229, which shows, that 23% of the variance of Brand association was influenced or explained by advertising and distribution intensity.

Table 5.23: Multiple linear regression table for brand association

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.230	.150		14.852	.000
	Meanivad	.213	.062	.245	3.429	.001
	Meanivdi	.228	.063	.261	3.644	.000

a. Dependent Variable: Meanivbas

Note: 1. Meanivad = Mean of advertising

2. Meanivdi = Mean of distribution intensity

3. Meanivbas = Mean of brand association

Based on the Table 5.23 for Myanmar Beer customers, the coefficient of distribution intensity and advertising yielded a significant level of .000 and .001, which is less than .05. Consequently, this implies that the variables distribution intensity and advertising significantly influenced the brand association of Myanmar Beer at the .05 significance level.

Hypothesis 4

H4_o: Distribution intensity, brand awareness, brand association, perceived quality are not significantly influential on brand loyalty.

H4_a: Distribution intensity, brand awareness, brand association, perceived quality are significantly influential on brand loyalty.

Table 5.24: ANOVA results for distribution intensity, brand awareness, brand association, perceived quality and brand loyalty

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.222	4	16.306	253.303	.000 ^b
	Residual	25.427	395	.064		
	Total	90.649	399			

a. Dependent Variable: Meanivbl

b. Predictors: (Constant), Meanivbas, Meanivdi, Meanivbaw, Meanivpq

The above Table 5.24 shows that the ANOVA assessed the significance of Brand loyalty of Myanmar Beer customers. The significance level was less than .05 (.000 < .05) which shows the model was significant and null hypothesis was rejected. This means that at least one of the variables of distribution intensity, brand awareness, brand association and perceived quality explained the dependent variable brand loyalty.

Table 5.25: Regression summary of hypothesis four

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.848 ^a	.720	.717	.25372

a. Predictors: (Constant), Meanivbas, Meanivdi, Meanivbaw, Meanivpq

Table 5.25 shows how much is the variance of dependent variable affected by the various independent variables. For Myanmar Beer customers, the R square value of 0.717 which shows that 72% of the variance of brand loyalty was influenced or explained by distribution intensity, perceived quality, brand awareness and brand association.

Table 5.26: Multiple linear regression tables for brand loyalty

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.521	.107		4.869	.000
	Meanivdi	.091	.028	.114	3.286	.001
	Meanivpq	.498	.037	.558	13.617	.000
	Meanivbaw	.085	.029	.108	2.880	.004
	Meanivbas	.185	.031	.202	5.879	.000

a. Dependent Variable: Meanivbl

Note: 1. Meanivdi = Mean of distribution intensity

2. Meanivpq = Mean of perceived quality

3. Meanivbaw = Mean of brand awareness

4. Meanivbas = Mean of brand association

5. Meanivbl = Mean of brand loyalty

Based on the Table 5.26 for Myanmar Beer customers, the coefficients for distribution intensity, brand awareness, brand association and perceived quality yielded a significant level of .001, .000, .004 and .000 which are less than .05. This implies that the variables distribution intensity, brand awareness, brand association and perceived quality are significantly influenced the brand loyalty of Myanmar Beer at the .05 significance level.

Hypothesis 5

H5_o: Perceived quality, brand awareness, brand association and brand loyalty are not significantly influential on brand equity.

H5_a: Perceived quality, brand awareness, brand association and brand loyalty are significantly influential on brand equity.

Table 5.27: ANOVA results for perceived quality, brand awareness, brand association, brand loyalty and brand equity.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	68.775	4	17.194	303.707	.000 ^b
	Residual	22.362	395	.057		
	Total	91.138	399			

a. Dependent Variable: Meandvbe

b. Predictors: (Constant), Meanivbl, Meanivbas, Meanivbaw, Meanivpq

The above Table 5.27 shows that the ANOVA assessed the significance of Brand equity of Myanmar Beer customers. The significance level was less than .05 (.000 < .05) which shows the model was significant and null hypothesis was rejected. This means that at least one of the variables of perceived quality, brand awareness, brand association, brand loyalty explained the dependent variable brand equity.

Table 5.28: Regression summary of hypothesis five

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.869 ^a	.755	.752	.23794

a. Predictors: (Constant), Meanivbl, Meanivbas, Meanivbaw, Meanivpq

Table 5.28 shows how much is the variance of dependent variable affected by the various independent variables. For Myanmar Beer customers, the R square value of 0.755 which shows that 76% of the variance of brand equity was influenced or explained by perceived quality, brand awareness, brand association and brand loyalty.

Table 5.29: Multiple linear regression tables for brand equity

		Coefficients^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.316	.102		3.087	.002
	Meanivpq	.141	.040	.157	3.500	.001
	Meanivbaw	.151	.028	.192	5.413	.000
	Meanivbas	.180	.031	.196	5.890	.000
	Meanivbl	.449	.047	.448	9.654	.000

a. Dependent Variable: Meandvbe

Note: 1. Meanivpq = Mean of perceived quality

2. Meanivbaw = Mean of brand awareness

3. Meanivbas = Mean of brand association

4. Meanivbl = Mean of brand loyalty

5. Meandvbe = Mean of brand equity

Based on the Table 5.29 for Myanmar Beer customers, the coefficients for perceived quality, brand awareness, brand association and brand loyalty yielded a significant level of .001, .000, .000 and .000, which are less than .05. This implies that the variables perceived quality, brand awareness, brand association and brand loyalty are significantly influenced the brand equity of Myanmar Beer at the .05 significance level.

Table 5.30: Summary of Hypotheses

Null Hypothesis Statement	Level of Significance	Beta Co-efficient	Result
H1 _o : Distribution intensity and advertising are not significantly influential on perceived quality	.000		Reject H1 _o
- Advertising	.000	.236	Reject H1 _o
- Distribution intensity	.000	.375	Reject H1 _o
H2 _o : Distribution intensity and advertising are not significantly influential on brand awareness	.000		Reject H2 _o
- Advertising	.000	.282	Reject H2 _o
- Distribution intensity	.000	.266	Reject H2 _o
H3 _o : Distribution intensity and advertising are not significantly influential on brand associaiton	.000		Reject H3 _o
- Advertising	.001	.213	Reject H3 _o
- Distribution intensity	.000	.228	Reject H3 _o
H4 _o : Distribution intensity, perceived quality, brand awareness and brand association are not	.000		Reject H4 _o

significantly influential on brand loyalty.			
- Distribution intensity	.001	.091	Reject H4o
- Perceived quality	.000	.498	Reject H4o
- Brand awareness	.004	.085	Reject H4o
- Brand association	.000	.185	Reject H4o
H5o: Perceived quality, brand awareness, brand association and brand loyalty are not significantly influential on brand equity.	.000		Reject H5o
- Perceived quality	.001	.141	Reject H5o
- Brand awareness	.000	.151	Reject H5o
- Brand association	.000	.180	Reject H5o
- Brand loyalty	.000	.449	Reject H5o

CHAPTER 6

SUMMARY, IMPLICATIONS, RECOMMENDATION, AND CONCLUSIONS

This chapter provides the summarization and its results of the entire study and it is compiled with five main sections. The first section is a summary of the demographic factors and hypotheses testing of this study. The second section is about the discussion and implications of this study, which was followed by conclusion, recommendations and further research sections. The researcher analyzed the primary data from 400 respondents at previous chapter by using SPSS program and will conclude the results in this chapter.

