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**THE EFFECT OF BRAND EQUITY ON CUSTOMER BUYING
BEHAVIOUR AT YUM YUM MYANMAR INSTANT NOODLES**

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THE EFFECT OF BRAND EQUITY ON CUSTOMER BUYING BEHAVIOUR AT YUM YUM MYANMAR INSTANT NOODLES

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ABSTRACT

The study aims to analyze the effect of brand equity components such as brand awareness, perceived quality, brand associations and brand loyalty on consumer buying behavior. The target population consists of consumers in Yangon who are familiar with or have purchased Yum Yum instant noodles. The study used a systematic sampling technique to select a total of 385 respondents. A quantitative research method is applied. The results find that brand loyalty, perceived quality and brand awareness significantly influence consumer buying behavior, while brand associations do not have a significant effect. Brand loyalty emerged as the most influential factor. These findings demonstrate that loyalty-building, consistent product quality and enhanced brand visibility practices could improve consumer buying behavior. Therefore, Yum Yum Myanmar should implement strategies focusing on customer loyalty programs, maintaining high-quality standards, and increasing brand awareness through targeted marketing and emotional branding. Based on these results, it is recommended that Yum Yum Myanmar prioritize loyalty-building strategies, maintain consistent product quality, enhance brand visibility, and invest in emotional branding to strengthen customer connection and market position.

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CHAPTER I

INTRODUCTION

The global instant noodle market has experienced significant growth, driven by evolving consumer preferences and innovative product offerings. Once considered a convenient meal primarily for students and busy individuals, instant noodles have evolved into versatile and even gourmet experiences, influenced in part by trends on social media platforms such as TikTok. Influencers and celebrities have popularized “ramen hacks,” leading to a surge in sales and a 35% increase in online searches for instant noodle recipes (O.H. Adejunwon & K.O. Falade, 2019). Furthermore, there is rising consumer demand for healthier alternatives, encouraging manufacturers to introduce options made with whole grains, low-sodium formulations, and added nutrients. These global trends highlight the dynamic nature of the instant noodle market and the importance of continuously adapting to consumer needs and values.

In Myanmar, instant noodles are a staple across urban and rural households, favored for their affordability, speed of preparation and familiar taste. Myanmar's instant noodle market is poised for significant growth, projected to expand by USD 73.2 million by 2029, achieving a compound annual growth rate (CAGR) of 4.8% during the forecast period. This expansion is driven by the increasing urban population and the rising demand for affordable, convenient food options. As local and international brands compete for market share, the ability to stand out relies increasingly on strong brand equity (Nge, 2019). The growing influence of neighboring countries' food cultures and the influx of international noodle brands have also played a key role in boosting market demand. The market is segmented into various product types, including cup and pouch noodles and is distributed through multiple channels such as supermarkets, convenience stores and e-commerce platforms. The increasing popularity of instant noodles as a substitute for traditional meals among younger consumers underscores the market's potential.

Established in 1997, Yum Yum Myanmar, under Yathar Cho Industry Ltd, has become a leading instant noodle brand in the country. With a focus on quality and innovation, Yum Yum offers a diverse range of flavors catering to local tastes, such as Spicy Chicken, Mala Xiang Guo and Tom Yum Salad. The company's commitment to excellence is evident in its adherence to international quality standards including ISO

9001:2015 and HACCP certifications. Yum Yum's widespread distribution and strong market presence reflect its dedication to meeting consumer preferences and maintaining brand integrity. However, in a market where competitors such as MAMA, MAMEE and newer entrants like Thai and Japanese noodle brands are expanding their reach, Yum Yum's future success will depend not just on product availability but on the strength of consumer perceptions and emotional connections with the brand.

Consumer opinions and experiences create brand equity, an intangible worth. Traditional factors include brand awareness, perceived quality, brand connotations, and brand loyalty. These factors affect consumer product evaluation and selection, especially in overcrowded marketplaces (Bakhshizadeh, 2023). Yum Yum Myanmar must understand how brand equity components affect consumer purchase behavior to sustain growth, customer retention, and competitiveness.

Brand awareness is customers' ability to recognise or recall a brand while buying (Aaker D. A., 1991). In saturated marketplaces with several companies selling comparable items, it strongly influences consumer preference. High brand awareness enhances the possibility that a brand will be considered by the consumer, increasing purchase potential.

Customers subjectively rate a product's quality. Consumer perception and prior experiences impact trust and readiness to pay more for perceived quality than real product quality (Zeithaml, 1988).

Consumer brand associations are mental connections and qualities associated with a brand (Keller, 1993). These connections may include product characteristics, emotional advantages, user imagery, or brand personality. Strong, positive, and distinctive connections boost brand positioning and consumer choice.

Consumers show brand loyalty via repeated purchases and advocacy. Loyal consumers are less price-sensitive and resilient to competition marketing. Long-term profitability and market share depend on brand loyalty (Oliver, 1999).

Consumer buying behaviour includes how people choose, buy, use, and discard goods and services (Kotler, P., & Keller, K. L., 2016). It includes many psychological, social, cultural, and personal elements that affect consumer buying decisions. Product price, quality, emotional, lifestyle, and brand factors all influence these behaviors. Understanding customer buying behavior helps firms create more successful marketing, product, and communication strategies that resonate with target audiences. Businesses may uncover purchase decision drivers by studying customer

thoughts, feelings, and actions about products and services. This understanding helps marketers match branding, pricing, promotional messaging, and product developments to consumer expectations, improving customer happiness, sales performance, and brand loyalty (Aaker D. A., 1991).

High brand equity builds client trust, supports premium pricing, and sustains a competitive edge. It fosters customer familiarity, emotional connection, and brand preference, making it an intangible yet powerful asset that helps businesses succeed. High-equity brands are more likely to be trusted, high-quality, and worth recommending, even when identical alternatives exist. This perceived worth lets enterprises charge more and avoid competitive risk (Oliver, 1999).

According to Reichheld, F. F., & Sasser, W. E. (1990), loyal customers boost business performance by reducing marketing costs, increasing profitability through repeat purchases, and acting as informal brand ambassadors through word-of-mouth advocacy. Their continued involvement with the company decreases client acquisition costs and develops long-term value. Even a 5% improvement in customer retention may boost profits by 25% to 95%, depending on the industry. For consumer-focused companies like Yum Yum Myanmar, brand loyalty is crucial to their economic success.

Analyzing Yum Yum's brand equity and consumer buying behavior offers valuable insights into effective marketing strategies within Myanmar's highly competitive instant noodle sector. As consumer preferences continue to evolve and new local and international brands enter the market, understanding these elements becomes critical for maintaining and growing market share. Insights gained from such analysis can inform strategic decisions related to product development, promotional campaigns, pricing strategies and customer engagement initiatives. Yum Yum's market position presents a compelling case study of how aligning brand offerings with consumer expectations through consistent quality, cultural relevance and emotional connection can lead to sustained market leadership and long-term brand loyalty in a fast-moving consumer goods category.

1.1 Rationale of the Study

In Myanmar's highly competitive and evolving fast-moving consumer goods (FMCG) market particularly in the instant noodle segment, brands face mounting challenges to attract and retain consumers. Yum Yum Myanmar as a leading local

instant noodle brand, operates in an environment shaped by rapid urbanization, changing consumer lifestyles, increasing health consciousness and the growing presence of local and international competitors using aggressive promotional and digital marketing tactics. These market dynamics have made it essential for Yum Yum to continuously reinforce its brand value to maintain consumer loyalty and defend its market share.

In this climate, Yum Yum must understand how brand equity affects consumer buying behavior to maintain market leadership and customer loyalty. Brand equity strongly influences customer buying behavior. Brand equity includes brand awareness, associations, perceived quality, and loyalty (Aaker D. A., 1991). These characteristics affect customer perceptions and behavior, affecting initial purchase decisions and recurring purchases. This study examines these variables in Yum Yum Myanmar to determine customer preferences and purchasing decisions. good brand equity boosts consumer trust and preference, supporting good purchase behavior and loyalty for Yum Yum.

The dimensions of brand equity are essential for firms aiming to differentiate themselves in saturated markets. Each dimension offers a unique way to create value for the customer and contributes to the overall brand strength (Aaker D. A., 1996). Investigating these dimensions within the Yum Yum brand context helps to identify areas for strategic improvement and brand positioning.

This study seeks to explore the interrelationship between brand equity, consumer buying behavior and customer loyalty within the fast-moving consumer goods (FMCG) sector in Myanmar. The findings of this research particularly valuable for marketing managements, brand strategists and business leaders at Yum Yum Myanmar and other FMCG firms operating in similar emerging markets. By identifying the key brand equity dimensions that drive consumer buying behavior, the study will offer strategic insights to refine branding efforts, improve customer engagement, and foster deeper brand loyalty. Additionally, the research contributes to the broader academic and practical understanding of how global brand equity concepts apply in developing countries like Myanmar, where cultural values, economic conditions, and consumer mindsets differ from those in mature markets. This contextual relevance ensures the study's findings are not only academically significant but also practically applicable for decision-makers seeking to optimize brand positioning in Myanmar's FMCG sector.

1.2 Objectives of the Study

The following are the research objectives of the study:

1. To identify brand equity components on consumer buying behavior of Yum Yum instant noodles.
2. To investigate the effects of brand equity components on customer buying behavior of Yum Yum Myanmar.

1.3 Scope and Method of the Study

This study examines how brand equity components including brand awareness, perceived quality, brand associations, and brand loyalty affect Yum Yum Myanmar instant noodles sales. The goal is to determine which brand equity determinants to drive consumer buying behavior and how each component affects consumer decision-making. The four brand equity characteristics and consumer buying behavior are the independent and dependent variables in this study. This study uses quantitative methods. A systematic questionnaire measures consumer brand equity and purchase behavior using a 5-point Likert scale. The questionnaire examines how brand equity's four aspects affect customer buying habits. Using the Cochran, 1977 method for an unknown population with a 95% confidence interval, 385 respondents were needed. Due to restrictions in acquiring a complete sampling frame, Yangon customers receive the questionnaire via systematic sampling. This strategy ensures respondents have meaningful brand experience while collecting data efficiently. To support the literature study and theoretical framework, academic journals, books, and trustworthy internet sources provide secondary data. With SPSS, descriptive statistics, correlation analysis, and regression analysis are performed on the data obtained. These investigations examine how brand equity and customer loyalty affect consumer buying behavior.

