

YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME

**THE EFFECT OF BRAND EQUITY ON BUYING
BEHAVIOR OF SCG CEMENT IN YANGON**

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MBA II – 27

MBA 23rd BATCH

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ACADEMIC YEAR (2017 – 2019)

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“This thesis is submitted to the Board of Examiners in partial fulfillment of the requirements for the Degree of Master of Business Administration (MBA)”

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ACCEPTANCE

This is to certify that the thesis entitled “**The Effect of Brand Equity on Buying Behavior of SCG Cement in Yangon**” has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

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ABSTRACT

This study aims to examine the influencing factors on brand equity of SCG Cement and to analyze the effect of brand equity on buying behavior of SCG Cement. The structured questionnaire for this survey is used to collect data from the customers who use SCG cement for construction in Yangon. According to the analysis, product quality, perceived value and customer communication have positive effect on brand awareness. For brand associations, product quality, distribution and brand image are the most influencing factors. For perceived quality and brand loyalty, product quality and brand image are the most influencing factors. It is also found that among the four elements of brand equity, brand awareness, perceived quality and brand loyalty have positive significant effect on buying behavior. Therefore, SCG cement should implement more corporate social responsibility in the society to maintain and increase brand equity of SCG cement.

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LIST OF ABBREVIATIONS

AEC	ASEAN Economic Community
JSPFG	Jiang Su Peng Fei Group
MCI	Mandalay Cement Industries
MEC	Myanmar Economics Corporation
SCG	Siam Cement Group
tpd	Tons Per Day
USD	United States Dollar
YCDC	Yangon City Development Committee

CHAPTER 1

INTRODUCTION

In recent decades, the world economy has become a global market. Accordingly, today business in Myanmar has been dramatically changed with lots of foreign investments. In the dynamic business environment, lots of foreign companies came into Myanmar marketplace trying to compete in various ways to own the asset as much as possible. In term of the asset, it includes both tangible assets like property, as well as intangible assets, which mean the company's reputation and brand identity. Brand plays an important role of the product to get competitive advantages in competitive business environment.

According to (Doyle, 2002), a brand is defined as a specific name, symbol, or design, or the combination of these and it is employed to differentiate a product. In this way, building brand equity becomes the ultimate goal of every company to create positive sentiment among its targeted customers. According to (Keller K. L., *Conceptualizing, Measuring and Managing Customer-Based Brand Equity*, 1993), brand equity enables the customers to make distinctions between their preferred brand and others and that influences how he or she responds to the marketing of the brand. Moreover, a kind of promise between the brand and customers is known as brand equity. If the consumers trust the brand quality, it can create a confident connection to the brand and the consumers by building platform to be a loyal to the brand.

Consumer based brand equity is built on four dimensions: brand loyalty, brand associations, brand awareness and perceived quality. This study focuses on the effect of brand equity on buying behavior of SCG cement in Yangon. In this study, influencing factors are product quality, perceived value, customer communication, distribution, brand image. It can be said that the consumer behavior is the set of actions and processes that consumers apply at the time of information collection, purchase, evaluation and use of products and services to meet the needs and create the utility (Belch & Belch, 2004). Several studies point out the positive relationship between the dimensions of brand equity, brand preference and the buying behavior.

According to Myanmar's recent economic growth, investment capacity is on the rise in the country. Meanwhile, Myanmar government plans to upgrade the country's infrastructure. As a result, cement becomes major demand for constructing the housing, roads, power stations and other utilities, railways, ports and airports development and expansion (Cho, 2018). As the high demand of cement for the country's infrastructure, the cement industry becomes competitive. In this way, cement providing companies like SCG are striving hard to survive among competitors. Therefore, it is necessary to know the effect of brand equity on buying behavior of SCG cement in Yangon in order to gain more market share and sustain the brand in this competitive business environment.

1.1 Rationale of the Study

In today's competitive landscape, organizations are progressively searching for valuable practices to create strong consumer-based brand equity because it leads to greater revenue, lower costs, and higher profit.

As an outlook of Myanmar cement market, cement is the desired building material which is used widely in household and industrial construction. Housing and industrial construction has been a very dynamic sector in Myanmar over the past decades due to country's infrastructure. Demand has enormously increased in term of the increase demand of purchasing power and urbanization, particularly in rural areas of Myanmar (MIC, 2018). Myanmar cement industry has achieved an installed capacity production of 400 million tons and is targeted to reach 600 million tons by 2020. Myanmar cement industry has been adopting latest technologies for environmental conservation. It has been playing a heavy strain on the cement industry. However, the year ahead will focus on brand equity which is the ultimate goal for every organization to survive in competitive cement environment. Therefore, it is essential and vital to understand what factors are addressing on brand quality of SCG cement.

Cement is a bulk commodity which is used in all construction activities as a primary and essential constituent of concrete. In Myanmar, it is claimed to produce cement with international standards so there is hardly any scope for differentiation among various kinds of cement. There is no significant differentiation in cement production across firms due to the similar raw materials and inputs. Majority of Myanmar customers do not have basic understandings regarding with aspects of cement so each company tries

to find customers' intention towards their brands by building trusted partners for Myanmar customers. Similarly, SCG cement must try to understand the existing and potential customers' buying behavior and effects of brand equity.

Specifically, this paper examines the influencing marketing factors on consumer buying behavior of SCG Cement and investigates the mediating roles of four drivers of brand equity. Moreover, it also focuses on the linkages between brand equity and consumers buying behavior. This topic is worthwhile because this study introduces new ways of looking at brand equity through marketing strategies and behavioral perspectives by finding market opportunities for SCG Cement.