6.1 SUMMARY OF FINDINGS

6.1.1 Summary of Demographic Factors

The primary objective of this study was to explore the factors affecting towards brand equity of Myanmar Beer among Naypyidaw customers. In addition, the researcher also explored brand equity and its relevant factors, such as advertising, distribution intensity, perceived quality, brand awareness, brand association and brand loyalty. Moreover, the researcher investigated about the demographic factors to estimate the respondents' behavior towards the brand, which are age, gender, occupation and income. The researcher collected data from 400 respondents through the selected six most popular bars and restaurants, to respondents who are above 18 and usually choose to drink Myanmar Beer in Naypyidaw. The highest percentages of demographic factors of each variable and each group are shown in following Table;

Table 6.1 Summary of demographic factors analysis

Demographics Factor	Characteristics	Frequency (f)	Percentage (%)
Gender	Male	355	88.8%

Age Category	30 - 45 years	151	37.8%
Occupation	Employee (Private Company)	140	35.0%
Monthly Income Level	100,001 – 400,000 Kyats	176	44.0%

According to the result of this study, the major group is male group (88.8%) followed with female group (11.3%). Most of the respondents were in the age between 30 to 45 years (37.8%) and the majority of respondents were private companies' employees (35.0%). The largest personal income in a month group is between 100,001 to 400,000 kyats (44.0%).

6.1.2 Summary of the factors affecting brand equity towards Myanmar Beer

According to the statistical treatment and data analysis results, all the proposed independent variables have significant impact on brand equity toward Myanmar Beer products. In terms of significant affecting, there are two independent variables and four intervening variables which are distribution intensity, advertising, perceived quality, brand awareness, brand association, brand loyalty toward brand equity. The findings were based on interpretation of the primary data which were obtained from a total 400 respondents.

Table 6.2: The highest mean of independent variables

Variables	Highest Means
Advertising Myanmar Beer is intensively advertised.	3.63
Distribution intensity Consumers can find Myanmar Beer in any beverage stores.	3.69
Perceived quality Myanmar Beer offers great value for money.	3.84

Brand awareness I am able to recognize Myanmar Beer easily from among other competitive brands.	3.79
Brand association Within the beer market, I believe that Myanmar Beer is a good purchase.	3.94
Brand loyalty I have an intention to repurchase Myanmar Beer.	3.81

The above Table 6.2 shows the results of the highest mean of the tested independent variables. Using descriptive statistical analysis method with SPSS program tests all the variables.

According to the table above, in terms of advertising, the statement, “Myanmar Beer is intensively advertised” has the highest mean of 3.63. Therefore, it can be said that Myanmar Beer consumers in Naypyidaw were influenced by intensively advertised.

In terms of distribution intensity, the statement, “Consumers can find Myanmar Beer in any beverage stores” has the highest mean of 3.69. Therefore, it can be said that Myanmar Beer consumers in Naypyidaw were satisfied by the easy to find in any beverage stores in Naypyidaw.

The highest mean in the variables of perceived quality is the statement; “Myanmar Beer offers great value for money” has score of 3.84. This implies that many of the consumers perceived Myanmar Beer as worth to buy with a reasonable price among other beer brands.

The statement, “I am able to recognize Myanmar Beer easily from among other competitive brands” with regards to brand awareness has the highest mean 3.79 which demonstrated Myanmar Beer to have significantly favorable impression of mind awareness among other brands in Naypyidaw by its marketing strategies. Hence, the researcher considered it as one of the main reasons why Myanmar Beer has been contentiously gaining a long-term position in the mind of Myanmar Beer consumers.

The statement for brand association “Within the beer market, I believe that Myanmar Beer is a good purchase” has the highest mean of 3.94. Hence, it can be

regarded that Myanmar Beer product has created strong brand association among the consumers in Naypyidaw.

The statement for brand loyalty “I have an intention to repurchase Myanmar Beer” has the highest mean of 3.81. This result indicated that most of the respondents have intention to be loyal to Myanmar Beer.

Table 6.3: The highest mean of the dependent variable

Dependent Variable	Highest Mean
Brand equity Although there were other brands of beer as good as Myanmar Beer, I would rather buy the Myanmar Beer.	3.81

According to the result of the Table 6.3, the highest mean of the variable of brand equity, the statement, “Although there were other brands of beer as good as Myanmar Beer, I would rather buy the Myanmar Beer” gets 3.81 highest mean. This result indicates that most of the respondents have intention to repurchase Myanmar Beer brand, but there are respondents who may not be willing to repurchase Myanmar Beer brand rather may buy other brands.

6.1.3: Summary of Hypothesis Testing

In testing the relationship between the variables, multiple linear regression analysis is used in this study. All the statistical treatments in this study were conducted by using SPSS program. There are two hypotheses in this study. According to the research methodology and multiple linear regression results, the outcome showed that all null hypotheses were rejected. As all hypotheses significant values at .000 were less than 0.05 at the confidence level of 95 percent and less than .01 at the 99% confident level. It indicates that there are statically positive relationships between these factors. Therefore, the findings of this study are shown as follows:

Hypothesis 1: Distribution intensity and advertising are significantly influential on perceived quality.

Hypothesis 2: Distribution intensity and advertising are significantly influential on brand awareness.

Hypothesis 3: Distribution intensity and advertising are significantly influential on brand association.

Hypothesis 4: Distribution intensity, perceived quality, brand awareness and brand association are significantly influential on brand loyalty.

Hypothesis 5: Perceived quality, brand awareness, brand association and brand loyalty are significantly influential on brand equity.

6.2 Discussions and Implications

The researcher studied about the factors affecting brand equity of Myanmar Beer in Naypyidaw, Myanmar and the primary data are collected from the respondents who are above 18 and usually choose to drink Myanmar Beer in Naypyidaw through the selected six most popular bars and restaurants. The researcher applied (4) demographic factors; gender, age, occupation, monthly income in this study.

The researcher utilized the Multiple Linear Regression to test the correlation of each hypothesis in this study. The researcher utilized (5) hypotheses and (7) variables, advertising, distribution intensity, perceived quality, brand awareness, brand association, brand loyalty and brand equity in this study. The result of significant values are equal to 0.000 (less than 0.05), which means all of the null hypotheses are rejected. The detailed results of this study are as follows;

Hypotheses

Hypothesis 1:

Based on the multiple linear regression results of hypothesis one, the researcher explored that advertising and distribution intensity have a statistically significant effect on perceived quality. By considering the beta coefficient the researcher indicated that advertising and distribution intensity have a positive influence on the perceived quality of Myanmar Beer and beta weights are coefficients of regression for unstandardized data which really helps to understand the relative importance of independent variable in the model. Distribution intensity has the highest beta value which is equal to .375 and it means that perceived quality of Myanmar Beer is strongly affected by distribution intensity and advertising has the lower beta value which is equal to .236 and it means that perceived quality of Myanmar Beer is less affected by advertising.