1.4 Organization of the Study

This research has five chapters. The reasoning, aims, scope, methodology, and paper structure are presented in Chapter I. Chapter II reviews pertinent literature, empirical data, and the conceptual framework to lay the groundwork for the investigation. In Chapter III, consumer loyalty, brand equity, and purchase behavior for Yum Yum Myanmar Instant Noodles in Yangon are examined. Chapter (IV) offers data analysis and investigates brand equity components and customer buying behavior. Chapter V concludes with significant results, comments, managerial advice, and further research.

CHAPTER II

THEORETICAL BACKGROUND OF THE STUDY

This chapter explains the theory behind brand equity and customer buying behavior. It discusses brand equity's major components—brand awareness, perceived quality, brand associations, and brand loyalty—as defined by famous researchers and frameworks. This chapter also examines consumer decision-making theories from psychological, sociological, and behavioral perspectives. Previous empirical studies are reviewed to identify research gaps and to create the study's conceptual framework. These theoretical insights are used to analyze how brand equity affects customer behavior in the Myanmar instant noodle industry, using Yum Yum as the case brand.

2.1 Concepts of Brand Equity

Brand equity is the value a brand adds to a product or service beyond its functionality. This extra value may greatly impact customer choices, brand loyalty, and market performance. Brand equity is a collection of brand assets and liabilities associated to a brand's name and symbol that adds or subtracts from a product or service's value to a business and/or its consumers (Aaker D. A., 1991).

Brand assets are often divided into four categories: brand awareness, perceived quality, brand associations, and brand loyalty. Brand equity affects customer choice and a company's financial performance. Strong brand ownership allows firms to charge premium prices, expand distribution channels, and improve marketing (Yoo, B., & Donthu, N., 2001). In the Myanmar market, where both local and imported brands fiercely compete for shelf space and consumer attention, brand equity serves as a vital strategic asset. Moreover, strong brand equity provides a buffer against competitive pressures and market volatility, enabling firms to retain customers even when facing pricing competition from new entrants or imported brands.

Building brand equity is a long-term strategic process that requires consistent and coherent brand communication, sustained product quality, active customer engagement and alignment with cultural values (Keller, 2003). It extends beyond traditional marketing efforts to encompass the integration of the brand's core values with those of its target consumers. As emerging markets like Myanmar become increasingly brand-conscious, consumer expectations are evolving accordingly.

Instant noodle brands are no longer judged solely on taste and convenience but are also expected to resonate with consumers' lifestyles and emotional needs. Consequently, a deep understanding and effective management of brand equity are essential for companies aiming to cultivate strong customer relationships, foster loyalty, and achieve sustainable business growth.

2.2 Components of Brand Equity

Consumer perception and interaction with a brand depend on brand equity components. This section discusses brand awareness, brand associations, perceived quality, and brand loyalty, which affect consumer behavior and brand strength in competitive marketplaces.

2.2.1 Brand awareness

Brand awareness is the extent to which customers know and remember a brand while buying (Kumaresan, 2024). It builds brand equity by establishing the brand in consumers' minds. Consumers are more likely to evaluate a brand during the assessment process, which enhances the likelihood of purchase, especially in marketplaces with several competitors (Kumaresan, 2024). Brand recognition and recall comprise brand awareness. Logos, packaging, and slogans help customers recognize brands. However, brand recall entails individuals recalling a brand name without prompting while thinking about a product category. Both add to the brand's salience, keeping it a top option for consumers (Farhana, 2012).

Increasing brand awareness is a continuous effort that involves consistent communication, advertising, product visibility, and experiential marketing. It also helps in reducing the perceived risk associated with purchasing unfamiliar products, as consumers tend to trust brands they recognize. Furthermore, high brand awareness fosters a sense of reliability and familiarity, which can lead to higher customer engagement and loyalty over time (Kumaresan, 2024).

In highly competitive sectors like Myanmar's instant noodle market, where product attributes such as taste and price may be similar across brands, brand awareness becomes even more crucial. A well-recognized brand is more likely to be preferred and purchased as consumers often rely on familiar brands when making quick or routine purchases. For a brand like Yum Yum, maintaining and expanding

brand awareness through strategic marketing and consistent quality assurance is vital to sustaining its market position and attracting new customers.

2.2.2 Perceived quality

A consumer's subjective assessment of a product's outstanding quality is called perceived quality (Susilowati, 2020). Past experiences, brand reputation, promotion, packaging, and word-of-mouth affect customer perception, not objective qualities. Brand equity depends on consumer trust, contentment, and purchasing decisions, which are influenced by perceived quality (Martínez, 2015).

In highly competitive product categories such as instant noodles, where many brands offer similar functional features, perceived quality becomes a key differentiator. Consumers often rely on perceived quality when they have limited time or information to compare alternatives. A brand that is consistently perceived as high quality is more likely to command customer preference, justify premium pricing, and generate repeat purchases (Rane et al., 2023). Perceived quality is influenced by several factors, including the product's taste, texture, packaging, nutritional value and even visual appeal on store shelves. In addition, elements such as hygiene, shelf life, manufacturing standards and safety certifications contribute to building a perception of reliability and trustworthiness.

In the context of Myanmar's instant noodle market, perceived quality is particularly important due to growing consumer awareness of health and food safety. Brands like Yum Yum that are associated with consistent flavor, clean manufacturing practices, and international food safety standards (such as ISO and HACCP) are more likely to enjoy favorable perceptions. High-quality products give buyers confidence and brand loyalty (Naeem, 2020).

2.2.3 Brand awareness

Consumers' ideas, feelings, perceptions, pictures, and experiences with a brand are called brand associations. These linkages affect brand image and consumer expectations (Saeedi, 2025). They may come from product experience, marketing, packaging, endorsements, sponsorships, or word-of-mouth. Functional, emotional, or symbolic brand connotations influence how customers assess and differentiate brands (Río et al., 2001).

Strong and positive brand associations help consumers build a mental network around a brand, which influences their perception of its credibility, value, and relevance. These associations make the brand more memorable, meaningful, and appealing, increasing the likelihood of purchase and brand loyalty (Susilowati, 2020). For example, if a consumer associates a noodle brand with consistent quality, family-friendly values or cultural familiarity, they are more likely to choose it over others especially when faced with multiple options on a store shelf.

Brand associations also serve as a tool for positioning, enabling brands to occupy a distinct place in the minds of consumers. These positions can be built around attributes such as taste, healthiness, affordability, convenience or lifestyle alignment (Herrmann, 2000). In a market like Myanmar, cultural relevance plays a vital role, brands that are able to connect with local traditions, language or daily routines tend to build stronger associations and enjoy higher emotional engagement from consumers.

2.2.4 Brand loyalty

Brand loyalty is the degree of customer connection and commitment to a brand that leads to recurring purchases even when competing alternatives are available (Keller, 1993). It reflects a deep psychological connection that goes beyond satisfaction and transactional behavior, often built through consistent experiences, trust, emotional resonance and perceived value (Rose, 2009).

Loyal customers tend to develop a preference for the brand and are more resistant to competitors' marketing efforts, price changes or minor product issues. This behavior not only stabilizes a brand's market position but also reduces marketing costs associated with acquiring new customers. Loyal customers often act as brand advocates, influencing others through positive word-of-mouth and reinforcing the brand's reputation in the market (Yoon, K., & Tran, T. V., 2011)

Brand loyalty is particularly crucial in highly competitive and low-involvement product categories such as instant noodles, where differentiation is often minimal. In such markets, emotional loyalty which driven by nostalgia, family traditions or habitual buying can be more influential than rational evaluations. Brands that successfully nurture loyalty can enjoy a more predictable revenue stream and long-term brand equity growth.

(Rane et al., 2023) stated that building brand loyalty involves maintaining consistent quality, delivering value, responding to customer needs and creating memorable brand experiences. In today's environment, where consumers are more informed and have more choices, loyalty is earned through both product performance and meaningful engagement. Ultimately, brand loyalty serves as a foundation for sustainable competitive advantage, it strengthens customer retention, enhances brand resilience and contributes significantly to a brand's overall equity and customer lifetime value.

2.3 Consumer Buying Behavior

Consumer buying behavior includes how people choose, buy, use, and discard goods and services. It includes motivation, perception, attitudes, and preferences as well as culture, social class, family, marketing stimuli, and situational elements (Oke et al., 2016). Understanding consumer buying behavior is crucial for firms seeking successful marketing and long-term customer connections. It helps companies anticipate customer demands, match product offers, and convey value to distinct consumer categories (Rusdian & Sugiati, 2024). In the context of fast-moving consumer goods (FMCGs) like instant noodles, buying behavior is often influenced by factors such as price sensitivity, convenience, taste preference, brand familiarity, promotions and peer influence. Consumers may not invest significant time in evaluating options due to the habitual nature of such purchases which makes brand visibility and emotional connection crucial at the point of sale (Saeedi, 2025).

Four forms of consumer behavior are: Habitual Buying: Common for low-cost, commonly purchased products with easy selections. Reduced Decision-making: Involves a moderate level of involvement typically when consumers are comparing between a few known options. Extensive Decision-Making: Applies to high-involvement purchases often involving significant financial or emotional investment. Impulse Buying: Occurs when purchases are made spontaneously often driven by in-store promotions or appealing packaging (Saeedi, 2025).

For brands operating in dynamic and diverse markets like Myanmar, consumer buying behavior is further shaped by local values, income levels, availability of choices, and regional brand perceptions. By studying these behaviors, marketers can fine-tune product positioning, pricing strategies, and promotional tactics to better influence the consumer journey from awareness to loyalty.

2.3 Related Theories

Several core ideas describe how brand equity affects customer purchase behavior, notably in FMCG. These theories provide a framework for studying brand awareness, perceived quality, brand associations, brand loyalty, and consumer purchase choices. Aaker's Brand Equity Model (1991) is a popular branding theory. Brand equity is a combination of assets and liabilities associated with a brand's name and symbol that affect a product or service's value. Four of this model's five dimensions—brand awareness, brand associations, perceived quality, brand loyalty, and proprietary brand assets—are studied in this study. The model provides a framework to evaluate how brand perceptions affect consumer pleasure, loyalty, and purchasing behavior. Strong brand equity helps improve customer retention and competitiveness in FMCG, where items are regularly purchased and competition is fierce. This research examines how Yum Yum Myanmar may create instant noodle brand equity using Aaker's strategy. Keller's consumer-centric Customer-Based Brand Equity (CBBE) Model (1993) is another important theoretical underpinning.