1.2 Objectives of the Study

The main objectives of the study include;

- (1) To examine the influencing factors on brand equity of SCG Cement
- (2) To analyze the effect of brand equity on buying behavior of SCG Cement

1.3 Scope and Method of the Study

This study focuses on the effect of brand equity on buying behavior of SCG Cement in Yangon. The dimensions of brand equity are brand loyalty, brand awareness, brand association and perceived quality. Other brand equity measurements, such as financial value of the brands, are excluded in this study. First, the respondents in this study are customers who use SCG cement for construction, not in households. Most of the respondents are construction companies including Shwe Mel, Naing Group and so on. This study only focuses on construction companies in business to business market and it excludes ones in business to consumer market. The customers from this study are geographically concentrated in Yangon region. This study only focuses on marketing factors including product quality, perceived value, customer communication, distribution and brand image. These factors are identified as influencing marketing factors on brand equity. Therefore, this study does not cover other marketing factors such as advertising, promotion, and social media marketing.

This study uses analytical method and uses primary and secondary data. Primary data are collected from 180 SCG cement users for construction in Yangon area by using

structured questionnaires. The questionnaire is designed using multiple choices and 5-point Likert scales questions. The respondents are randomly selected from customers who use SCG cement for construction, not in households. Among those 180 respondents, only 125 are found suitable for the analysis purpose. The secondary data is collected from published books, international research papers, previous research paper, text books, internet and websites. The data is collected from July to September 2019. The data is processed and analyzed by using SPSS tool and summarized and presented in form of number and percentage.

1.4 Organization of the Study

This study organized by five chapters. Chapter one presents introduction, rationale of the study, objectives of the study, scope and methodology of the study and organization of the study. Chapter two is the theoretical background chapter which presents concepts, previous research and conceptual framework of this study. Chapter three includes cement market in Myanmar, profile of SCG cement, profile of respondents and customer perception on marketing factors of SCG cement. Chapter four is an analysis chapter which shows the effect of brand equity on buying behavior of SCG Cement in Yangon. Chapter five is the conclusion that presents findings and discussions, suggestions and recommendations and needs for further research of this study.

CHAPTER 2

THEORETICAL BACKGROUND

This chapter mainly presents the theories and concepts from theoretical framework of the study including brand equity, influencing marketing factors on brand equity and consumer buying behavior. It also describes the previous studies of various authors and conceptual framework of the study.

2.1 Marketing Factors

This study focuses on identifying the influencing factors on brand equity including product quality, perceived value, customer communication, distribution, and brand image.

2.1.1 Product Quality

Product quality is collecting features and characteristics of a product that contribute to its ability to meet requirements. It's the ability of the product to fulfill and meet the requirements of the end user. In marketing, product quality means the physical products and service offered, and the ideological actions of the company.

According to (Russell & Taylor, 2006), product quality is explained as fitness for use or capability to obligation and also it is the main essential aspect in brand loyalty. As today world is a global village and more and more competitors are entering the market, providing a good quality product gives competitive advantages by improving own performance. Customers repeat purchasing if they are satisfied with the quality of the brand otherwise they will switch the brand. Product quality is also how well the product does what it's supposed to do and how well it holds up over time. For a product to be of good quality it should perform all its functions smoothly including quality of design, quality of conformance, reliability, safety and proper storage. In addition, company must focus on product quality, before, during and after production too.

2.1.2 Perceived Value

Perceived value is the consumers' evaluation of merits of a product or service and its ability to meet needs and expectations of them, especially in comparison with its peers.

Marketers try to influence perceived value of consumers on a product by describing characteristics that make it superior to competition. The higher the perceived value, the more increase the interest of consumers in that product or service. The price or a better purchase experience promotes the perceived value for consumers.

Consumer perceived value helps to understand a related term, value proposition. A value proposition is comparing the benefits offered by a company's products and services to the price it asks consumers to pay. Value can be thought of as the customer's desire, utility and price for a particular product or brand. Successful brands cultivate strategic benefits by expressing significant points of differentiation in their value proposition positively. Sometimes, companies meet the results of better perceived value simply by increasing the prices. Higher prices sometimes show premium products and many consumers would happily pay extra for what they feel is a superior choice. Therefore, a well-established brand commands higher prices than its generic equivalents to become more profitable. As a result, perceived value is empowering for the customers to give them the extra satisfaction with their choices. That in mind, for retailers, entrepreneurs and brands alike, perceived value is a highly recommended approach to integrate into the brand strategy.

2.1.3 Customer Communication

Communication is one of the important factors of the marketing mix. Marketing communication is the largest part of communication within a company, which can be to present company objectives, values, or specific products and services to investors, consumers or the general public. Communications objectives include focusing on more customized messages and targeting customer groups or individuals to create high responses and better brand interaction. Marketing communication means that the ways adopted by the companies to express messages about the brands and the products they trade, either directly or indirectly to the consumers with the purpose to persuade them to buy. In addition, the different intermediate that company approves to exchange the information about their products and services to the consumers is called marketing communication.

Marketing communications uses various marketing channels and tools in combination. Channels of marketing communication emphasize on any way a business connects a message to its preferred market, or the market in general. Marketing

communication tool is everything from personal selling, advertising, sponsorship, direct marketing, promotion, communication, and public relations. The marketer uses these tools of marketing communication to create the brand awareness among the potential customers, which means some image of the brand gets created in their minds that help them to make the purchase decision.

2.1.4 Distribution

Distribution refers to the availability of the product and service sold. Distribution can be completed directly by the manufacturer or service provider, or using indirect channels with distributors or mediators. It is basically concerned with ensuring that products reach target consumers in the most direct and cost effective method. It also means that place or the methods and location the company uses for the products or services to be easily accessible to the target customers. It is delivering manufactured product to consumers at proper and desired time and place.

There are many issues to take into consideration in distribution such as type of distribution network, number of mediators and position of network members. Distribution management is also crucial and it involves a wide range of activities including detailed logistics, transportation, warehousing, storage, inventory management as well as channel management including selection of channel members and rewarding distributors. According to (Hanssens, et al., 2001), distribution is one of the most potent marketing contributors to sales and market share. Moreover, it also plays an important role to perceive more value, greater customer satisfaction, perceived quality, and brand loyalty. As a result, it can lead to greater brand equity.

