

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.