Keller claims that brand equity is created when customers are aware of and like a brand and have strong, positive, and distinctive brand connotations. Four levels—brand identity, meaning, reaction, and resonance—make up the pyramid paradigm. Final level, brand resonance, shows a profound psychological connection with the brand through recurrent purchases and advocacy. This study examines how brand perceptions affect consumer loyalty and behavior, therefore this model fits. The Yum Yum model shows how brand experiences affect customer responses in Myanmar's urban FMCG market. In addition to brand-specific models, this study uses Fishbein and Ajzen's Theory of Reasoned Action (TRA). TRA states that a person's behavioral intention is impacted by their attitude toward the activity and subjective standards that perceive social influences from important individuals. Consumers are more inclined to buy a brand if they feel it will provide them with delight, satisfaction, or social approval and if powerful individuals endorse it.

TRA illuminates the social and psychological factors that drive consumer decision-making and emphasizes the power of brand messaging and social approval. This hypothesis is useful for explaining brand loyalty and preference in Myanmar, a collectivist country where community and family opinions typically influence choices. This research is based on Aaker's Brand Equity Model, Keller's CBBE Model, and the Theory of Reasoned Action. They use a multi-dimensional lens to

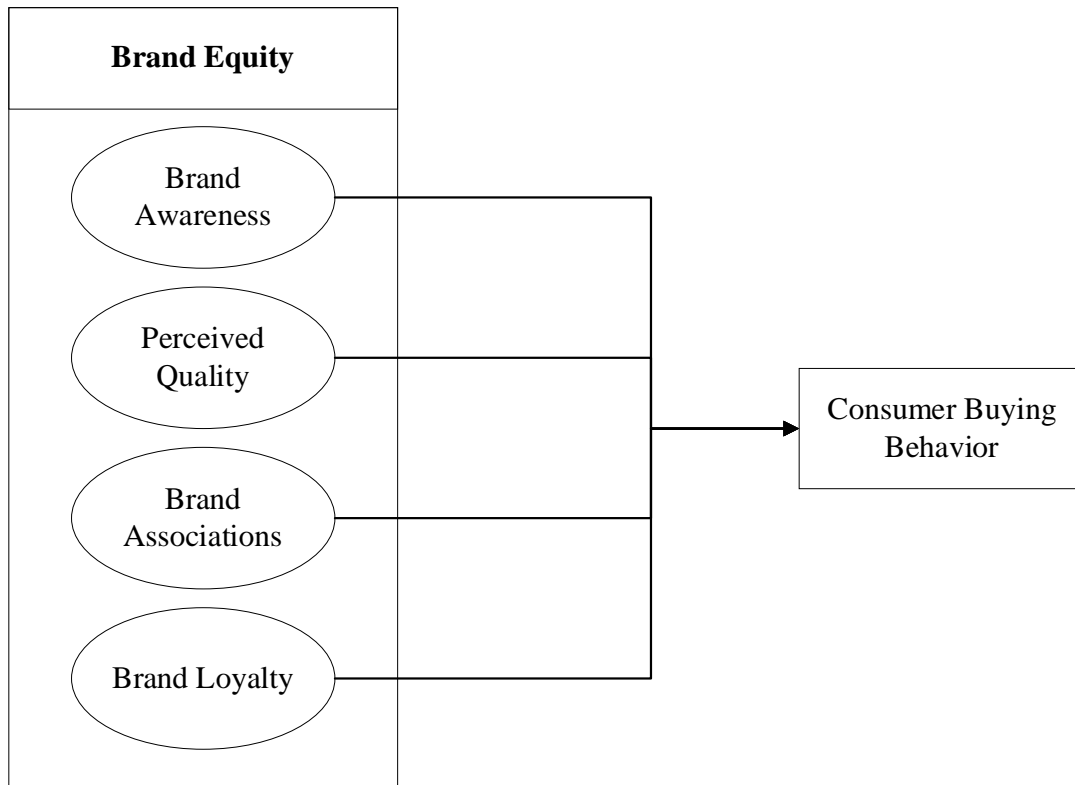
examine how cognitive, emotional, and social views of brand equity affect consumer buying behavior and give practical advice for improving branding strategies in Myanmar's competitive FMCG market.

2.4 Previous Studies

Across sectors, brand equity, customer perception, and behavioral consequences including satisfaction, loyalty, and purchase intention have been extensively studied. Many studies show that strong brand equity, especially when established through brand equity, perceived quality, and brand loyalty, affects customer buying behavior and long-term brand commitment.

Siriwan (2017) at Chulalongkorn University explored how brand equity affects customer purchase decisions in Thailand's soft drink sector, focusing on Coca-Cola. Brand awareness, associations, perceived quality, and brand loyalty were examined to see how these affect customer behavior. The quantitative study questioned 400 urban Thai customers. Multiple regression research showed brand equity components' strong and significant correlations with purchase behavior. In competitive marketplaces, great brand equity favorably impacts customer decision-making and loyalty, emphasizing the necessity of a well-positioned and trusted brand.

Figure (2.1): The Impact of Brand Equity on Consumer Buying Behavior: A Case Study of Coca-Cola in Thailand, Chulalongkorn University, Thailand.



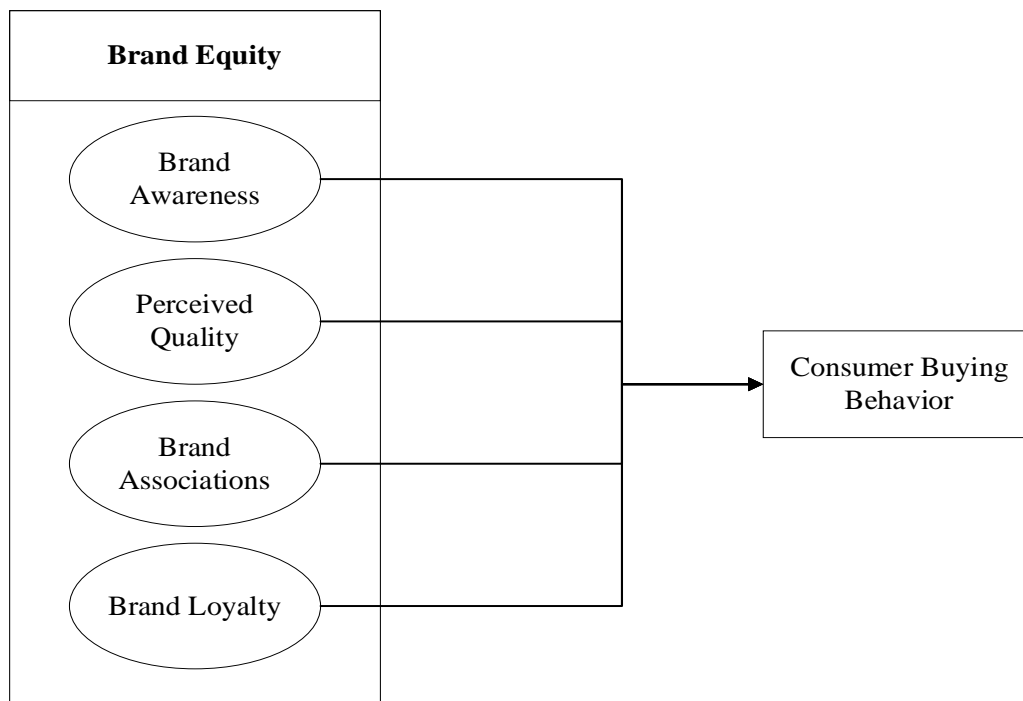
Source: Siriwan, 2017

Brand awareness, loyalty, perceived quality, and brand connections affect Thai beverage consumers' purchase behavior, according to the study. The quantitative study and structured questionnaires for Coca-Cola customers indicated that brand loyalty and perceived quality had the most beneficial influence on purchasing decisions. These findings support Aaker's Brand Equity Model and provide insights for various Southeast Asian FMCG industries, particularly growing markets like Myanmar. The study reinforces the importance of building strong emotional connections and delivering consistent product quality to influence consumer behavior effectively.

Figure (2.2) (Sharma, 2020) examines how brand equity affects FMCG consumer purchase behavior in India. The study examined how brand equity components affect customers' purchases in organized retail contexts. The study

employed convenience sampling on 350 Tamil Nadu, India, organized retail store customers.

Figure (2.2): A Study on the Effect of Brand Equity on Consumer Buying Behavior in the Fast-Moving Consumer Goods Sector in India



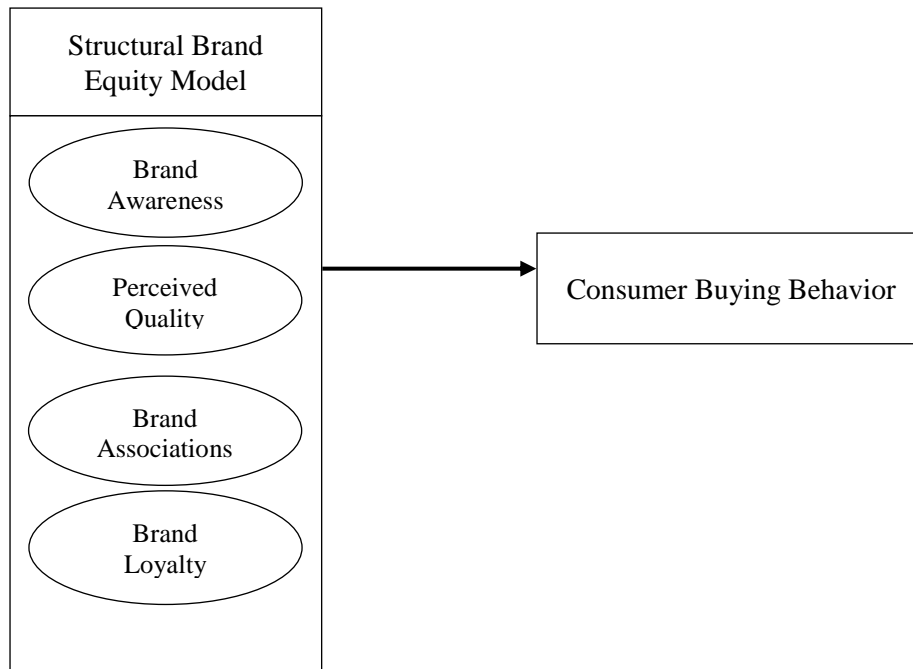
Source: Sharma, 2020

In this study, brand equity aspects affect FMCG consumer purchase decisions in India. The research examined brand awareness, perceived quality, brand associations, and brand loyalty. Data was collected through surveys targeting urban consumers across multiple product categories like packaged food, personal care, and household goods. The findings revealed that emotional brand connection, particularly brand trust and loyalty played a more influential role than functional attributes such as price or availability in driving buying behavior. Sharma concluded that in an increasingly brand-conscious and competitive market, strong brand equity leads to higher customer preference, repeat purchases, and resistance to switching, even in low-involvement FMCG categories. The research underscores the strategic importance for companies to invest in long-term brand-building initiatives to influence consumer behavior and strengthen market position.