2.1.5 Brand Image

The perception of the brand in the mind of the customer is called brand image. It is the collection of beliefs, impressions and ideas which a client holds concerning to the brand. According to (Keller K. L., 2009), brand image is derived from brand associations created in the customer's memory and it develops over time. The indication behind brand image is that the customer is not purchasing just the product/service but the image linked with that product/service. It should be positive, unique and instant. Brand image can be strengthened using brand communications like advertising, packaging, word of mouth publicity, other promotional tools, etc. In addition, it develops and conveys the product's character in a unique manner different from its competitor's image. The ability to handle

negative feedback is also essential to create positive brand image and brand reputation. As a result, positive brand image exceeds the customers' expectation which leads to enhance the goodwill and brand value of an organization.

2.2 Brand Equity

The added value endowed by the brand to the product is called brand equity. Brand equity refers to a brand that has strong positive associations in a consumer's memory and commands a lot of loyalty as a result. It can be mirrored in the way customers act, think and feel with respect to the brand, also including the prices, cost-effectiveness, and market share the brand seeks for the firm. It is also a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value delivered by a product or service to a firm or to that firm's consumers (Aaker, 1991). Strong brands can promote consumers' trust in the product or service purchased and allowing them to better visualize and recognize intangible factors. Positive consumer-based brand equity can lead to greater revenue, lower costs and higher profits and it has direct implications for the firm's ability to command higher prices, customers' willingness to seek out new distribution channels, the effectiveness of marketing communications, the success of brand extension and its opportunities. It is also defined as the differential effects that brand knowledge has on consumer response to the marketing of that brand (Keller K. L., 1993).

Brand equity basically defined by (Upshaw & Lynn, 1995) as the total accumulated value or worth of a brand, the tangible and intangible assets that the brand contributes to its corporate parents, both financially and in terms of selling leverage. It is the totality of the brand's perception, including the relative quality of products and services, financial performance, customer loyalty, satisfaction, and overall esteem toward the brand. It's all about how consumers, customers, employees, and all stakeholders feel about a brand (Knapp, 2000). Brand equity plays a key role in creating positive perception in customers' evaluation and decision making of a brand. So, the consumers' behavior towards brands is based on brand equity.

The two different approaches to the concept of brand equity are financial-based brand equity (FBBE) and customer based brand equity (CBBE). FBBE measures the total revenue of a brand, as a separate asset (Christodoulides & de Chernatony 2010). (Atilgan,

Akinci, Aksoy, & Kaynak, 2009) proved that financial-based brand equity uses product-market outcomes including royalties, brand purchase price and discounted cash flow of license. CBBE perspectives focuses of customer's mind set of a brand. It is considered as the drivers of increased market share and profitability of a brand and it is based on market's perceptions, that is, consumes' associations and benefits (Christodoulides & de Chernatony, 2010).

This thesis is emphasizing on brand equity from customer perspective. Consumer-based brand equity includes four main components such as brand loyalty, brand awareness, brand association, and perceived quality. It is used to describe the value that brands create to customers. Conceptualizing brand equity from customer perspective is useful because it suggests both specific guidelines for marketing strategies and tactics and areas where research can be useful in assisting managerial decision making. Moreover, CBBE enables managers to consider how their marketing program improves the value of their brands and also prevents customers from switching to a competitor.

2.2.1 Brand Awareness

Brand awareness is the fundamental component of brand equity. Brand awareness describes people's perception and cognitive reaction to a condition or event. (Aaker, 1991) stated that brand awareness is the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category. It also relates to the number of the persons who recognize the brand's significance, and who are conscious of the promise which this symbol expresses (Kapferer, 1992).

According to (Aaker, 1991), brand awareness is an asset that can be remarkably durable and sustainable. Brand awareness contains brand recognition and brand recall. Brand recognition is the ability of consumers to identify or confirm a brand and recognize the brand through its logos, slogan or even colors. For new or niche brands, brand recognition is important. Brand recall refers to the ability of the consumers to think of the brand whenever its product category is brought about or while purchasing in the given product category he or she chooses that brand. To enhance the measurement of brand recall, brand knowledge and brand opinion can be used. Aaker conceptualizes brand awareness must precede brand association. That is where consumer must first be aware of the brand in order to develop a set of association (Washburn & Plank, 2002). It also plays an important role in consumer decision making such as consumer think about the

brand when they think about the products or services so raising brand awareness increase the likelihood that the brand will received repeated consideration of purchase. (Temporal, 2000) also stated that there is an obvious link between awareness and purchase because people will not buy something they do not know anything about.

2.2.2 Brand Association

Brand association is one of the most accepted dimensions of brand equity. It is anything linked in customers' memory to a brand. Both (Keller K. L., *Conceptualizing, Mearasuring and Managing Customer-Based Brand Equity*, 1993)and (Aaker, 1991)stated that the core role of brand associations is to create meaning for customers. Brand associations includes all brand-related perceptions, thoughts, feelings, experiences, smells, colors, music, images, attitudes and belief(Kotler & Keller, 2006). (Chen, 2001) identified two types of brand associations and examined the relationship between association characteristics and brand equity. One was product association including functional attribute association and non-functional attribute association. The other was organizational association including corporate ability association and corporate social responsibility association.

Moreover, brand association can be seen in all type of forms and reflects functions and features of the product or aspects independent of the product itself. Brand associations can be described through several sub-dimensions such as: its value, its personality, and its organizational characteristics. Brand associations are important to both marketers and consumers because marketers use brand associations to differentiate and position in the market while consumers use brand associations to process and organize and retrieve information in memory and to aid them in marking purchase decisions (Aaker D. A., 1991). In short, brand associations can be a critical factor to differentiate and position a product. Two same products may create a difference experience because their brand's associations are different. When a product has strong brand association, it can also be a basic of brand extension which provides significant competitive advantage in the targeted area.