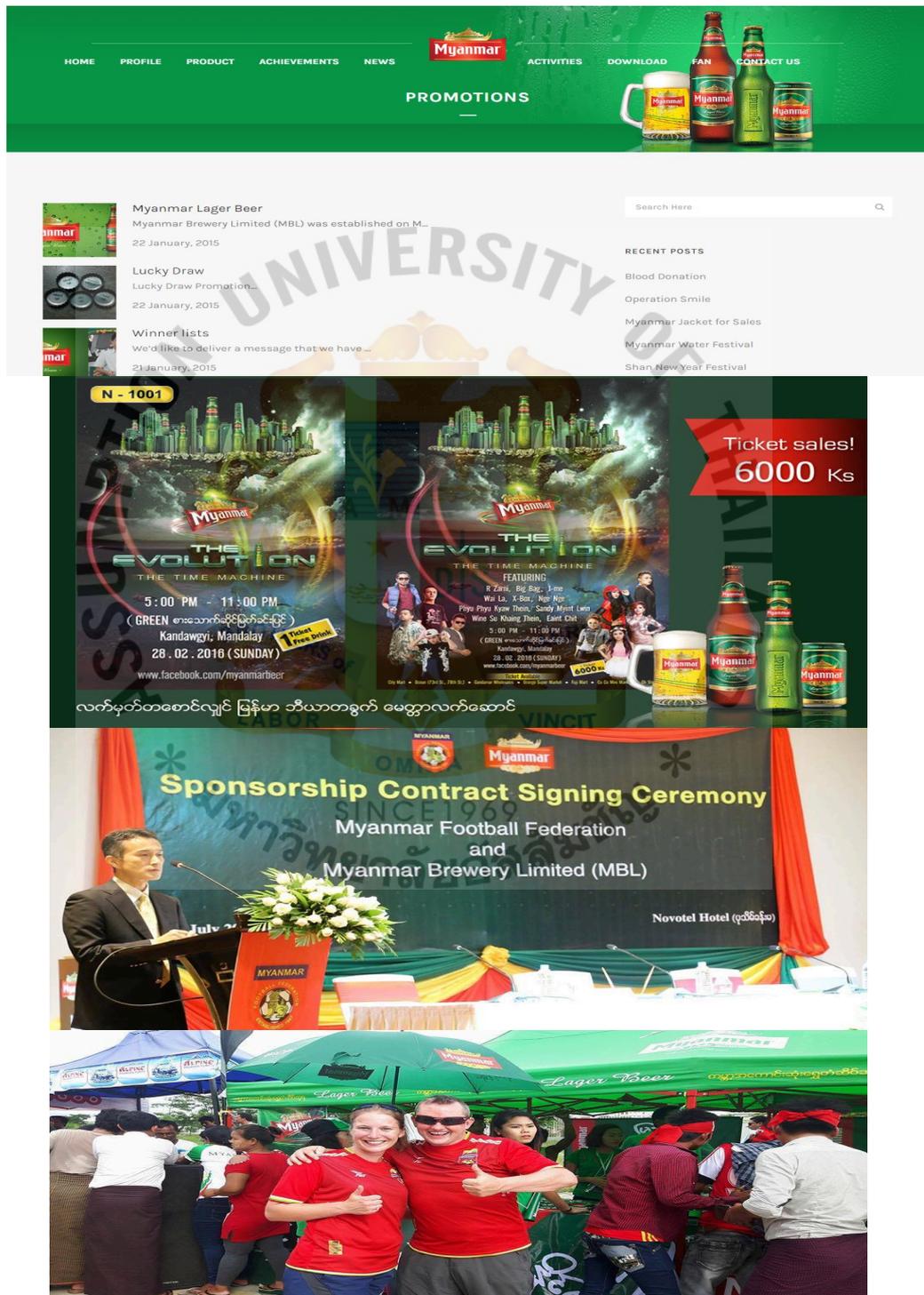
The findings of this research were supported by scholars: one of the most useful marketing contributors know as distribution has great impact on sales and market share according to Hanssens et al. (2001). Also Ferris, Oliver and Kluyver (1989) mentioned that consumers are more satisfied with product when the greatest number of products is available in the market because it is easy for the customer to buy the products whenever they need it. In accordance with increased distribution intensity, consumers save time and have more places to perceive the product. Yoo et al. (2000) findings supported that brand perceived quality is highly related to distribution intensity.

According to Milgrom and Roberts (1986); Simon and Sullivan (1993) proved that the spending on advertising influences the perceived quality of consumers. In order to reduce the uncertainly of the product, the transmission of information to the public viva advertising improves the consumer point of view towards perceived quality.

The advertising of Myanmar Beer in Figure 6.1 supports the result of the researcher. Myanmar Beer intensively advertises by tv advertising, event sponsorship, social network advertising and any other advertisings and promotions. Myanmar Beer sponsored The Evolution-the biggest music sensation concert took place on June 6 at the Myanmar Convention Center in Yangon, The player classic Mandalay 2016 at Shwe Man

Tawng Golf-club and AFF Myanmar Woman's Championship 2016. People remember and recognized Myanmar Beer brand by giving the participants such a great or meaningful memorable time for good reasons.

Figure 6.1: Myanmar Beer advertisings by event sponsorship and social net work



Source: <https://www.facebook.com/myanmarbeer/?fref=ts>, accessed on 26/07/2016.

Hypothesis 2:

The result of hypothesis two indicated that there is a statistical significant impact on Brand awareness from advertising and distribution intensity. By considering the beta coefficient the researcher indicated that advertising and distribution intensity have a positive influence on brand awareness of Myanmar Beer and beta weights are coefficients of regression for un-standardized data, which really helps to understand the relative importance of independent variable in model. Advertising has the highest beta value, which is equal to .282, and it means that brand awareness of Myanmar Beer is strongly affected by advertising and distribution intensity has the lower beta value which is equal to .266 and it means that brand awareness of Myanmar Beer is less affected by distribution intensity.

By the result of Keller (2003) supported brand awareness is the result of consumers' prolonged experiences towards the brand. As advertising plays a critical role in improving brand awareness as well as developing strong brand associations, Hair et al. (1996) pointed out that advertising is most useful for creating a product or service knowledge and awareness; it can establish a long-term picture of a product. Therefore, more consumers will expose to the brand when there is more campaign for advertising.

This is evidence of Alba and Hutchinson (1987) who said, consumer brand awareness is a long-term exposure to a brand result. The availability of products will enhance consumer satisfaction. Huang and Sarigollu (2012) said that the distribution intensity of a positive increase brand awareness which will also increase greater brand equity.

Figure 6.2: Advertisement of Myanmar Beer



Source: <http://myanmarbeer.com/>, accessed on 26/07/2016.

The result of researcher is supported by Myanmar Beer advertisement in Figure 6.2. Myanmar Beer sponsored the Myanmar famous singers' band and they sing about Myanmar Beer in their MTV song. The intention of Myanmar Beer for sponsoring this band is to associate Myanmar Beer as classic, which has high taste and it is different from other competing brands.