Thirdly, (Chima, 2020) examined how brand mediates coffee customer purchase behavior in Ireland. The study examined Irish coffee customers' buying

behavior to address the lack of empirical data on whether brand equity increases brand identification and loyalty, leading to repeat purchases.

Figure (2.3): Factors Influencing Consumer Buying Behavior of Coffee Consumers in Ireland



Source: Chima, 2020

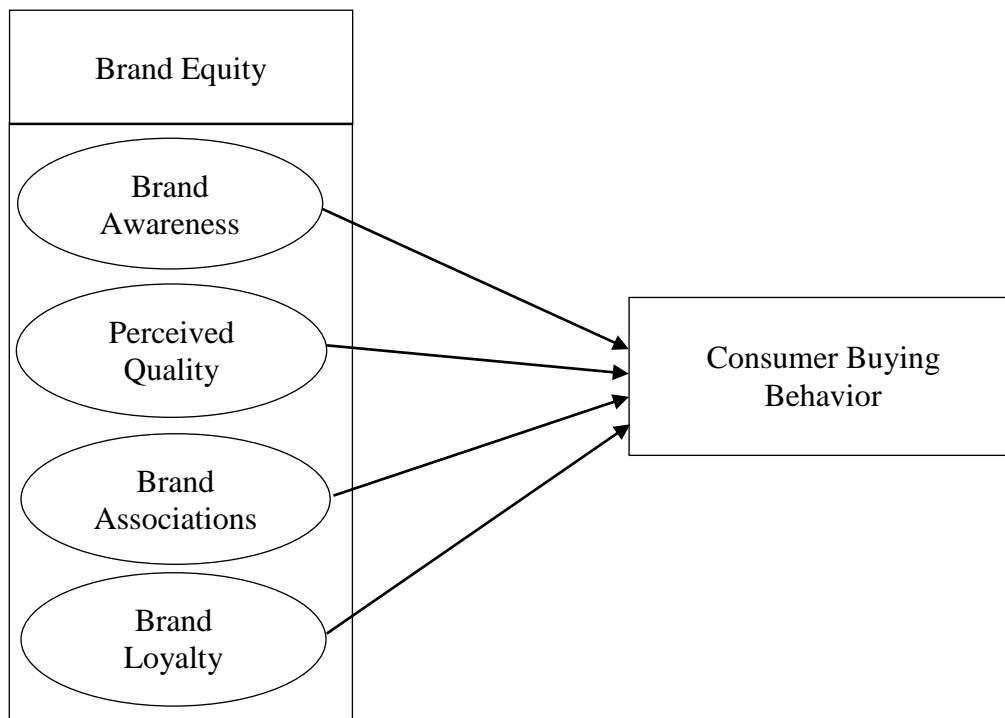
A self-administered computerized questionnaire was given to 108 Irish coffee buyers to evaluate how brand equity aspects affect purchase behavior. Consumer purchase decisions were driven by perceived quality, brand recognition, loyalty, and connections, according to the research. While all four characteristics of brand equity correlated with buying behavior, only brand awareness had a statistically meaningful influence on purchase choices. The study found that brand awareness, product diversity, quality, and value were crucial to retail coffee customer loyalty and buy intentions. This research helps explain how brand equity affects low-involvement product customer decision-making.

Previous studies show that brand equity affects client purchase behavior, laying the groundwork for this investigation. Research has mostly focused on other locations, therefore little is known about how these changes affect Myanmar's FMCG business.

2.5 Conceptual Framework of the study

This study examines brand equity and customer purchase behavior for YUM YUM instant noodles in Myanmar. It uses Aaker's Brand Equity Model (1991), which identifies brand awareness, associations, perceived quality, and loyalty. It also uses Keller Customer-Based Brand Equity (1993), which stresses consumer perceptions and experiences shaping brand strength. Additionally, the Theory of Reasoned Action (Fishbein, M., & Ajzen, I., 1975) is used to analyze how consumer attitudes and societal variables affect purchasing intentions. These frameworks help analyze how brand equity aspects affect customers' decision-making and repeat purchase behavior in competitive FMCG environments like Myanmar.

Figure (2.3): Conceptual Framework of the Study



Source: Own Complication, 2025

Aaker defines brand equity as brand awareness, perceived quality, and brand associations, which influence customer choices and brand strength. Keller builds on this by examining customers' psychological and emotional reactions to a brand, including sentiments, judgments, and brand image. Consumer buying behavior is supported by the Theory of Reasoned Action because brand perceptions and social effects like cultural norms and peer pressure determine behavioral intention. Brand equity determines customer choice and purchase, according to this concept.

Quantitative study employing standardized surveys for Yangon consumers will test this association.

This study's variables are defined to reflect Yum Yum Myanmar's brand equity and client buying behavior.

A consumer's experiences and perceptions determine a brand's brand equity. It shows how much a brand's name boosts product attractiveness and affects sales. Awareness, perceived quality, brand connotations, and loyalty.

Awareness is customers' capacity to identify and recall a brand under varied settings. Consumers' subjective judgments of product quality are called perceived quality. It's not only technological features but how well the company satisfies consumer expectations.

Consumers' ideas, feelings, and pictures of a brand are called brand associations.

Consumer brand loyalty is their commitment to repurchasing or preferring a brand. Repeat purchases, brand loyalty, and favorable word-of-mouth demonstrate it.

Finally, consumer buying behavior includes how and why people choose, buy, utilize, and discard products. It covers pre-purchase assessments, purchasing intentions, and buying behavior.

CHAPTER III

PROFILE OF BRAND EQUITY DIMENSIONS OF YUM YUM MYANMAR NOODLES

This chapter presents a detailed profile and analysis of the brand equity dimensions associated with Yum Yum Myanmar Noodles. Drawing upon the conceptual foundations discussed in earlier chapters, this section focuses on three core components of brand equity such as brand awareness, perceived quality and brand associations as applied to the Yum Yum brand within the Myanmar market. Each dimension plays a crucial role in shaping consumer perceptions which influencing customer buying behavior and strengthening the brand's competitive position in the fast-moving consumer goods (FMCG) industry. The objective of this chapter is to assess how these dimensions are perceived by consumers and to understand the strengths and gaps in Yum Yum's current brand positioning. The analysis is based on empirical data collected through structured questionnaires, targeting a sample of consumers from Yangon and aims to provide insights that can inform future brand development strategies.

3.1 Overview of Yum Yum Myanmar

Yum Yum Myanmar is the famous leading instant noodle brand produced by Yathar Cho Industry Ltd., a pioneering Myanmar-owned company established on April 2, 1997. Founded to reduce reliance on imported noodles, Yum Yum quickly rose to become the market leader in Myanmar's instant noodle category and one of the most recognized brands in the country's fast-moving consumer goods (FMCG) sector.

Yum Yum's market dominance is supported by a robust distribution network that spans modern retail outlets such as supermarkets and convenience stores, as well as traditional channels like local grocery shops, wholesalers and street vendors. This extensive reach ensures that Yum Yum products are accessible to a broad consumer base from urban centers like Yangon and Mandalay to remote rural areas solidifying its position as a household staple.

The brand portfolio is strategically segmented into three main sub-brands and each targeting different consumer needs and preferences:

Yum Yum Original Series is the core product line featuring classic and well-loved flavors such as Original Chicken, Duck Flavour Mi Goreng, Sour Soup Shrimp and Tom Yum Kong Shrimp. The Original Series appeals to traditional instant noodle consumers who prioritize familiar, comforting tastes at an affordable price.

Yum Yum Xcite was positioned as a vibrant, youth-oriented line, Yum Yum Xcite offers bolder, spicier flavors with a focus on excitement and adventure in taste. It targets younger consumers, including students and young professionals who seek more intense and diverse flavor experiences.

Yum Yum Ultra is premium sub-brand caters to consumers looking for a more refined instant noodle option with spicy, gourmet flavors and improved ingredient quality. Yum Yum Ultra aims at middle to upper-income consumers who desire convenience without compromising on taste and health-conscious choices.

Yum Yum's product innovation and diversified offerings have allowed it to remain highly relevant in Myanmar's evolving food landscape. The brand continuously adapts to changing consumer preferences by introducing new flavors and packaging formats such as cup noodles and value-added variants, enhancing convenience and broadening appeal. The company maintains high production standards with modern facilities adhering to international food safety and hygiene practices, which reinforce the brand's perceived quality and reliability. Combined with consistent marketing efforts that resonate with Myanmar's cultural values and everyday life, Yum Yum builds strong brand associations centered on trust, taste, and family-friendly appeal.

With a consumer base ranging from children and students to working professionals and homemakers, Yum Yum has cultivated deep emotional connections across demographics. This comprehensive approach to brand management underpins its leadership and provides a rich context for analyzing how brand equity dimensions influence consumer buying behavior in Myanmar's instant noodle market.

Yum Yum Myanmar places a strong emphasis on quality assurance to ensure the safety, consistency, and excellence of its instant noodle products. The company's production facilities operate under strict adherence to HACCP standards, a globally recognized systematic preventive approach to food safety. HACCP certification ensures that all stages of production from raw material sourcing and processing to packaging and distribution are carefully monitored and controlled to identify, evaluate, and mitigate potential food safety hazards.

In addition to HACCP, Yum Yum's manufacturing processes comply with other internationally accepted certifications and standards such as Good Manufacturing Practices (GMP) and ISO 22000 for food safety management. These certifications demonstrate the company's commitment to maintaining high hygiene standards, quality control, and regulatory compliance. Through rigorous quality assurance protocols and continuous staff training, Yum Yum ensures that consumers receive products that meet both safety and quality expectations consistently.

By integrating these certifications into its operations, Yum Yum not only protects consumer health but also strengthens its brand reputation and trustworthiness in a competitive market. This dedication to quality assurance is a vital component of Yum Yum's overall brand equity and consumer confidence in Myanmar's instant noodle industry.

3.2 Brand Equity Components Provided by Yum Yum Myanmar

This section discusses the key brand equity factors explored in this study, brand awareness, perceived quality, brand associations, and brand loyalty and outlines the specific strategies and activities that Yum Yum Myanmar employs to influence each variable.