2.2.3 Perceived Quality

Perceived quality is one of the main components of brand equity. It is consumer perception of general quality or superiority of one product or service with attention to the purpose of that product or service in comparison to other alternatives (Keller K. L., 2009).

Perceived quality enables a brand to provide purchase reasons for their customers and create a strong aspect to differentiate and position its product or service. It is useful for companies as it enables the brand to charge a premium price, attract new customers, and allow brand extension (Aaker D. A., 1991).

Customers perceived brand qualities in several ways. According to (Aaker, 1996), there are three levels of analysis. First level is where customers perceive an absolute level of quality where the perceived quality could be low, medium or high. Then, customers perceived a product as relative in quality in the second level. In the third one, perception is based on consistency or inconsistency of a product or service. In addition, consumers already have some perceptions of the quality, price and features about the product on the basis of informational cues before purchasing that product. As defined by (Zeithaml, 1988), there are some cues that are intrinsic concerned to the physical characteristics of the products itself such as product's features, reliability, durability and performance. Aside from that, there are also extrinsic cues that are external to products itself, such as price, brand name, brand image, country of origin and manufacture's reputation.

2.2.4 Brand Loyalty

Brand loyalty is one of the most important components of (Aaker, 1991) brand equity model and is defined as the attachment that a customer has to a brand. It is a deeply held commitment to rebuy a preferred product or service consistently in the future despite situational influences and marketing efforts having potential to cause switching behavior (Oliver, 2016).

According to (Keller K. L., 1998), brand loyalty can be classified into two levels known as behavioral and cognitive loyalty. Behavioral loyalty can be identified by the number of repeated purchases. On the other hand, cognitive loyalty refers to the customers' intention to buy the brand as the first choice. Some academic researchers see brand loyalty as a behavioral response as well as a function of psychological process (Jacoby & Kyner, 1973). (Yoo & Donthu, 2001) added to that definition by stating that brand loyalty is an attitudinal perception as the tendency to be loyal to a focal brand, which is established by the intention to buy the brand as a primary choice. Thus, the concept of brand loyalty presents a general phenomenon which describes a consumer's overall buying patterns. Concluding, brand loyalty is the heart of any brand's value. It's

important to strengthen the size and intensity of each loyalty segment because a brand with a small but intensely loyal customer base can have significant brand equity.

2.3 Buying Behavior

The key to a successful marketing campaign lies in consumer buying behavior. Understanding buying behavior is the only way to connect with customers and to influence their purchasing decision. The sum total of a customer's attitudes, preferences, intentions and decisions regarding to their behavior in the marketplace when purchasing a product or service is called buying behavior. According to (Solomon, Bamossy, Askegaard, & Hogg, 2006), it is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires.

In addition, understanding the way the customers make purchasing decisions is essential for companies in order to create effective marketing strategies. Five stages of customer decision making process include problem recognition, information search, evaluation of alternatives, purchase and post-purchase behavior.

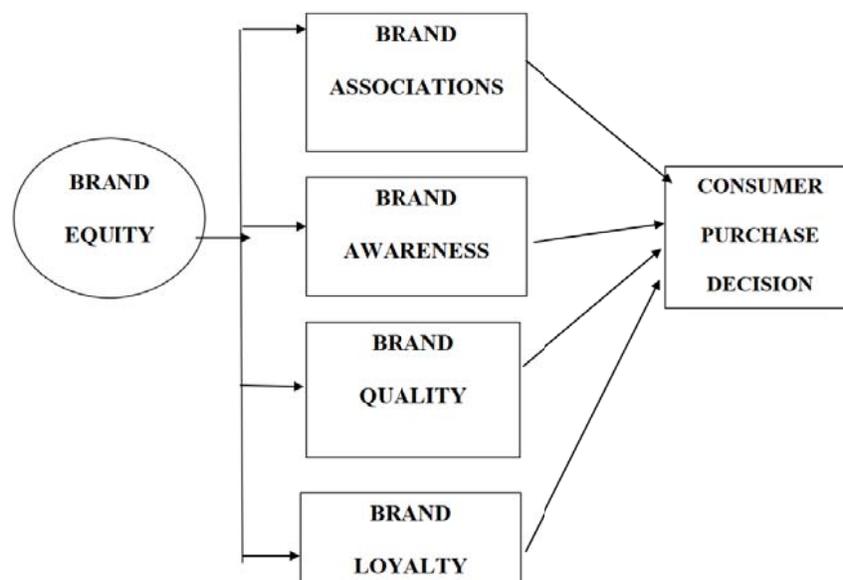
First and most important step in the buying decision is problem/need-recognition step. It is necessary to recognize what the problem or need is and identify the type of product which is required. Then, the next step is information search stage. Consumer examines the information about the product either from friends, family, neighborhood, advertisements, retailers, whole seller and dealers or using the product in this stage. After getting the required knowledge about the product, the consumer evaluates the various alternatives on the basis of its want satisfying power, quality and its features. After evaluating the alternatives, the buyer actually purchases the suitable product. Finally, the stage of post-purchase behavior takes place. At this stage, customer evaluates their level of satisfaction or dissatisfaction with the product. Overall, these are five stages each customer goes through when they are purchasing a product.

2.4 Empirical Studies

There are numerous studies explored the effect of brand equity on customer buying behavior. (Adam & Akber, 2016) investigated the impact of brand equity on

consumer purchase decision of cell phones. This study concluded that when consumers are attached and loyal towards a brand, they are likely to do repeat purchases and this only happens when the relationship between the brand and the user has an emotional linkage with the mobile brand. For this reason, it has become very important for marketers that not only they should highlight the features and functional capabilities of the mobile while presenting their brands to their target market but also define what meaning of their brands stands for and how it affects the relationship with the customers. Their conceptual model is shown in Figure (2.1).