Hypothesis 3:

The result of hypothesis three indicated that there is a statistical significant relationship between brand association and advertising, distribution intensity. By considering the beta coefficient the researcher indicated that advertising and distribution intensity have a positive influence on brand association of Myanmar Beer. Beta weights are coefficients of regression for un-standardized data, which really helps to understand the relative importance of independent variable in model. Distribution intensity has the highest beta value, which is equal to .228, and it means that brand association of Myanmar Beer is strongly affected by distribution intensity and advertising has the lower beta value, which is equal to .213, and it means that brand association of Myanmar Beer is less affected by advertising.

Oliver et al. (1989) explored that consumers will be more satisfied, however, when a greater number of products available in the store, because they will provide the product, which, when they need it. Due to the increased intensity distribution, consumers have more time and perceived utility of the product. The increased value of the consumer must make sacrifices to reduce most of the products obtained results. Such positive value leads to higher customer satisfaction, perceived quality and greater the brand equity. In a consequence, the positive brand association will increase consumer satisfaction with the product.

Aakar (1991) pointed out, what is the brand association, including the company's reputation, product or service features and attributes from the memory linked to a brand's product or service. When higher spending is used in advertising for a brand, there is more

chance for consumers to expose to the brand, and therefore, more powerful and a lot more will be associated in the minds of consumers. In young adult, the more brand association relates to more advertising spending. Therefore, a greater amount of advertising is related positively to brand association, which leads to greater brand equity.

Hypothesis 4:

As for the hypothesis four, the results of the study showed that there is a statistical significant effect on brand loyalty with distribution intensity, perceived quality, brand awareness, brand association. By considering the beta coefficient the researcher indicated that distribution intensity, perceived quality, brand awareness and brand association have a positive influence on brand loyalty of Myanmar Beer and beta weights are coefficients of regression for un-standardized data which really helps to understand the relative importance of independent variable in model. Perceived quality has the highest beta value which is equal to .498 and it means brand loyalty of Myanmar Beer is strongly affected by perceived quality and distribution intensity has the lowest beta value which is equal to .091 and it means brand loyalty of Myanmar Beer is less affected by distribution intensity.

The result was supported by Nguyen et al. (2010) that studied about the brand loyalty in emerging markets. The research was conducted in Thailand and Vietnam. The result of the research is brand awareness and perceived quality positively significant impact on brand loyalty. Lee et al. (2010) studied about the Indian consumers' brand equity towards a local and US apparel brand. The result of the research is perceived quality can impact positively on brand loyalty. Gil et al. (2007) Studied about the relationship between brand equity and the family as a source of consumer-based affected the elements of brand equity. The researchers found that there is an impact on brand loyalty from perceived quality and brand awareness. Buil et al. (2013) also revealed that a perceived quality and awareness of a brand can increase loyalty towards a brand among its target population.

Hypothesis 5:

As for the hypothesis five, the results of the study showed that there is a statistical significant effect on brand equity with perceived quality, brand awareness, brand association and brand loyalty. By considering the beta coefficient the researcher indicated that perceived quality, brand awareness, brand association and brand loyalty have a positive influence on brand equity of Myanmar Beer and beta weights are coefficients of regression for un-standardized data which really helps to understand the relative importance of independent variable in model. Brand loyalty has the highest beta value which is equal to .449 and it means brand equity of Myanmar Beer is strongly affected by brand loyalty and perceived quality has the lowest beta value which is equal to .141 and it means brand equity of Myanmar Beer is less affected by perceived quality.

The result supported by the research of Gil et al. (2007) studied on brand equity and the dimension between the relationships, the researchers found that perceived quality and brand loyalty positive correlation, but it is not significant. Aaker (1991) under the brand in the customer's memory, such as the strength of the brand traces, as well as the identification of customers' different conditions embodies the brand. Yoo and Donthu (2002) stated that brand loyalty is a powerful measure of brand equity than other factors. Loyal customers have a stronger preference unconditionally to a brand than non-loyal customers. Consumer loyalty and brand brings more profits at a lower cost to a brand, it achieves higher brand equity. Yoo et al. (2000) have been studied that brand loyalty is to be one of the main drivers of brand equity. Walried et al. (1995) also found a positive relationship between brand loyalty and brand equity. They found that brand loyalty is strong brand equity that helps their company's intangible assets.

6.3 CONCLUSION

This study investigated the brand equity of Myanmar Beer, and followed with a structure model of the relationships between marketing activities, brand awareness, perceived quality, brand association and brand loyalty.

For the demographic factors of the research, the results indicated that most of the Myanmar Beer customers were male aged between 30-45 years and most of them were private companies' employees. Myanmar Beer managers or marketers should pay more

attention to this group of people. They need to analyze and understand their needs and wants in order to make them more satisfied and keeping the positive brand equity to their customers.

Based on the result of hypothesis 1, the researcher found that distribution intensity and advertising have statistically a significant effect on perceived quality. By considering the beta coefficient the researcher indicated that advertising and distribution intensity have a positive influence on the perceived quality of Myanmar Beer. Distribution intensity has the highest beta value, which means it affects the perceived quality of Myanmar Beer the most and advertising has the lowest beta value.

Based on the result of hypothesis 2, the researcher found that distribution intensity and advertising have a statistically significant effect on brand awareness. By considering the beta coefficient the researcher indicated that distribution intensity and advertising have a positive influence on the brand awareness of Myanmar Beer. Advertising has the highest beta value, which means it affects the brand awareness of Myanmar Beer the most and distribution intensity has the lowest beta value.

Based on the result of hypothesis 3, the researcher found that distribution intensity and advertising have a statistically significant effect on brand association. By considering the beta coefficient the researcher indicated that distribution intensity and advertising have a positive influence on the brand association of Myanmar Beer. Distribution intensity has the highest beta value, which means it affects the brand awareness of Myanmar Beer the most and advertising has the lowest beta value.

Based on the result of hypothesis 4, the researcher found that distribution intensity, perceived quality, brand awareness and brand association have a statistically significant effect on brand loyalty. By considering the beta coefficient the researcher indicated that distribution intensity, perceived quality, brand awareness and brand association have a positive influence on the brand loyalty of Myanmar Beer. Perceived quality has the highest beta value, which means it affects the brand loyalty of Myanmar Beer the most and distribution intensity has the lowest beta value.

Based on the result of hypothesis 5, the researcher found that perceived quality, brand awareness, brand association and brand loyalty have a statistically significant effect on brand equity. By considering the beta coefficient the researcher indicated that perceived quality, brand awareness, brand association and brand loyalty have a positive influence on the brand equity of Myanmar Beer. Brand loyalty has the highest beta value which means it affects the brand loyalty of Myanmar Beer the most and perceived has the lowest beta value.

By better understanding marketing activities and their effects on brand awareness, brand association, perceived quality, brand loyalty and brand equity it will be helpful for Myanmar Beer in approaching their segment market in a right channel. Myanmar Beer marketers should be able to employ more effective marketing and advertising strategies in building brand equity among customers. With higher perceived quality, brand awareness, brand association and brand loyalty there will be positive brand equity of Myanmar Beer among its customers.