3.2.1 Brand Awareness

Brand awareness is defined as the extent to which consumers recognize or recall a brand. Yum Yum Myanmar actively builds brand awareness through a variety of traditional and digital marketing efforts. The company runs nationwide advertising campaigns on television and radio and maintains a strong online presence via platforms like Facebook, YouTube and TikTok. In addition, the brand enhances its visibility through event sponsorships, school partnerships and branded stalls in high-traffic retail and wet market locations. Packaging design also plays a vital role in increasing shelf recognition. These efforts are aimed at increasing familiarity, recall and top-of-mind awareness among consumers.

3.2.2 Perceived Quality

Perceived quality refers to a consumer's judgment of a product's overall excellence or superiority. Yum Yum Myanmar prioritizes consistent taste, safe ingredients, and product satisfaction across its entire range of instant noodles. The

company ensures quality by following strict food safety regulations, using reliable ingredient sourcing, and conducting regular product checks. Innovations such as introducing new flavors and responding to customer feedback also help maintain a high perception of quality. Furthermore, Yum Yum emphasizes transparency in packaging and nutritional labeling.

3.2.3 Brand Associations

Brand associations represent the thoughts, feelings and images that consumers connect with a brand, including emotional values, cultural relevance and brand personality. Yum Yum Myanmar strengthens brand associations by aligning its messaging with family values, childhood memories, and quick meal convenience, positioning itself as a household staple. The brand also works with local influencers and public figures to build cultural relevance and relatability. Emotional appeal is reinforced through storytelling campaigns and social media content that reflect the lifestyles of its core customers such as mothers, students and blue-collar workers.

3.2.4 Brand Loyalty

Brand loyalty reflects a consumer's intention to continue purchasing a brand over time and recommending it to others, even in the face of alternatives. Yum Yum Myanmar focuses on building loyalty by offering consistent product quality, maintaining affordable pricing and ensuring product availability across retail channels. The brand also runs repeat-purchase incentives such as combo deals and seasonal promotions, encouraging long-term usage. By establishing itself as a trusted and familiar choice for families, Yum Yum has cultivated a loyal customer base.

CHAPTER IV

ANALYSIS OF BRAND EQUITY AND CUSTOMER BUYING BEHAVIOUR AT YUM YUM MYANMAR

In this chapter, brand equity and Yum Yum Myanmar instant noodles customer buying behavior are thoroughly examined. This section examines how brand awareness, brand associations, perceived quality, and brand loyalty affect purchase decisions in Yangon and other key markets using empirical data from consumers. Key factors of customer preferences and purchase patterns in Myanmar's competitive instant noodle business are examined. This chapter examines the strength and relevance of brand equity component-consumer behavior connections using quantitative approaches such as descriptive statistics, correlation analysis, and regression analysis. The findings provide light on Yum Yum's branding tactics and give suggestions for improving consumer engagement, market share, and brand growth.

4.1 Research Design

Brand awareness, perceived quality, brand associations, and brand loyalty are the independent variables, whereas consumer buying behavior is the dependent variable. These variables are chosen using Aaker's Brand Equity Model, which is commonly used in FMCG to understand brand-related customer responses. The research is geographically limited to Yangon, Myanmar's most commercially vibrant region. Yangon is selected due to its diverse population and significant market share for Yum Yum products. It represents an urban setting where consumers are regularly exposed to various marketing activities and product options, providing a fertile environment for analyzing brand equity perceptions and purchasing behavior.

To objectively analyze these relationships, this study adopts a quantitative research method. The target population for this research comprises consumers residing in Yangon who are familiar with or have previously purchased Yum Yum instant noodles. These consumers span various age groups, genders, education levels, income brackets, and occupations, ensuring a broad and inclusive representation of the urban consumer base.

The (Cochran, 1977) formula for sample size estimate with an unknown population was used to establish this study's sample size. This formula is widely recognized in

quantitative research, particularly when the total population size is large or unspecified, as is the case with Yum Yum instant noodle consumers in Yangon.

The formula is as follows:

$$n_0 = \frac{Z^2 \cdot p \cdot (1-p)}{e^2}$$

Where:

- n_0 = required sample size
- Z = Z-value corresponding to the desired confidence level (1.96 for 95% confidence)
- p = estimated proportion of the population (0.5 used for maximum variability)
- e = desired margin of error (0.05 or 5%)

Substituting the values:

$$n_0 = \frac{(1.96)^2 \cdot (0.5) \cdot (1-0.5)}{(0.05)^2} = 384.16$$

Therefore, the required sample size is approximately 385 respondents.

This sample size provides a 95% confidence level and $\pm 5\%$ margin of error, enabling statistically valid inferences regarding Yum Yum instant noodles customers in Yangon, despite the unknown total number of consumers. Responses to a structured questionnaire are the major source of primary data. Each brand equity component and consumer buying behavior variable have their own questionnaire parts. Each section has 5-point Likert scale responses from “strongly disagree” to “strongly agree.” This scale is chosen for its capacity to measure customer agreement and permit quantitative analysis. For better comprehension and answer accuracy, the questionnaire is in English and Myanmar. In addition to the original survey, academic journals, books, and trustworthy internet sources provide secondary data for the literature review and theoretical framework. These references contextualize the conceptual model and justify variable inclusion.

4.2 Demographic Characteristics of Respondents

The study's clients' demographics are detailed in this section. Understanding respondent demographics is important because they affect brand equity and consumer buying behavior. Participants were questioned about their gender, age, education, employment, marital status, instant noodle intake, and monthly income.

The sample included both men and women to ensure gender balance in the study. The research explored generational brand perception disparities by including respondents of various ages. In terms of education, participants had varying levels of academic background, ranging from basic education to university degrees which is important for understanding how knowledge and awareness may shape consumer decision-making. The occupational status providing insight into the relationship between employment and brand preference. Marital status was represented, acknowledging the influence of household dynamics on buying behavior. The study also captured data on the frequency of instant noodle consumption, ranging from occasional to frequent eaters which is essential for evaluating brand engagement levels. Lastly, respondents reported a range of monthly income levels, from low to high-income brackets, enabling the research to consider the role of economic status in brand equity and consumer purchasing decision.

Table (4.1) Demographic Information of Respondents (N = 385)

Variable	Category	No. of Respondents	Percentage (%)
Gender	Male	310	80.5
	Female	75	19.5
Age	Under 18 yrs	147	38.2
	18 -25 years	93	24.2
	26- 40 years	86	22.3
	41- 55 years	40	10.4
	Above 55 years	19	4.9
Educational Level	Under High School	252	65.5
	Passed High School	85	22.1
	Diploma	41	10.6
	Bachelor's degree	4	1.0
	Master's degree and higher	3	0.8
Occupation	Student	120	31.2
	Unemployed	92	23.9
	General Employee	124	32.2
	Management	36	9.4
	Business Owner	13	3.4
Marital Status	Single	167	43.4
	Married	183	47.5
	Divorced	23	6.0
	Widowed	12	3.1
Frequency of Noodle Consumption	2-3 times a week	322	83.6
	Once a week	58	15.1
	Twice a month	3	0.8
	Occasionally	2	0.5
Monthly Income	Under 300,000	279	72.5
	300,001 -600,000	72	18.7
	600,001-900,000	28	7.3
	Above 900,000	6	1.6

Source: Survey Data (2025)

Table 4.1 presents the demographic profile of the 385 respondents who participated in the study. The sample was predominantly male, accounting for 80.5% of total respondents, while female participants represented only 19.5%, indicating a significant gender imbalance in the dataset. In terms of age distribution, the majority were under 18 years old (38.2%) followed by those aged 18 to 25 years (24.2%) and 26 to 40 years (22.3%). Respondents aged 41 to 55 years and those above 55 years made up smaller portions at 10.4% and 4.9%, respectively suggesting that the study primarily engaged a younger demographic.

Regarding educational background, a substantial proportion of respondents (65.5%) had not completed high school, while 22.1% had passed high school. Only a small fraction held higher educational qualifications, with diploma holders at 10.6%, bachelor's degree holders at 1.0%, and those with a master's degree or above at just 0.8%. This highlights that the majority of the study participants had relatively low educational attainment.

Occupationally, the largest groups were general employees (32.2%) and students (31.2%), followed by unemployed individuals at 23.9%. A smaller portion of respondents were in management roles (9.4%) or identified as business owners (3.4%). Marital status was fairly balanced with 47.5% of respondents married and 43.4% single, while divorced and widowed individuals made up 6.0% and 3.1%, respectively.

In terms of consumption habits, a large majority of respondents (83.6%) reported eating instant noodles 2–3 times a week, indicating high product engagement and frequency of use. This was followed by 15.1% who consumed once a week while only a negligible portion ate instant noodles twice a month (0.8%) or occasionally (0.5%).

As for income levels, the vast majority of respondents (72.5%) reported earning under 300,000 MMK per month, suggesting that instant noodles are particularly popular among low-income consumers. An additional 18.7% earned between 300,001 and 600,000 MMK, 7.3% earned between 600,001 and 900,000 MMK, and only 1.6% earned above 900,000 MMK monthly. These figures suggest that the product is largely consumed by economically constrained segments highlighting its affordability and relevance in lower-income households.

Overall, the demographic profile reveals that the respondents are mostly young, lower-income individuals with modest educational backgrounds and high

frequency of instant noodle consumption making them a critical segment in analyzing brand equity and buying behavior in Myanmar’s instant noodle market.

4.3 Reliability Test

This study employed Cronbach's Alpha coefficient to examine the survey instrument's internal consistency and reliability. This statistical metric measures how closely connected a group of items is and is used to assess scale reliability in social science research. An appropriate Cronbach's Alpha value is 0.70 or above, suggesting strong internal item consistency (Tavakol, M., & Dennick, R., 2011).

This study used reliability analysis to assess brand awareness, perceived quality, brand associations, brand loyalty, and consumer buying behavior. The reliability test showed that all constructs had Cronbach's Alpha values over 0.70, proving that the questionnaire's measurement scales were consistent and trustworthy.

This excellent internal consistency supports the findings and assures that the data can be securely utilized to analyze brand equity components and consumer buying behavior in Myanmar's instant noodle industry.

The reliability scores for each construct are summarized below:

Table (4.2) Level of Reliability

No.	Range of Reliability	Level of Reliability
1	> 0.9	Excellent
2	0.7 – 0.9	Good
3	0.6 – 0.7	Questionable
4	0.5 – 0.6	Poor
5	< 0.5	Unacceptable

Source: (Tavakol & Dennick, 2011)

Table 4.2 shows the conventional Cronbach's Alpha reliability categorization (Tavakol, M., & Dennick, R., 2011). Cronbach's Alpha is a frequently used statistical measure of scale item internal consistency or reliability. More than 0.9 implies excellent reliability, indicating that the items consistently measure the desired construct. Good dependability for most research applications is 0.7–0.9. Questionable scores between 0.6 and 0.7 indicate modest consistency and may require measuring scale development. Values between 0.5 and 0.6 indicate weak internal

consistency, while values below 0.5 indicate the items fail to consistently assess the concept.