Figure (2.1) Conceptual Framework of Adam and Akber



Source: (Adam & Akber, 2016)

(Anaraki, 2013) also investigated the impact of brand equity on consumer response in mobile shopping centers. In this study, (Anaraki, 2013) discussed the proposed model and confirmed the role of brand equity dimensions on customer reactions. Moreover, in a study entitled “Studying the effect of brand equity on consumer response”, (Hosseini & Rezaie, 2011) concluded that there is a positive significant relationship between the four dimensions of loyalty, quality, awareness and willingness to spread brand.

(Karbaspour & Saeideh, 2010) conducted a study entitled “Evaluation of brand equity and the affecting factors from the consumer’s perspective”. The results showed that brand loyalty and association factor have direct impact on brand equity, and the factor of perceived quality has indirect impact on brand equity through loyalty. (Kazemi,

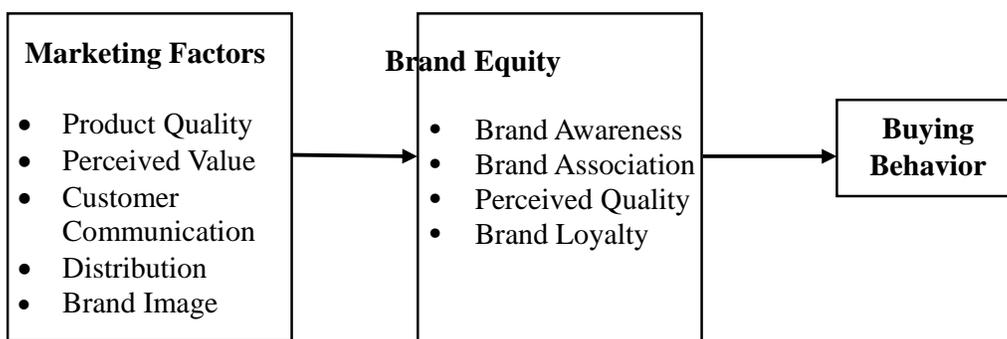
Hosseini, & Moradi, 2013) also analyzed the influencing factors on brand equity and its impact on consumer buying decision in the selected branches of Mellat Bank in Bushehr City. According to the results, this study not only reveals the effect of brand equity on customer buying decision but also shows the effect of personnel and place of distribution on brand equity and consumer buying decision.

(Almasi & Taleghani, 2011) studied the factors affecting brand equity from the perspective of customers using Aaker’s Model. This study examined the interrelationships between the brand equity dimensions and its impact on brand equity. Based on the results of this study, perceived quality, brand awareness, and brand loyalty were significantly affect brand equity among all the five dimensions of brand equity. Consequently, brand image and brand awareness have both direct and indirect effect on brand equity. According to this study, brand image is an important dimension to be considered in consumer based brand equity. Therefore, firms with experienced brands in the marketplace aim to foster the effects of the brand image on brand equity.

2.5 Conceptual Framework of the Study

After studying the previous papers and literature review, this conceptual framework is developed to analyze the effect of brand equity on buying behavior of SCG cement in Yangon. In this framework, the elements of brand equity can be defined as brand awareness, brand association, perceived quality and brand loyalty. Then, marketing factors can be defined as product quality, perceived value, customer communication, distribution and brand image unlike the other previous studies which are focusing on influencing factors of marketing mix elements including price, product, place and promotion. The conceptual framework model for this study is shown in Figure (2.2).

Figure (2.2) Conceptual Framework



Source: Own Compilation (2019)

In this conceptual framework, there are three major parts such as marketing factors, brand equity and buying behavior. Brand equity is the mediator between marketing factors and buying behavior of SCG cement. In this study, marketing factors are measured with product quality, perceived value, customer communication, distribution and brand image. Brand equity is measured by brand awareness, brand association, perceived quality, and brand loyalty. Then, buying behavior of SCG cement is measured with the factors such as whether customers collect information and search the advice of friends before buying the product, habits of using and buying SCG cement, the reason to buy SCG cement, their willingness to pay a premium price and recommend SCG brand to others. Overall, this study only focuses on to what extent the marketing factors affect the brand equity and whether buying behavior is associated with brand equity of SCG cement.

CHAPTER 3

PROFILE AND CUSTOMER PERCEPTION ON MARKETING FACTORS OF SCG CEMENT

In this chapter, general overview on cement market in Myanmar, profile of SCG cement, descriptive analysis of the respondents and customer perception on marketing factors of SCG cement are presented.

3.1 Cement Market in Myanmar

Being South-east Asia's largest country and one of the richest in terms of natural resources, Myanmar's largely unbanked population of over 53 million presents' vast growth opportunities. That has led to a sizable expansion of investments. In the few short years that have passed, Myanmar has attracted interest from international investment in many sectors. As a result, investment capacity is on the rise in the country. Meanwhile, Myanmar government emphasizes on economic and infrastructural development, Myanmar directs part of its efforts to the reconstruction of the outdated and fragmented cement market. Therefore, cement industry becomes booming as millions dollars projects like New City project and Underground City project. As the high demand of cement for the country's infrastructure, the cement industry becomes competitive.

In Myanmar, very first cement plant was built between 1935 and 1937 on the west bank of the Irawaddy River, 3km of Thayet town. It produced 200 tons per day (tpd) with the brand name of Horse Head. In 1970, Myanmar government built a second plant which was ordered from Kawasaki, Japan at Kyangin, Ayeyawady division. At the same time, there was another cement plant in HpaAn, Karen state which produced cement with Flying Horse brand. Then, the private sector entered the cement industry in 1992. Myanmar Economics Corporation (MEC), military conglomerate and some private investors like, Mandalay Cement Industries (MCI) built new plants too. MCI built another plant in 2000 which produced Myanmar Elephant brand cement. In 2001, MEC built next plant at Myaingkalay near HpaAn, close to existing plant. It produces cement with a brand name of Rhino. In 2003, MCI started a cement plant at Kyaykse with a brand name of Horse Head. Then, MCI, Yangon City Development Committee (YCDC) and Max

cement signed contract with Jiangsu Pengfei Group (JSPFG) to build 500 tpd plant for each client. All three plants were commissioned in 2010.