6.4 RECOMMENDATIONS

According to the data analysis of this study, the result can help marketers not only to understand the Myanmar consumer's loyalty towards Myanmar Beer but also to gain more competitive advantages. Regarding to the research findings, the answers from the questionnaires of this research paper and based on the researcher's observation, the researcher would like to make some suggestion as follows;

According to the result of hypothesis one, there is a significant statistical impact of distribution intensity and advertising on perceived quality. The result indicated that if the distribution intensity and advertising of the product/brand are high, then the perceived quality towards brand will be high. The researcher would like to suggest that this company should focus mainly on distribution intensity to build perceived quality of Myanmar Beer considering its highest beta coefficient and it is followed by advertising which can also yield a positive perceived quality towards the brand. The researcher recommends that if Myanmar Beer do advertising and distribution intensity more than

any other brand, then the perceived quality towards Myanmar Beer brand will be positive and its perceived quality will be better than any other alcoholic brewery brands.

The findings of this research were supported by scholars: advertising is any form of marketing communication which is usually paid and is used to promote the brand; ideas, goods and services persuade potential customers by mean of different media, for example, social online media, magazines, TV program or radio and newspapers. Hauser and Wernerfeldt (1990) stated that a habit to choose the same brand is influenced by repetition of advertising because it will affect the memory that the consumers have and make them easier when choosing the brand. Milgrom and Roberts (1986); Simon and Sullivan (1993); Cobb-Walgren et al. (1995) studied that the perceived quality of consumers is influenced by the spending on advertising. In order to reduce the uncertainty of the product, the transmission of information to the public viva advertising improves the consumer point of view towards perceived quality.

According to the result of hypothesis two, there is a statistically significant impact of distribution intensity and advertising on brand awareness. The result would imply that, advertising can play a very significant role in achieving brand awareness. The researcher would like to suggest that this company should focus mainly on Advertising considering its high beta coefficient to build and sustain its brand awareness among its target customers. Distribution intensity can play a significant role in achieving brand awareness.

Hoyer and Brown (1990) stated that advertising recall as a basis for reaching brand awareness is highly associated with the strength of the advertising spending. The spending on the advertising can increase the theme and scope of the advertising message, and as a result, the brand will receive more awareness from the consumer.

According to the result of hypothesis three, there is a statistically significant impact of distribution and advertising on Brand association. This finding described that if a company's distribution and advertising are more, then consumer's association towards the brand will also be high. The researcher would like to suggest that this company should focus mainly on distribution intensity to build and sustain its brand association among its target customers

Brand association is defined 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. A positive brand association can increase the consumers' loyalty towards that brand. Therefore, building brand association among its segments is must and it tends to increase when the brand is well advertised according to Gil et al. (2007).

According to the result of hypothesis four, there is a statistically significant impact of distribution intensity, perceived quality, brand awareness and brand association on brand loyalty. It is indicated that if the distribution intensity, perceived quality, brand awareness and brand association are high, then the brand loyalty will also be high. Considering the beta coefficient perceived quality has highest beta coefficient value, which means it strongly affects brand loyalty of Myanmar Beer followed by brand association, distribution intensity and brand awareness. The researcher suggests Myanmar Beer that in order to build brand loyalty, Myanmar Beer have to increase its perceived quality. Hypothesis results show that perceived quality has strong positive significant impact on brand awareness. Hence Myanmar Beer has to distribution intensity in order to increase its brand awareness. Based on the result, the researcher suggests that advertising will yield positive brand loyalty. The researcher also suggests that advertising about the quality of Myanmar Beer will affects positively on brand loyalty of Myanmar Beer.

The result is supported by Buil et al. (2013) revealed that a perceived quality and awareness of a brand can increase loyalty towards a brand among its target population. Advertising about quality of brand or a product will positively affect brand loyalty of Myanmar Beer in Naypyidaw and building brand awareness through advertising and distribution can positively affect brand loyalty of Myanmar Beer. By better understanding marketing activities and their effects on brand awareness, brand association, perceived quality, brand loyalty and brand equity it will be helpful for Myanmar Beer in approaching their segment market in a right channel. Myanmar Beer marketers should be able to employ more effective marketing and advertising strategies in building brand equity among customers. With higher perceived quality, brand awareness, brand

association and brand loyalty there will be positive brand equity of Myanmar Beer among its customers.

6.5 FURTHER RESEARCH

In this last section of the entire study, the researcher would like to provide scope for further studies, which would be helpful for conducting an effective research in the field of advertising and distribution intensity. While conducting this research, the respondents from Naypyidaw were selected as the target population. This research was designed to understand the factors affecting towards brand equity of Myanmar Beer brand in Naypyidaw Myanmar.

Firstly, the researcher focused only on six variables such as advertising, distribution intensity, perceived quality, brand awareness, brand association and brand loyalty to know the influential factors towards brand equity of the Myanmar Beer brand because of the limited time frame and cost in this research. However, in the future research there might be other independent variables which may affect or have greater influence on brand equity such as promotion, pricing.

Secondly, the researcher collected 400 data from only six most popular restaurants and bars in Naypyidaw, Myanmar. Therefore, further research will be focused on different cities in Myanmar, so that there can be known the different results which may affect brand equity of Myanmar Beer.

Thirdly, this study is restricted only to disseminate the structure of questionnaires to the respondents by using convenience sampling method. In future study, researcher will plan to use interview method at the specific location.

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Appendix A: Questionnaire (English version)





Assumption University of Thailand

Graduate School of Business

This questionnaire is designed to obtain the information for the research “Determinants of brand loyalty and brand equity: A case study of Myanmar Beer”, which is part of MBA thesis at Assumption University. Your opinion will be very helpful to the researcher. Please read the following questions carefully and answer based on your experiences. Your responses will be kept confidential. Thank you for your cooperation.

This questionnaire involves 9 parts as follow:

Part 1: Screening Question

Part 2: Advertising

Part 3: Distribution intensity

Part 4: Perceived quality

Part 5: Brand awareness

Part 6: Brand association

Part 7: Brand loyalty

Part 8: Brand equity

Part 9: Demographic data

Part 1: Screening Question

1. Have you ever drink Myanmar Beer before?

----- Yes ----- No

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

2. Are you above 18 years old?

----- Yes ----- No

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

***Please specify the appropriate number using the rating scale below.

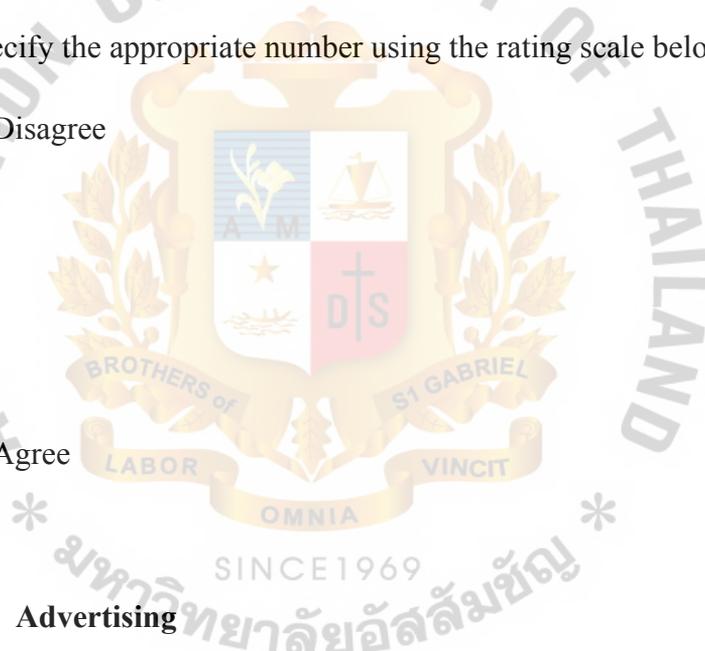
1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree



Part 2: Advertising

Questions	1	2	3	4	5
3. Myanmar Beer is intensively advertised.					
4. The ad campaigns for Myanmar Beer are seen frequently.					
5. The ad campaigns of Myanmar Beer seem very expensive, compare to campaigns for competing brands.					