Table (4.3) Results of Cronbach's Alpha Value

Variable	Number of Items	Cronbach's Alpha
Brand Awareness	5	0.821
Perceived Quality	5	0.854
Brand Association	5	0.879
Brand Loyalty	5	0.715
Consumer Buying Behavior	7	0.843

Source: Survey data, 2025

Table (4.3) shows the Cronbach's Alpha reliability test findings for this study's primary variables. Based on interpretation criteria from, all constructs have Cronbach's Alpha values over 0.7, suggesting strong internal consistency and dependability (Tavakol, M., & Dennick, R., 2011).

The variable Brand Awareness, consisting of 5 items, achieved a Cronbach's Alpha of 0.821 which is considered good, suggesting that the items used to measure this construct are reliable and consistent. Similarly, Perceived Quality with 5 items, yielded a reliability coefficient of 0.854, also falling within the good range and reflecting strong internal consistency in evaluating consumers' perceptions of product quality.

The Brand Association variable showed a Cronbach's Alpha of 0.879 for its 5 items which is close to the excellent threshold, indicating a very high level of reliability in capturing how well consumers associate the brand with certain attributes or values. Brand Loyalty recorded a Cronbach's Alpha of 0.715 which, while on the good range, still demonstrates acceptable reliability in measuring customer loyalty toward the brand.

Lastly, Consumer Buying Behavior, measured by 7 items resulted in a Cronbach's Alpha of 0.843, signifying strong internal consistency and reliability in assessing purchasing behavior patterns. So, all variables met the acceptable standards for internal consistency with none falling below the 0.7 threshold. Therefore, the constructs used in the questionnaire can be considered reliable for further statistical analysis in this study.

4.4 Descriptive Statistics of Brand Equity

Based on Yangon consumers' perceptions of brand awareness, perceived quality, brand association, and brand loyalty, this section describes brand equity. A systematic questionnaire was given to 385 Yum Yum Myanmar instant noodle fans. Each question was scored on a 5-point Likert scale, with 1 = Strongly Disagree and 5 = Strongly Agree.

To analyze the level of consumer agreement for each component of brand equity, the mean values were calculated. These mean scores provide insight into how Yum Yum Myanmar is perceived in terms of brand strength and influence in the market. To aid in interpretation, the results are categorized based on the scale developed by (Best, 1977), which classifies mean values into five levels of agreement, as outlined below.

Table (4.4) Interpretation of Like-art Scales and Mean Ranges

Sr.	Rescaled Mean Value	Mean Range	Interpretation
1	0 – 20	1.00 – 1.79	Very Low
2	21 – 40	1.80 – 2.59	Low
3	41 – 60	2.60 – 3.39	Moderate
4	61 – 80	3.40 – 4.19	High
5	81-100	4.20 – 5.00	Very High

Source: (Best, 1977)

4.4.1 Brand Awareness

There are five statements used to identify the level of respondent agreement toward brand awareness. Table (4.5) shows the mean values of descriptive statistics from a five-point Likert scale, which indicated respondents' agreement.

Table (4.5) Respondent Perception on brand awareness of Yum Yum Myanmar

Sr.	Statement	Mean	Std. Dev
1	Yum Yum Myanmar is a well-known brand among instant noodle consumers in Myanmar.	3.81	0.469
2	Yum Yum Myanmar is one of the first brands that comes to mind when talking about instant noodles.	3.75	0.495
3	Yum Yum Myanmar has high visibility in retail stores, supermarkets, and local shops.	3.87	0.455
4	Yum Yum logo and packaging are easily recognizable compared to other instant noodle brands.	3.90	0.436
5	The majority of noodle buyers are familiar with the Yum Yum brand.	3.75	0.433
Overall Mean		3.82	

Source: Survey data (2025)

According to Table (4.5), the highest-rated item was the statement of Yum Yum logo and packaging are easily recognizable compared to other instant noodle brands, with a mean score of 3.90, indicating strong brand identity. This was followed by the statement of Yum Yum has high visibility in retail stores, supermarkets, and local shops (mean = 3.87), and the statement of Yum Yum is a well-known brand among instant noodle consumers in Myanmar (mean = 3.81), highlighting strong brand presence and familiarity. Two other statements, Yum Yum is one of the first brands that comes to mind when talking about instant noodles and the majority of noodle buyers are familiar with the Yum Yum brand, each scored a mean of 3.75, reflecting solid but improvable brand recall. The overall mean score of 3.82 confirms that Yum Yum enjoys a high level of brand awareness, though there is still room to strengthen top-of-mind positioning through targeted visibility and marketing efforts.

4.4.2 Perceived Quality

There are five statements used to identify the level of respondents' agreement toward Perceived Quality of Yum Yum Myanmar in Table (4.6).

Table (4.6) Respondent Perception on Perceived Quality of Yum Yum Myanmar

Sr.	Statement	Mean	Std. Dev
1	Yum Yum Instant Noodles is generally considered to have good quality among instant noodle brands.	3.90	0.434
2	Many people view Yum Yum noodles as having consistent taste and texture.	3.83	0.423
3	Yum Yum is perceived to use good quality ingredients in its products.	3.84	0.512
4	Yum Yum Instant Noodles meets the expectations of most consumers in terms of taste and satisfaction.	3.68	0.514
5	Compared to other brands, Yum Yum is known for delivering reliable product quality.	3.63	0.599
	Overall Mean	3.78	

Source: Survey data (2025)

According to Table (4.6), the statement of Yum Yum Instant Noodles is generally considered to have good quality among instant noodle brands received the highest mean score of 3.90, indicating strong agreement among respondents. This was followed by the statement of Yum Yum is perceived to use good quality ingredients in its products (mean = 3.84), reflecting consumer belief in the brand's focus on ingredient quality. Moreover, the statement of many people view Yum Yum noodles as having consistent taste and texture scored 3.83, highlighting perceived reliability in delivering a consistent experience. The statement of Yum Yum meets consumer expectations in terms of taste and satisfaction had a slightly lower mean of 3.68, suggesting room for improvement in sensory factors. Finally, the statement of Compared to other brands, Yum Yum is known for delivering reliable product quality scored 3.63, indicating generally positive but somewhat mixed perceptions. The overall mean score of 3.78 confirms a high level of perceived product quality for Yum Yum in the market.

4.4.3 Brand Associations

There are five statements used to identify the level of respondents' agreement toward brand associations of Yum Yum Myanmar in Table (4.7).

Table (4.7) Respondent Perception on Brand Associations of Yum Yum Myanmar

Sr.	Statement	Mean	Std. Dev
1	Yum Yum (Myanmar) is commonly associated with good taste and enjoyable flavors.	3.84	0.500
2	People often associate Yum Yum with Myanmar culture and local eating habits.	3.56	0.588
3	Yum Yum (Myanmar) brand is associated with convenience and quick meal solutions.	3.73	0.545
4	Yum Yum is linked with variety, offering multiple flavors to suit different preferences	3.89	0.445
5	People associate Yum Yum with trustworthiness and long-standing market presence.	3.91	0.280
	Overall Mean	3.79	

Source: Survey data (2025)

According to Table (4.7), the statement of people associate Yum Yum with trustworthiness and long-standing market presence received the highest mean score of 3.91, indicating strong consumer perception of the brand’s credibility. Close behind, the statement of Yum Yum is linked with variety, offering multiple flavors to suit different preferences scored 3.89, reflecting agreement on the brand’s diverse product range. The statement of Yum Yum is commonly associated with good taste and enjoyable flavors had a mean of 3.84, emphasizing flavor as a key positive association. The statement of Yum Yum is associated with convenience and quick meal solutions scored 3.73, showing recognition of the brand’s practicality for busy consumers. The lowest score was for the statement of people associate Yum Yum with Myanmar culture and local eating habits at 3.56, indicating an opportunity to enhance cultural relevance. The overall mean of 3.79 confirms favorable brand associations, especially around trust, flavor, and convenience.

4.4.4 Brand Loyalty

There are five statements used to identify the level of respondents' agreement toward brand loyalty of Yum Yum Myanmar in Table (4.8).

Table (4.8) Respondent Perception on Brand Loyalty of Yum Yum Myanmar

Sr.	Statement	Mean	Std. Dev
1	Yum Yum has a loyal customer base that repeatedly purchases the product.	3.90	0.434
2	Many people continue purchasing Yum Yum even when other instant noodle brands are on promotion.	3.78	0.413
3	Yum Yum enjoys emotional feelings and long-term loyalty from many of its consumers.	3.47	0.500
4	People are likely to continue buying Yum Yum even if other brands are available.	3.90	0.434
5	Yum Yum has a loyal customer base that repeatedly purchases the product.	3.82	0.457
	Overall Mean	3.77	

Source: Survey data (2025)

According to Table (4.8), the first two statements of Yum Yum has a loyal customer base that repeatedly purchases the product and people are likely to continue buying Yum Yum even if other brands are available which both received the highest mean score of 3.90, indicating strong consumer loyalty. Another related statement on repeat purchases scored slightly lower at 3.82, reinforcing the brand strength in fostering consistent buying behavior. The statement of many people continue purchasing Yum Yum even when other instant noodle brands are on promotion scored 3.78, suggesting loyalty that surpasses price sensitivity. The lowest-rated item, for the statement of Yum Yum enjoys emotional feelings and long-term loyalty from many of its consumers had a mean of 3.47, indicating moderate agreement and highlighting an opportunity to deepen emotional connections. The overall mean score of 3.77 confirms that Yum Yum Myanmar maintains a healthy level of brand loyalty, especially in repurchase intention and customer retention. The summary of all Brand Equity components' mean is present in table (4.9).

Table (4.9) Summary of Respondents Perceptions on Brand Equity components of Yum Yum Myanmar

Sr.	Particular	Mean
1	Brand Awareness	3.82
2	Perceived Quality	3.78
3	Brand Associations	3.79
4	Brand Loyalty	3.77

Source: Survey data (2025)

4.5 Descriptive Statistics of Customer Buying Behavior of Yum Yum Myanmar

There are seven statements used to identify the level of respondents' agreement toward Customer Buying Behavior of Yum Yum Myanmar in Table (4.10).