Another private company, Dragon cement, built its first plant in February 2011. After 2012, some private companies like Ngwe Yi Pale entered cement industry in Naung Cho with the brand name of Crown cement. Then, ShweTaung Company built 1500 tpd plant in Thazi with the brand name of Apache cement in 2014. After 2014, the Directorate of Investment and Company Administration approved joint venture in Myanmar. So, Mawlamyine cement set up joint venture between Thailand's Siam Cement Group (SCG) and Pacific Link Cement Industries. This cement plant locates in Mon State's Kyaikmayaw Township. It is a 5000 tpd plant and started commercial operations in April, 2017. Then, Highland Cement International Co., Ltd is a joint venture company established by LG International Corp. It built 1500 tpd cement plant near Pyinyaug Village in Thazi Township and started commercial operations in September, 2017 with the brand name of Blue Diamond.

Cement consumption has been constantly booming over the last 10 years since it triples from 2002 to 2013 to reach an estimated consumption of 5.3 million despite the international sanctions. Though new capacity increases in coming years in addition to the already confirmed new projects, Myanmar remains under supplied. Therefore, the current gap in supply and demand is filled by major imports (2.6 million tons in 2012) of which 90% of originating from Thailand, the largest exporter of Siam Cement Group (SCG). Yangon is the main cement consumption region. It was about 2.1 million tons, nearly 40% of the national consumption in 2013. As there is no limestone in Yangon, cement plant cannot be built in this region but it is the main destination for imports. The three nearest plants to Yangon are Max cement factory, MEC cement factory and SCG cement factory.

After Yangon, Mandalay is the second largest consumption region with the consumption rate of 1.5 million tons which was 29% of national consumption. Moreover, after Government transferred capital city from Yangon to Naypyidaw at the end of 2006, cement consumption rate of Naypyidaw became increase up to 0.5 million tons which was 11% of national consumption. Therefore, cement providing companies are striving hard to survive among competitors and sustain the brand in business competitive environment. The challenges arise in growing cement market looking for better quality products with good services. In fact, the competition in purchase intention has been

shifting in cement industry to build brand. In this way, brand equity becomes increasingly significant among cement industry.

3.2 Profile of SCG Cement

The Siam Cement Group Public Company Limited (SCG) is the largest and oldest cement and building material company in Thailand and Southeast Asia. In 2016, SCG was ranked as the second largest company in Thailand and the 604th largest public company in the world. The company's major shareholder is the Crown Property Bureau, which owns 30 percent of Siam Cement's shares. The cement and building materials unit contributed 38 percent, 44 percent from the chemicals unit and 18 percent from the packaging unit. In 2016, SCG was ranked No.1 of the top graduate employer in Thailand polled by Asia Internship Program.

SCG was founded to set up the first cement plant in Bangkok, Thailand by a royal decree of King Rama VI (Vajiravudh) in 1913. Since then, the company has expanded into various businesses with three core business units: SCG Cement-building materials, SCG Chemicals and SCG Packaging. Now, SCG heavily invests their company into Southeast Asia regions including packaging businesses in Malaysia, petrochemical complex in Vietnam, and many cement plants around the regions including Myanmar.

SCG has been operating business in Myanmar for over 20 years as importers with not only cement but also other building materials products. It has become the leading cement provider in Myanmar. SCG also stated its second subsidiary namely Mawlamyine Cement Limited. It is the very first integrated Greenfield cement plant in Mawlamyine. Starting from 2013, SCG invested 400 million USD to build a clean and green manufacturing plant which operated in 2016.

In addition, SCG is committed to building its presence in the country, strengthening relationships, uplifting partnerships with stakeholders by collaborating and developing business together in order to provide a steadier base when the strategies and policies of the AEC are enacted.

3.3 Research Design

This study aims to examine the brand equity of SCG cement and analyzing the effect of brand equity on buying behavior of SCG cement in Yangon. To achieve these objectives, both primary and secondary data are used.

Primary data is collected from 180 customers who purchase SCG cement for construction in Yangon. Among 180 customers, only the data of 125 customers are valid. Secondary data are obtained from text books, previous research papers and internet websites.

After the survey data were collected, these results will be entered SPSS (Statistical Package for the Social Scientists) to analyze the results and test the reliability analysis. Descriptive research method was used in this study. Descriptive research is aimed to describe characteristics of consumers, to estimate percentage in a specific population that has a certain form of behavior and to count frequency in consumer behavior. The survey questions used for this study consist of three main parts including demographic factors of respondents, the brand equity of SCG cement, and buying behavior of SCG cement. A five-point of Likert-type scale was used to indicate the respondent's answers ranging from "strongly disagree to strongly agree".

3.4 Reliability Analysis

Before performing data analysis, there will be a reliability analysis in order to test the internal consistency of the variables in the questionnaire. The tests were conducted in the SPSS software by the Cronbach's Alpha model by using the data collected from 125 respondents.

The range of Cronbach's Alpha should become from 0.1 to 10, but for research purpose, some researchers suggested that the minimum standard for reliability should be 0.7 or higher. When the alpha value is greater than 0.7, the level of internal coherence is acceptable. The Cronbach's Alpha values for influencing marketing factors, dimensions of brand equity and buying behavior are shown in the Table (3.1) below:

Table (3.1) Reliability Analysis

Category	Cronbach's Alpha	No of Items
Product Quality	0.890	5
Perceived Value	0.767	5
Customer Communication	0.838	5
Distribution	0.814	5
Brand Image	0.879	5
Brand Awareness	0.849	5
Brand Association	0.880	5
Perceived Quality	0.910	5
Brand Loyalty	0.887	5
Buying Behavior	0.751	5

Source: Survey Data (2019)

The Table (3.1) showed that the Cronbach's Alpha of all the factors were more than 0.6. Therefore, it can be interpreted that the data is considered to be reliable and valid.