Part 3: Distribution Intensity

Questions	1	2	3	4	5
6. More store sell Myanmar Beer, as compared to its competing brands.					
7. Myanmar Beer is distributed through as many stores as possible. (Such as; direct/ sales team, sell through a dealer, whole sale/ distributor.)					
8. Consumers can find Myanmar Beer in any beverage stores.					

Part 4: Perceived quality

Questions	1	2	3	4	5
9. Myanmar Beer brand offers excellent quality products.					
10. Myanmar Beer offers reliable and trustworthy products.					
11. I trust the quality of products from Myanmar Beer brand.					
12. Myanmar Beer offers great value for money.					

Part 5: Brand awareness

Questions	1	2	3	4	5
13. I know Myanmar Beer.					
14. I am able to recognize Myanmar					

	Beer easily from among other competitive brands.					
15.	Characteristics of Myanmar Beer could come to me quickly.					

Part 6: Brand association

Questions	1	2	3	4	5
16. Within the beer market, I believe that Myanmar Beer is a good purchase.					
17. Myanmar Beer provides a high value in relation with the price you pay for it.					
18. I can quickly recall the symbol or logo of Myanmar beer.					
19. The company that makes Myanmar Beer has credibility.					

Part 7: Brand loyalty

Questions	1	2	3	4	5
20. I like Myanmar Beer.					
21. I have an intention to repurchase Myanmar Beer.					
22. I usually drink Myanmar Beer.					
23. I will recommend Myanmar Beer to other people.					

24.	Myanmar Beer would be my first choice.					
25.	I would not buy other brands of beer if Myanmar Beer was available at the point of sale.					

Part 8: Brand equity

Questions	1	2	3	4	5
26. It makes sense to buy Myanmar Beer instead of other brand, even if they are the same.					
27. Although there were other brands of beer as good as Myanmar Beer, I would rather buy the Myanmar Beer.					
28. If another beer brand is not different from Myanmar Beer in any way, it seems smarter to purchase Myanmar Beer.					

Part 9: Demographic Data

Please tick in the box for the question below

29. Please indicate your gender

Male Female

30. Please indicate your age

- 18 – 30 years old 30 – 45 years old Over45 years old

31. Please indicate your occupation

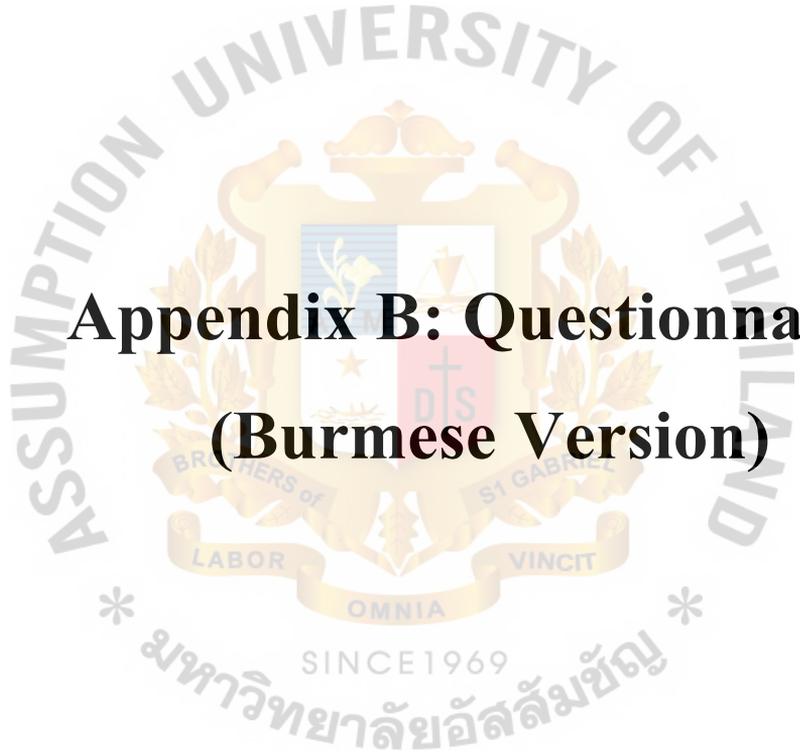
- Student Government employee Employee (private company)
 Self-employed Other

32. Please indicate your average level income (per month)

- 100,000 Kyats or Less 100,000-400,000 Kyats
 400,000-800,000 Kyats More than 800,000 Kyats

Thank you so much for your kind support.



The logo of Assumption University of Thailand is a circular emblem. It features a central shield with a blue field containing a white cross and a red field containing a white cross. The shield is topped with a golden crown and surrounded by golden laurel branches. Below the shield is a golden banner with the Latin motto "LABOR OMNIA VINCIT". The outer ring of the logo contains the text "ASSUMPTION UNIVERSITY OF THAILAND" at the top and "มหาวิทยาลัยอัสสัมชัญ" at the bottom, with "SINCE 1969" in the center of the bottom arc. The logo is rendered in a light, semi-transparent grey color.

**Appendix B: Questionnaires
(Burmese Version)**



Assumption University of Thailand

Graduate School of Business

ဤမေးခွန်းသည် မြန်မာဘီယာသောက်သုံးခြင်းနှင့်ပတ်သက်ပြီး မြန်မာနိုင်ငံနေပြည်တော်မြို့တော်ရှိ မြန်မာဘီယာသောက်သုံးနေသူများထံမှ ကောက်ခံသောစစ်တမ်းဖြစ်ပါသည်။ ဤစစ်တမ်းမှာ စီးပွားရေးမဟာသိပ္ပံဘွဲ့ပြီးမြောက်ရေးအတွက် ကောက်ခံသောစစ်တမ်းမျှသာဖြစ်ပါသည်။ ယခုစစ်တမ်းမှ ရရှိလာသော အချက်အလက်များကို အခြားသောနေရာများတွင် သုံးစွဲမည်မဟုတ်ပါ။ အောက်တွင်ဖော်ပြထားသောမေးခွန်းများကို ပြည့်စုံမှန်ကန်စွာဖြည့်စွက်ပေးစေလိုပါသည်။ ကူညီမှုအတွက်ကျေးဇူးတင်ပါသည်။