Table (4.10) Customer Buying Behavior of Yum Yum Myanmar

Sr.	Statement	Mean	Std. Dev
1	Yum Yum is often chosen by consumers when buying instant noodles.	3.83	0.379
2	Yum Yum is the preferred brand among many instant noodle buyers.	3.83	0.379
3	Consumers tend to buy Yum Yum regularly, not just occasionally.	3.30	0.555
4	Many consumers actively look for Yum Yum when shopping for noodles.	3.95	0.217
5	Yum Yum is frequently purchased for home consumption.	3.95	0.217
6	Customers consider Yum Yum a go-to option for quick meals or snacks.	3.90	0.434
7	Yum Yum is the top frequently purchased instant noodle brands in Myanmar.	3.68	0.564
Overall Mean		3.78	

Source: Survey data (2025)

According to the results in Table (4.10), the statements of many consumers actively look for Yum Yum when shopping for noodles and Yum Yum is frequently purchased for home consumption received the highest mean scores of 3.95, both with a standard deviation of 0.217. These results indicate a very high level of agreement, suggesting that Yum Yum has strong brand pull and is a preferred choice for regular household consumption.

The statement of customers consider Yum Yum a go-to option for quick meals or snacks also recorded a high mean score of 3.90 with a standard deviation of 0.434, reflecting that Yum Yum is widely perceived as a convenient and accessible meal solution, aligning well with modern consumer lifestyles. For the two statements which are Yum Yum is often chosen by consumers when buying instant noodles and Yum Yum is the preferred brand among many instant noodle buyers, both scored a mean of 3.83 with a standard deviation of 0.379. These figures indicate a strong preference and habitual choice for the Yum Yum brand among consumers, reinforcing its competitive position in the market.

The statement of Yum Yum is the top frequently purchased instant noodle brand in Myanmar received a slightly lower mean score of 3.68 with a standard deviation of 0.564, suggesting a generally favorable view, though with more varied responses. This indicates that while Yum Yum is widely purchased, some consumers may view other brands as equally or more dominant in purchase frequency. The lowest-rated statement which is consumers tend to buy Yum Yum regularly, not just occasionally, had a mean of 3.30 and standard deviation of 0.555, which still reflects a moderate level of agreement. This may suggest that while Yum Yum is well-known and frequently purchased, increasing habitual purchase behavior remains an opportunity for improvement. The overall mean score of 3.78 reflects a strong level of consumer buying behavior toward Yum Yum Myanmar.

4.6 Regression Analysis of Brand Equity and Consumer Buying Behavior

Brand Awareness, Perceived Quality, Brand Association, and Brand Loyalty toward Yum Yum Myanmar were examined using regression analysis. These independent variables may affect Consumer Buying Behavior, the dependent variable. The investigation examines how each brand equity component affects instant noodle customer purchase behavior.

4.6.1 Analysis on the Effects of Brand Equity on Customer Buying Behavior at Yum Yum Myanmar

This study examines how brand equity components affect Myanmar Yum Yum instant noodle purchases using multiple regression analysis. The study examines how brand awareness, perceived quality, brand associations, and brand loyalty affect consumer purchase behavior. The investigation used data from 385 Yangon customers, where Yum Yum is well-known. Consumer buying behavior is the dependent variable, while the four brand equity components are the independent variables. Table 4.11 shows various regression findings.

Table (4.11) Analysis on the Effect of Brand Equity on Customer Buying Behavior at Yum Yum Myanmar Instant Noodles

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	VIF
	B	Std. Error				
(Constant)	0.840	0.135		6.203	0.000	
Brand Awareness	0.225**	0.103	0.265	2.187	0.030	11.798
Perceived Quality	0.177***	0.042	0.241	4.232	0.000	2.594
Brand Associations	0.119	0.081	0.159	1.465	0.145	9.484
Brand Loyalty	0.254***	0.093	0.262	2.715	0.007	7.482
R ²	0.753					
Adjusted R ²	0.748					
F	150.841***					

Source: Survey Data (2025)

Notes: *** significant level at 1%, ** significant level at 5%, * significant level at 10%

Table (4.11) shows an adjusted R² value of 0.748 for the regression model. This study found that brand equity components such brand awareness, perceived quality, brand associations, and brand loyalty explain 74.8% of Yum Yum Myanmar customer purchase behavior. Outside variables including price, promotions, and competition impact account for 25.2% of the difference. A high F-value of 150.841 indicates that the regression model is statistically significant and well-fitted to explain the dependent variable. A substantial multiple regression model (F = 150.841, p <

0.01) suggests that brand equity components significantly influence customer purchase behavior for Yum Yum Myanmar at the 1% level. The goal found that brand awareness, perceived quality, and brand loyalty have little influence on Yum Yum Myanmar instant noodles sales.

Among the independent variables, Brand Loyalty ($B = 0.254$, $\beta = 0.262$, $p = 0.007$) exerts the strongest influence on consumer buying behavior at the 1% significance level. This result highlights that emotionally attached and repeat-purchasing consumers are more likely to maintain consistent behavior, making loyalty-focused marketing a strategic priority for Yum Yum Myanmar. Perceived Quality ($B = 0.177$, $\beta = 0.241$, $p < 0.001$) also demonstrates a statistically significant and strong positive effect on consumer buying behavior at the 1% significance level. This suggests that consumers' judgments of consistent taste, trusted ingredients, and overall satisfaction with Yum Yum products are key drivers of their purchase decisions.

Brand Awareness ($B = 0.225$, $\beta = 0.265$, $p = 0.030$) is found to significantly influence consumer buying behavior at the 5% significance level, confirming the importance of visibility, recognition, and recall in shaping purchase preferences in a competitive instant noodle market. On the other hand, Brand Associations ($B = 0.119$, $\beta = 0.159$, $p = 0.145$) did not have a statistically significant effect on consumer buying behavior. While there is a positive correlation, the lack of significance implies that emotional or image-based perceptions—such as brand personality, cultural fit, or symbolic meaning—are less influential than more functional and experiential dimensions like quality and loyalty. This finding suggests that Yum Yum Myanmar has an opportunity to deepen emotional and lifestyle-based connections with consumers through improved brand storytelling and cultural engagement.

In summary, these findings highlight Brand Loyalty as the most critical determinant of consumer buying behavior, followed closely by Perceived Quality and Brand Awareness. All three variables show statistically significant and positive relationships with consumer purchasing behavior. Meanwhile, Brand Associations, though positively perceived, did not exhibit a significant influence in this model. The results confirm the multidimensional nature of consumer decision-making and reinforce the need for Yum Yum Myanmar to prioritize loyalty-building strategies, maintain consistent product quality, and strengthen brand visibility in the marketplace.

CHAPTER V

CONCLUSION

This chapter concludes the study on how brand awareness, perceived quality, brand associations, and brand loyalty affect Yum Yum Myanmar consumer purchase behavior. Quantitative study used structured questionnaires to acquire data from brand-aware customers. Descriptive analysis and multiple regression were used to analyze respondent agreement and brand equity dimensions' impact on buying behavior. This chapter highlights the important results and gives management insights and recommendations to improve Yum Yum Myanmar's brand strategy.

5.1 Findings and Discussions

This study found that brand awareness, perceived quality, brand associations, and brand loyalty affect Yum Yum Myanmar consumer purchase behavior. The study surveyed 385 consumers in Yangon with the majority being middle-income, female and between the ages of 18 and 35. This demographic profile aligns with Yum Yum's primary target market, providing a relevant basis for analysis.

Descriptive statistics revealed strong consumer perceptions of the brand, especially in terms of loyalty and perceived quality both interpreted as high levels of agreement. Brand awareness also scored well reflecting successful brand visibility and recall. In contrast, brand associations received a moderate mean suggesting that while consumers view the brand favorably, its emotional or lifestyle-based connections are less developed.

The multiple regression analysis further confirmed that brand equity components significantly explain consumer behavior. Among the four components, brand loyalty had the strongest positive influence on buying behavior emphasizing the importance of consistent repurchase behavior and emotional attachment. Perceived quality also had a substantial impact, suggesting that product consistency, trusted ingredients, and satisfaction are key drivers of preference. Brand awareness showed a moderate but significant effect, highlighting the role of visibility and familiarity in influencing purchase decisions. However, brand associations did not significantly impact consumer behavior, pointing to a gap in emotional branding and cultural resonance. Although consumers hold generally favorable views of Yum Yum, these associations have not yet translated into stronger motivation for purchasing decisions.

The findings indicate that Yum Yum Myanmar performs well in areas that drive functional value such as loyalty and quality but has room to grow in symbolic or

emotional brand dimensions. Strategic efforts should prioritize loyalty-building initiatives, ensure consistent product quality and enhance awareness through integrated marketing communication. To strengthen brand associations, Yum Yum should consider investing in cultural storytelling, influencer engagement, and campaigns that emotionally connect with consumers' lifestyles and values. These results offer actionable insights for strengthening Yum Yum's brand equity and sustaining its competitive position in Myanmar's instant noodle market.

5.2 Suggestions and Recommendations

This study primarily analyzed the role of brand equity in shaping consumer buying behavior for Yum Yum Myanmar, focusing on four key dimensions: brand awareness, perceived quality, brand associations, and brand loyalty. The findings reveal that these brand equity components significantly influence purchase decisions and consumer loyalty in Myanmar's instant noodle market. To improve brand equity and thereby strengthen consumer engagement and market performance, Yum Yum Myanmar should implement the following strategic actions.

Brand loyalty, defined as consumers' commitment and repeated purchasing behavior toward Yum Yum, emerged as the most influential factor affecting buying behavior. To enhance brand loyalty, Yum Yum Myanmar should develop structured loyalty programs that reward frequent buyers and recognize long-term supporters. These could include tiered membership schemes, referral bonuses, or seasonal reward campaigns that incentivize continued brand engagement. According to the working definition, fostering emotional connection and habitual purchase is key, so consistent product satisfaction through reliable taste, competitive pricing, and widespread availability must be ensured to reinforce this loyalty over time. Additionally, marketing campaigns that share authentic consumer testimonials and stories will help strengthen emotional bonds, making loyalty more than just functional but deeply personal.

Brand awareness is the degree to which consumers are familiar with and recognize Yum Yum also significantly influences buying behavior but to a lesser extent than loyalty. To improve brand awareness, Yum Yum Myanmar should continue expanding its presence across traditional and digital media platforms as outlined in Chapter 3. This includes leveraging social media channels such as Facebook, TikTok, and YouTube, in-store advertising in supermarkets, eye-catching packaging, and participation in local community events. Enhancing visibility at multiple consumer touchpoints ensures that Yum Yum remains top-of-mind for both

existing and new customers. Additionally, content such as influencer reviews, cooking tutorials, and culturally relevant storytelling will boost brand recall and deepen relevance.