3.5 Profile of Respondents

In this study, the sample size is 125 respondents who are business customers that are currently using or have used SCG cement for constructions in Yangon. Profile of respondents includes number of employees, years of doing cement business, years of working with SCG, average purchasing amount of SCG cement per month and brands dealt by customer. Each characteristic has been analyzed in terms of absolute value and percentage, and the summary of the demographic characteristics of respondents. Table (3.2) shows the results of the analysis on the respondents' demographic profile, as follows.

The first demographic variable in the questionnaire is number of employees including 1-10 employees, 11-20 employees, 21-30 employees and above 30 employees. According to the survey results, it is found that 59 respondents run their business with the range of 11 to 20 employees out of 125 respondents. In terms of percentage, 47% of B2B customers were working in companies that included 11 to 20 employees.

Table (3.2) Profile of Respondents

Variables	Description	No. of Respondents	Percentage (%)
Number of employees	1-10 employees	29	23
	11-20 employees	59	47
	21-30 employees	22	18
	30employees and above	15	12
Years of doing cement business	Less than 5 years	58	47
	5-10 years	36	29
	11-15 years	18	14
	Above 15 years	13	10
Years of working with SCG (Relationship)	1-5 years	65	52
	6-10 years	48	38
	11-15 years	12	10
	16-20 years	-	-
Average purchasing amount of SCG cement per month	Below 50 tons	17	14
	51-100 tons	53	42
	101-150 tons	25	20
	Above 150 tons	30	24
Total		125	100
Brands dealt by customers	SCG cement	125	36
	Rhinos	11	3
	Crown	20	6
	Alpha	8	2
	Apache	46	13
	Max	103	31
	Dragon	5	1
	Blue Diamond	22	6
	Others	6	2
Total		346	100

Source: Survey Data (2019)

In this research study, business experiences of the respondents are varies in the range of less than 5 years, 5-10 years, 11-15 years and above 15 years with 47%, 29%, 14% and 10% respectively. Therefore, it can be said that the majority of respondents have less than 5 years of doing cement business experiences.

In the analysis of working relationship, 52% of the customers have dealt with SCG between 1 to 5 years and 38% of the customers with 6 to 10 years. That's why, it indicates that most of the respondents had enough working experiences with SCG to provide reliable information regarding with brand equity and buying behavior of SCG.

As shown in the Table (3.2), the most dominant group of purchasing SCG cement per month is 53 respondents (42%) who purchase 51 to 100 tons monthly. Whereas the minority of respondents purchase less than 50 tons, 101 to 150 tons, above 150 tons which account for 14%, 20% and 24% respectively. It can be said that the majority of SCG's customers purchase between 51 to 100 tons per month as the main purpose of purchasing is only for construction.

Regarding to the brands dealt by customers, 36% of respondents buy SCG cement, 31% with Max, 13% with Apache, 6% with Crown and Blue Diamond, 3% with Rhinos, 2% with Alpha and other brands. Among them, only 1% of respondents buy Dragon cement. However, SCG cement shares the highest market share and Max is the second one based on the survey results.

3.6 Customer Perception on Marketing Factors of SCG Cement

This section analyzes customer perception on marketing factors of SCG cement in Yangon. The five variables of influencing marketing factors are product quality, perceived value, customer communication, distribution and brand image.

3.6.1 Product Quality

This section analyzes the product quality of SCG cement which is measured with five statements such as product features, durability, usage of high quality materials, maintenance of consistent quality and package quality. The mean and standard deviation values for product quality are shown in Table (3.3).

Table (3.3) Product Quality

No	Description	Mean	Std. Deviation
1	High product quality and good features	3.65	0.89
2	Durability	3.56	0.91
3	Usage of high quality materials	3.44	0.72
4	Maintenance of consistent quality	3.62	0.80
5	Protective and attractive package quality	3.62	0.84
	Overall Mean	3.58	

Source: Survey Data (2019)

The mean values of product quality show that all five variables are greater than the neutral score of 3 and the overall mean value is 3.58. It shows that most of the respondents agree with all the statements of product quality of SCG cement.

The highest mean value is 3.65 which mean that the brand provides high product quality and good features as most of the respondents agreed with that statement. The second largest mean score is 3.62 and it indicates that the brand can not only maintains the consistent quality but also offers protective and attractive package quality. Usage of high quality materials in producing SCG cement has lowest mean value of 3.40. It means that customers do not notice the quality of materials whether they are good or bad as they only emphasize on durability rather than ingredients.

3.6.2 Perceived Value

This section analyzes the perceived value of SCG cement which is measured with five statements such as providing better benefits than expected, more benefits than costs, high quality product, best possible price that meets needs and suitability to use. The mean and standard deviation values for perceived value are shown in Table (3.4).

The mean values of perceived value show that all five variables are greater than the neutral score of 3 and the overall mean value is 3.52. It shows that most of the respondents agree with all the statements of perceived value of SCG cement.

Table (3.4) Perceived Value

No	Description	Mean	Std. Deviation
1	Better benefits than expected	3.70	0.81
2	More benefits than costs	3.50	0.92
3	High quality product	3.75	0.80
4	Best possible price that meets needs	3.30	0.93
5	Suitable to use	3.32	0.84
	Overall Mean	3.52	

Source: Survey Data (2019)

The highest mean value is 3.75 which mean that most of the respondents believe that SCG cement is high quality product. The second largest mean value is 3.70 and it indicates that the brand provides better benefits to customers than they expected. Unlikely, the mean value of offering best possible price that meets needs is the lowest with the value of 3.30. Therefore, it concludes that customers do not purchase SCG cement based on price. They focus on high quality rather than price.

3.6.3 Customer Communication

This section analyzes the customer communication of SCG cement which is measured with five statements such as product awareness based on promotion strategy, well known for public relation, getting information from sales people and leaflets, accessibility on social media, and influence of promotions on rate of purchase. The mean and standard deviation values for customer communication are shown in Table (3.5).