- အပိုင်း (၁) စကားတင်မေးခွန်း
- အပိုင်း (၂) ကြေငြာခြင်း
- အပိုင်း (၃) ဖြန့်ချိမှုပမာဏ
- အပိုင်း (၄) အရည်အသွေး သတိမူမိချက်
- အပိုင်း (၅) ကုန်ပစ္စည်းအမှတ်တံဆိပ်အပေါ်သတိမူမှု
- အပိုင်း (၆) ကုန်ပစ္စည်းအမှတ်တံဆိပ်နှင့် ဆက်စပ်မှု
- အပိုင်း (၇) ကုန်ပစ္စည်းအမှတ်တံဆိပ်အပေါ် စောင့်သိမှု
- အပိုင်း (၈) ကုန်ပစ္စည်းအမှတ်တံဆိပ်၏ ဈေးကွက်ရှယ်ယာတန်ဖိုး
- အပိုင်း (၉) ကိုယ်ရေးအချက်အလက်
- အပိုင်း (၁) စကားတင်မေးခွန်း

၁။ မြန်မာဘီယာ အရင်ကသောက်ဖူးပါသလား။

----- သောက်ဖူးပါသည်။ ----- မသောက်ဖူးပါ။

(အကယ်၍ သောက်ဖူးပါသည်ဟု ဖြေဆိုပါက မေးခွန်းနံပါတ် (၂)ကို ဆက်လက်ဖြေဆိုပါ။
မသောက်ဖူးပါက စစ်တန်းမေးခွန်းကို ပြန်အပ်ပါ။)

၂။ သင်သည် အသက် ၁၈နှစ်အထက် ဟုတ်ပါသလား။

-----ဟုတ်ပါသည်။ -----မဟုတ်ပါ။

(အကယ်၍ သောက်ဖူးပါသည်ဟု ဖြေဆိုပါက မေးခွန်းနံပါတ် (၂)ကို ဆက်လက်ဖြေဆိုပါ။
မသောက်ဖူးပါက စစ်တန်းမေးခွန်းကို ပြန်အပ်ပါ။)

ညွှန်ကြားချက်။ ။ကျေးဇူးပြု၍အောက်တွင် ဖော်ပြထားသော မေးခွန်းများကို သင်၏
ထင်မြင်ယူဆချက်ဖြင့် ဖြည့်စွက်ပေးပါ။

၁ = လုံးဝသဘောတူပါ။

၂ = သဘောတူပါ။

၃ = ထင်မြင်ချက်မပေးပါ။

၄ = သဘောတူပါသည်။

၅ = လုံးဝသဘောတူပါသည်။

အပိုင်း (၂) ကြေငြာခြင်း

မေးခွန်းများ	၁	၂	၃	၄	၅
၃။ မြန်မာဘီယာသည် ၎င်း၏ကြေငြာများကို လေးလေးနက်နက်နှင့် ထိရောက်စွာကြေငြာပါသည်။					
၄။ မြန်မာဘီယာသည် ကြေငြာများကို မကြာခဏ မြင်တွေ့ရလေ့ ရှိပါသည်။					
၅။ မြန်မာဘီယာ၏ ကြေငြာများသည် ၎င်း၏ပြိုင်ဖက်ဘီယာတံဆိပ်များထက် ကြေငြာအပေါ် ငွေကြေးပိုမိုသုံးစွဲ၍ တန်းဖိုးကြီးစွာကြေငြာကြောင်း တွေ့ရှိရသည်။					

အပိုင်း (၃) ဖြန့်ချိမှုပမာဏ

မွေးခွန်းများ	၁	၂	၃	၄	၅
၆။ စတိုးဆိုင်တော်တော်များများတွင် မြန်မာဘီယာကိုရောင်းချသည်။					
၇။ မြန်မာဘီယာကို စတိုးဆိုင် တော်တော်များများ၌ အလွယ်တကူတွေ့ရခြင်းဖြင့် ၎င်း၏ဖြန့်ချိရေးလမ်းကြောင်း ထိရောက်မှုရှိကြောင်းတွေ့ရှိရသည်။ (ဥပမာ။ ။တိုက်ရိုက်ဖြန့်ချိခြင်း၊ လက်လီ၊လက်ကားရောင်းချ ဖြန့်ညှိခြင်း။					
၈။ ဝယ်ယူစားသုံးသူများသည် မြန်မာဘီယာကို အဖျော်ယမကာရောင်းသာဆိုင်တိုင်းတွင် တွေ့နိုင်သည်။					

အပိုင်း (၄) အရည်အသွေး သတ်မှတ်ချက်

မွေးခွန်းများ	၁	၂	၃	၄	၅
၉။ မြန်မာဘီယာသည် အရည်အသွေးသာလွန်မှုရှိသော ထုတ်ကုန်များကိုပံ့ပိုးသည်။					
၁၀။ မြန်မာဘီယာ၏ ထုတ်ကုန်များသည် အရည်အသွေး မြင့်မားမှုရှိသည်။					
၁၁။ ကျွန်ုပ်တို့သည် မြန်မာဘီယာ၏ ထုတ်ကုန် အရည်အသွေး မြင့်မားမှုအပေါ် စိတ်ချယုံကြည်မှုရှိသည်။					
၁၂။ မြန်မာဘီယာသည် ငွေကြေးနှင့် ညီမျှသောအရည်အသွေးတန်းဖိုး ရှိသည်။					

အပိုင်း (၅) ကုန်ပစ္စည်းအမှတ်တံဆိပ်အပေါ်သတ်မှတ်မှု

မွေးခွန်းများ	၁	၂	၃	၄	၅
၁၃။ မြန်မာဘီယာကို ကျွန်ုပ်သိပါသည်။					
၁၄။ ကျွန်ုပ်သည် မြန်မာဘီယာကို အခြားဘီယာတံဆိပ်များကြားမှ လွယ်ကူစွာ ခွဲခြားမှတ်မိပါသည်။					
၁၅။ မြန်မာဘီယာ၏ ထူးခြားသောလက္ခဏာများကို ကျွန်ုပ်သည်လွယ်ကူစွာ သတ်မှတ်မိပါသည်။					

အပိုင်း (၆) ကုန်ပစ္စည်းအမှတ်တံဆိပ်နှင့် ဆက်စပ်မှု

မွေးခွန်းများ	၁	၂	၃	၄	၅
၁၆။ မြန်မာဘီယာသည် ဘီယာဈေးကွက်တွင် ဝယ်လိုသူများသည်ဟု ကျွန်ုပ်ယုံကြည်ပါသည်။					
၁၇။ မြန်မာဘီယာသည် ဈေးနှုန်းနှင့်ထိုက်တန်သော အရည်အသွေးမြင့်ထုတ်ကုန်များကို ပေးစွမ်းသည်။					
၁၈။ ကျွန်ုပ်သည် မြန်မာဘီယာ၏ သင်္ကေတ (သို့မဟုတ်)အမှတ်တံဆိပ် ကိုအလွယ်တကူမှတ်မိပါသည်။					
၁၉။ မြန်မာဘီယာထုတ်လုပ်သော ကုမ္ပဏီသည် ယုံကြည်စိတ်ချ အသိမှတ်ပြုဖွယ်ကောင်းသည်။					