Perceived quality, referring to consumers judgment of product consistency, taste, and ingredient standards, was also found to be a significant driver of purchasing decisions. To strengthen perceived quality, Yum Yum should consistently review and refine its product offerings, introducing innovations like healthier recipes, new flavors, or seasonal varieties to meet changing consumer preferences. Transparency around ingredient sourcing, food safety, and manufacturing practices will further build consumer trust, reinforcing the brand reputation for quality as defined in Chapter 3. Maintaining and communicating high product standards is essential to securing consumer confidence and repeat purchases.

Although brand associations: emotional, symbolic and lifestyle meanings attached to the brand did not show a statistically significant impact in this study's regression analysis, this dimension remains important for long-term brand development. Yum Yum Myanmar should seek to deepen these associations through culturally relevant campaigns and partnerships with local festivals, youth initiatives, or popular Myanmar celebrities and influencers who embody the brand's values and aspirations. Creating branded content around themes such as family bonding, childhood memories, convenience, or student life can enrich these emotional connections and distinguish Yum Yum on a more personal level.

To sustain and monitor these improvements, Yum Yum Myanmar should integrate brand equity key performance indicators (KPIs) into its internal performance systems. This includes tracking metrics like customer satisfaction, repeat purchase rates, brand recall, and emotional connection through regular surveys, focus groups, and digital analytics, as recommended in Chapter 3. Feedback loops established via social media engagement, customer support, and mobile platforms will provide real-time insights into evolving consumer perceptions and needs. Furthermore, leveraging technology such as marketing automation, customer relationship management (CRM) systems and AI-powered data analytics can personalize communications, predict consumer preferences and optimize promotional timing. Data-driven targeting will allow Yum Yum to identify high-loyalty segments or regions and tailor campaigns effectively.

Customer education should also be prioritized as a strategic tool. By offering cooking tutorials, nutrition information and meal preparation ideas through branded

YouTube channels, recipe booklets, or retailer collaborations, Yum Yum can increase perceived value and foster long-term trust.

Finally, storytelling remains a powerful vehicle for reinforcing brand values and emotional appeal. Sharing anonymized consumer stories where Yum Yum plays a meaningful role whether in family meals, student snacks, or holiday moments will humanize the brand and solidify its position as a trusted household name. By implementing this comprehensive conceptual framework, Yum Yum Myanmar will be well-positioned to deepen customer loyalty, enhance consumer perceptions and secure a sustainable competitive advantage in Myanmar's fast-moving consumer goods sector.

5.3 Needs for the Further Study

Future research can expand the scope by including additional variables such as brand trust, credibility, personality and emotional attachment to capture more nuanced consumer-brand relationships especially in other low-involvement FMCG categories. Future studies should explore regional differences across urban and rural areas to reflect the diverse socio-economic and cultural landscape of Myanmar.

While this research used a quantitative approach, combining it with qualitative methods such as interviews or focus groups could provide richer insights into consumer perceptions, emotions and brand experiences. The influence of digital media including social platforms, influencer content and online reviews also merits investigation, particularly among younger digital-native consumers. Further research could also examine brand switching behavior and compare Yum Yum with its competitors (e.g., MAMA, Wah-Lah, MAMEE) to identify key differentiation and loyalty drivers. Additional outcomes like brand advocacy and resistance to negative publicity should also be studied to understand the full impact of brand equity. Finally, adapting brand equity models to suit Myanmar's unique cultural and economic context and developing localized measurement tools will ensure that future studies remain both academically rigorous and practically relevant in a fast-changing consumer landscape.

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APPENDIX- I

Questionnaire of the Study

We kindly invite you to participate in our research on the Effects of **Brand Equity on Customer Buying Behavior** at **Yum Yum Myanmar Instant Noodles**. Your insights are valuable and will contribute significantly to our study. Please kindly take a few minutes to complete this questionnaire.

** Your responses will remain strictly confidential and will be used solely for academic research purposes.

Section A: Demographic Information

(Please tick ✓ the most appropriate answer)

1. Gender

- Male
- Female
- Other

2. Age Group

- Under 18
- 18–25
- 26–40
- 41–55
- Above 55

3. Education Level

- Under High school
- Passed High School
- Diploma
- Bachelor's Degree
- Master's Degree or higher

4. Occupation

- Student

- Unemployed
- General Employee
- Management
- Business Owner

5. Marital status

- Single
- Married
- Divorced
- Widowed

6. Frequency of Instant Noodle Consumption?

- 2–3 times a week
- Once a week
- Twice a month
- Occasionally
- Rarely

7. Monthly Income (MMK)

- Under 300,000
- 300,001-600,000
- 600,001- 900, 000
- Above 900,000

**Section B ; the Effects of Brand Equity on Customer Buying Behavior at Yum
Yum Myanmar Instant Noodles**

Please indicate your agreement with the following statements.

(1 = Strongly Disagree, 5 = Strongly Agree)

1.) Brand Equity Components of Yum Yum Myanmar

I. Brand Awareness

No	Questions	1	2	3	4	5
1	Yum Yum Myanmar is a well-known brand among instant noodle consumers in Myanmar.					
2	Yum Yum Myanmar is one of the first brands that comes to mind when talking about instant noodles.					
3	Yum Yum Myanmar has high visibility in retail stores, supermarkets, and local shops.					
4	Yum Yum logo and packaging are easily recognizable compared to other instant noodle brands					
5	The majority of noodle buyers are familiar with the Yum Yum brand.					

II. Perceived Quality

No	Questions	1	2	3	4	5
1	Yum Yum Instant Noodles is generally considered to have good quality among instant noodle brands.					
2	Many people view Yum Yum noodles as having consistent taste and texture.					
3	Yum Yum is perceived to use good quality ingredients in its products.					
4	Yum Yum Instant Noodles meets the expectations of most consumers in terms of taste and satisfaction.					
5	Compared to other brands, Yum Yum is known for delivering reliable product quality.					

III. Brand Associations

No	Questions	1	2	3	4	5
1	Yum Yum (Myanmar) is commonly associated with good taste and enjoyable flavors.					
2	People often associate Yum Yum with Myanmar culture and local eating habits.					
3	Yum Yum (Myanmar) brand is associated with convenience and quick meal solutions.					
4	Yum Yum is linked with variety, offering multiple flavors to suit different preferences.					
5	People associate Yum Yum with trustworthiness and long-standing market presence.					

IV. Brand Loyalty

No	Questions	1	2	3	4	5
1	Yum Yum has a loyal customer base that repeatedly purchases the product.					
2	Many people continue purchasing Yum Yum even when other instant noodle brands are on promotion.					
3	Yum Yum enjoys emotional feelings and long-term loyalty from many of its consumers.					
4	People are likely to continue buying Yum Yum even if other brands are available					
5	Yum Yum has a loyal customer base that repeatedly purchases the product.					

2. Customer Buying Behavior

No	Questions	1	2	3	4	5
1	Yum Yum is often chosen by consumers when buying instant noodles.					
2	Yum Yum is the preferred brand among many instant noodle buyers.					
3	Consumers tend to buy Yum Yum regularly, not just occasionally.					
4	Many consumers actively look for Yum Yum when shopping for noodles					
5	Yum Yum is frequently purchased for home consumption.					
6	Customers consider Yum Yum a go-to option for quick meals or snacks.					
7	Yum Yum is the top frequently purchased instant noodle brands in Myanmar					

Remark: Dear volunteer, Thank you so much for your precious time and kind cooperation.

APPENDIX II
STATISTICAL OUTPUT

Descriptive Statistics of Brand Awareness

	N	Minimum	Maximum	Mean	Std. Deviation
Brand Awareness 1	385	2	4	3.81	0.469
Brand Awareness 2	385	2	4	3.75	0.495
Brand Awareness 3	385	2	4	3.87	0.455
Brand Awareness 4	385	2	4	3.90	0.436
Brand Awareness 5	385	3	4	3.75	0.433
Valid N (listwise)	385				

Descriptive Statistics of Perceived Quality

	N	Minimum	Maximum	Mean	Std. Deviation
Perceived Quality 1	385	2	4	3.90	0.434
Perceived Quality 2	385	2	4	3.83	0.423
Perceived Quality 3	385	2	4	3.84	0.512
Perceived Quality 4	385	2	4	3.68	0.514
Perceived Quality 5	385	2	4	3.63	0.599
Valid N (listwise)	385				

Descriptive Statistics of Brand Associations

	N	Minimum	Maximum	Mean	Std. Deviation
Brand Associations 1	385	2	4	3.84	0.500
Brand Associations 2	385	2	4	3.56	0.588
Brand Associations 3	385	2	4	3.73	0.545
Brand Associations 4	385	2	4	3.89	0.445
Brand Associations 5	385	3	4	3.91	0.280
Valid N (listwise)	385				

Reliability Statistics of Brand Awareness

Case Processing Summary

		N	%
Cases	Valid	385	100.0
	Excluded ^a	0	.0
	Total	385	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's	
Alpha	N of Items
.821	5

Reliability Statistics of Perceived Quality

Case Processing Summary

		N	%
Cases	Valid	385	100.0
	Excluded ^a	0	.0
	Total	385	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's	
Alpha	N of Items
.854	5

Reliability Statistics of Brand Associations

Case Processing Summary

		N	%
Cases	Valid	385	100.0
	Excluded ^a	0	.0
	Total	385	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's	
Alpha	N of Items
.879	5

Reliability Statistics of Brand Loyalty

Case Processing Summary

		N	%
Cases	Valid	385	100.0
	Excluded ^a	0	.0
	Total	385	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's	
Alpha	N of Items
.715	5

Reliability Statistics of Consumers Buying Behavior

Case Processing Summary

		N	%
Cases	Valid	385	100.0
	Excluded ^a	0	.0
	Total	385	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's	
Alpha	N of Items
.843	7

Regression Analysis Result of Brand Equity on Consumer Buying Behavior

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.868 ^a	.753	.748	.14884

a. Predictors: (Constant), meanBL, meanPQ, meanBAS, meanBA

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.366	4	3.341	150.841	.000
	Residual	4.386	198	0.022		
	Total	17.752	202			

a. Dependent Variable: meanCBB

b. Predictors: (Constant), meanBL, meanPQ, meanBAS, meanBA

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
		B	Std. Error	Beta			
1	(Constant)	0.840	0.135		6.203	0.000	
	meanBA	0.225	0.103	0.265	2.187	0.030	11.798
	meanPQ	0.177	0.042	0.241	4.232	0.000	2.594
	meanBAS	0.119	0.081	0.159	1.465	0.145	9.484
	meanBL	0.254	0.093	0.262	2.715	0.007	7.482