အပိုင်း (၇) ကုန်ပစ္စည်းအမှတ်တံဆိပ်အပေါ် စောင့်သိမှု

မွေးခွန်းများ	၁	၂	၃	၄	၅
၂၀။ မြန်မာဘီယာကို ကျွန်ုပ်နှစ်သက်ပါသည်။					
၂၁။ မြန်မာဘီယာကို ကျွန်ုပ်ထပ်မံဝယ်ယူရန် စိတ်ဆန္ဒရှိပါသည်။					
၂၂။ ကျွန်ုပ်သည် မြန်မာဘီယာကို ပုံမှန်သောက်သုံးပါသည်။					

၂၃။ ကျွန်ုပ်သည် အခြားသူများအား မြန်မာဘီယာသောက်သုံးရန် အကြံပြုပါသည်။					
၂၄။ ဘီယာသောက်မည်ဆိုလျှင် မြန်မာဘီယာသည် ကျွန်ုပ်၏ ပထမဦးဆုံးသော ရွေးချယ်မှုဖြစ်လိမ့်မည်။					
၂၅။ ကျွန်ုပ်သည် မြန်မာဘီယာဝယ်ယူနိုင်သည်နေရာတွင် အခြားဘီယာအမှတ်တံဆိပ်များကို ဝယ်ယူမည်မဟုတ်ပါ။					

အပိုင်း (၈) ကုန်ပစ္စည်းအမှတ်တံဆိပ်၏ ဈေးကွက်ရှယ်ယာတန်ဖိုး

မွေးခွန်းများ	၁	၂	၃	၄	၅
၂၆။ ဘီယာချင်းတူနေလျှင်တောင် မြန်မာဘီယာကိုရွေးချယ်မှုသည် ကျွန်ုပ်အတွက်ပိုမိုအဓိပ္ပါယ်ရှိပါသည်။					
၂၇။ မြန်မာဘီယာကဲ့သို့အခြားသော ဘီယာအမှတ်တံဆိပ်ကောင်းများရှိသော်လည်း ကျွန်ုပ်သည် မြန်မာဘီယာကိုသာ ဝယ်ယူသောကံသုံးဖြစ်မည်ဖြစ်ပါသည်။					
၂၈။ အကယ်၍ အခြားဘီယာအမှတ်တံဆိပ်များသည် မြန်မာဘီယာနှင့် အရည်အသွေးကွာခြားမှုမရှိလျှင်၊ မြန်မာဘီယာကိုသာ ဝယ်ယူသုံးဆောင်သင့်ပါသည်။					

အပိုင်း (၉) ကိုးရေးအချက်အလက်

ညွှန်ကြားချက်။ ။ကျေးဇူးပြု၍အောက်တွင် ဖော်ပြထားသော မေးခွန်းများကို
အမှန်(✓)ခြစ်၍ ဖြည့်စွက်ပေးပါ။

၂၉။ ကျား/မ

----ကျား -----မ

၃၀။ အသက်

----၁၈-၃၀ -----၃၀-၄၅ -----၄၅အထက်

၃၁။ အလုပ်အကိုင်

----- ကျောင်းသား -----အစိုးရဝန်ထမ်း -----ကုမ္ပဏီဝန်ထမ်း -----ကိုင်ပိုင်လုပ်ငန်း

----- အခြား

၃၂။ လစဉ်ဝင်ငွေ

၁၀၀,၀၀၀ ကျပ်အောက် -----

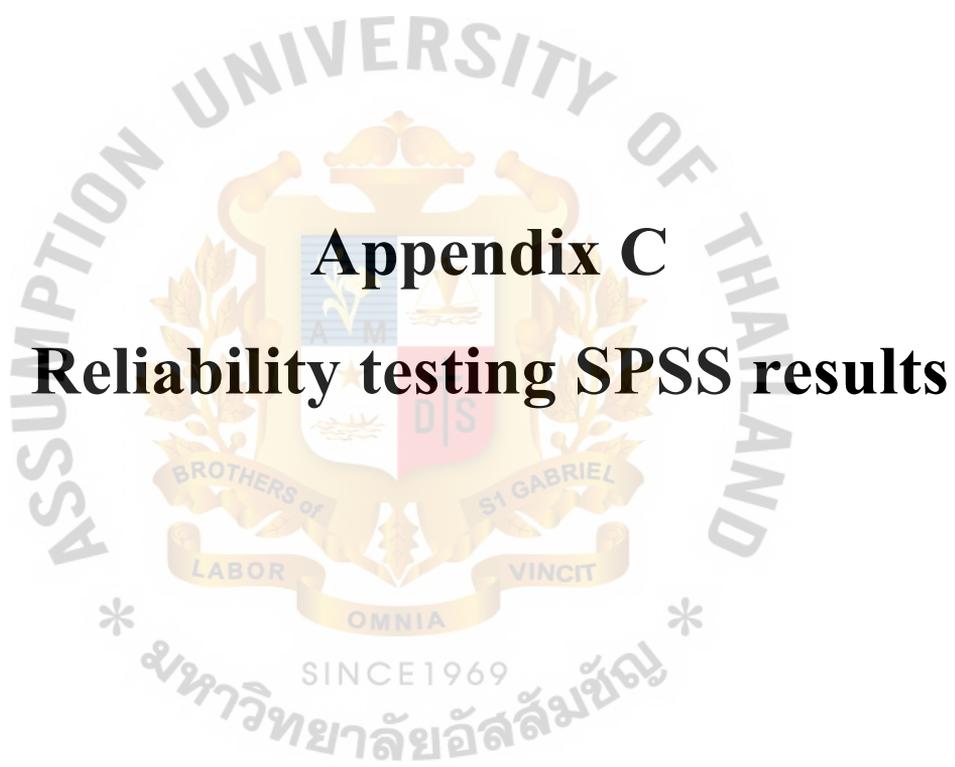
၁၀၀,၀၀၀ မှ ၄၀၀,၀၀၀ ကျပ် -----

၄၀၀,၀၀၀ မှ ၈၀၀,၀၀၀ ကျပ် -----

၈၀၀,၀၀၀ မှ ကျပ် အထက်-----

ဖြေဆိုကူညီပေးမှုအတွက် အထူးပင်ကျေးဇူးတင်ပါသည်။





Appendix C

Reliability testing SPSS results

SPSS OUTPUT

RELIABILITY OF VARIABLES

1 Advertising

Reliability Statistics

Cronbach's Alpha	N of Items
.918	3

2 Distribution intensity

Reliability Statistics

Cronbach's Alpha	N of Items
.930	3

3 Perceived quality

Reliability Statistics

Cronbach's Alpha	N of Items
.830	4

4 Brand awareness

Reliability Statistics

Cronbach's Alpha	N of Items
.865	3

5 Brand association

Reliability Statistics

Cronbach's Alpha	N of Items
.825	4

6 Brand loyalty

Reliability Statistics

Cronbach's Alpha	N of Items
.871	6

7 Brand equity

Reliability Statistics

Cronbach's Alpha	N of Items
.678	3