Table (3.5) Customer Communication

No	Description	Mean	Std. Deviation
1	Product awareness based on promotion strategy	3.89	0.82
2	Well known for public relation	3.30	1.13
3	Get information from sales people and leaflets	3.09	1.09
4	Easily accessible on social media	3.10	0.95
5	Influence of promotions on rate of purchase	3.70	0.74
	Overall Mean	3.41	

Source: Survey Data (2019)

The mean values of customer communication show that all five variables are greater than the neutral score of 3 and the overall mean value is 3.41. It shows that most of the respondents agree with all the statements of customer communication of SCG cement.

The highest mean value is 3.89 which mean that most of the respondents know SCG cement because of the brand’s effective promotion strategy that enhance awareness of the product. The mean value of the influence of promotions on rate of purchase is the second largest one with the value of 3.70 and it indicates that the more promote the brand, the higher the sales of SCG cement as they are directly related to each other. The lowest mean value is 3.09 of getting information from sales representatives and leaflets. It is because customers more widely use modern trade channels like social media to find information about the products they want than traditional ones like leaflets.

3.6.4 Distribution

This section analyzes the distribution of SCG cement which is measured with five statements such as effective distribution channels, accessibility due to location, channel coverage, transportation system and wide market coverage due to good distribution. The mean and standard deviation values for perceived value are shown in Table (3.6).

Table (3.6) Distribution

No	Description	Mean	Std. Deviation
1	Effective distribution channels	4.10	0.69
2	Accessibility due to location	4.00	0.78
3	Channel coverage	3.94	0.74
4	Transportation system	3.58	1.02
5	Wide market coverage due to good distribution	3.62	0.78
	Overall Mean	3.85	

Source: Survey Data (2019)

The mean values of distribution show that all five variables are greater than the neutral score of 3 and the overall mean value is 3.85. It shows that most of the respondents agree with all the statements of distribution of SCG cement.

The highest mean value is 4.10 which mean that most of the respondents are very satisfied with distribution channels of SCG cement which can lead to get more market

exposure in terms of speed and efficiency. The mean value of accessibility due to location is the second largest one with the value of 4.00. It indicates that customers can purchase the product easily without any delay which can also lead to low transportation. The lowest mean value is 3.58 for transportation system but it is still higher than neutral score of 3. So, it shows that distribution system of SCG is effective and efficient.

3.6.5 Brand Image

This section analyzes the brand image of SCG cement which is measured with five statements such as good impression, high reputation, leading brand in the market, high quality compared to other brands, and purchase regardless of the price due to brand image. The mean and standard deviation values for brand image are shown in Table (3.7).

Table (3.7) Brand Image

No	Description	Mean	Std. Deviation
1	Good impression	3.74	0.82
2	High reputation	3.78	0.73
3	Leading brand in the market	3.90	0.86
4	High quality compared to other brands	3.92	0.90
5	Purchase regardless of price due to brand image	3.35	1.08
	Overall Mean	3.74	

Source: Survey Data (2019)

The mean values of brand image show that all five variables are greater than the neutral score of 3 and the overall mean value is 3.74. It shows that most of the respondents agree to the statements and also SCG has a positive brand image.

The highest mean value is 3.92 which mean that customers believe SCG cement provides superior product quality especially compared to other competitive cement brands such as Max, Rhino, Apache and so on. Moreover, the respondents agree with the fact that SCG is the leading brand in the market because its mean value is second largest one with the value of 3.90. It means that SCG brand has not only the highest market share but also the highest market coverage which is very important to meet customers' needs effectively. The lowest mean value is 3.35 which can be concluded that customers of SCG cement are not quite sure to make a purchase due to the brand image, regardless of the price.

3.6.6 Summary of Marketing Factors of SCG Cement

The following Table (3.8) represents the comparison of mean values of marketing factors on brand equity of SCG cement such as product quality, customer value, customer communication, distribution and brand image.

Table (3.8) Summary of Marketing Factors

No	Description	Mean
1	Product Quality	3.58
2	Customer Value	3.52
3	Customer Communication	3.41
4	Distribution	3.85
5	Brand Image	3.74

Source: Survey Data (2019)

According to the results shown in the Table (3.8), the most influencing factors on brand equity are found as distribution and brand image. The lowest influencing one is found as customer communication. Those influencing marketing factors are very important for brand equity in order to maintain some target level of satisfaction in meeting requirements for customers and to differentiate the brand from competitors on brand equity aspects.

CHAPTER 4

ANALYSIS ON BRAND EQUITY AND BUYING BEHAVIOR OF SCG CEMENT IN YANGON

In this chapter, the analysis on factors influencing brand equity and the effect of brand equity on buying behavior of SCG cement in Yangon are covered.

4.1 Analysis on Influencing Factors on Brand Equity

This section analyzes the influencing factors on brand equity and explores the most influencing factors on brand equity.

4.1.1 Brand Equity of SCG Cement

Brand equity is measured with four elements such as brand awareness, brand association, perceived quality and brand loyalty. The results of the analysis are shown in the following tables including mean and standard deviation scores.

(a) Brand Awareness

This section analyzes the brand awareness which is measured with five statements whether the respondents easily imagine the symbol, recognize among competing brands, think about the brand first, easily recall the features and brand familiarity. The mean and standard deviation values for brand awareness are shown in Table (4.1).

Table (4.1) Brand Awareness

No	Description	Mean	Std. Deviation
1	Easily imagine the symbol or logo	3.70	0.72
2	Recognition among competing brands	3.78	0.69
3	Brand comes up first in my mind	3.73	0.81
4	Easily recall the features	3.70	0.80
5	Frequent advertisements and brand familiarity	3.47	0.89
	Overall Mean	3.67	

Source: Survey Data (2019)

The mean values of brand awareness show that all five variables are greater than the neutral score of 3 and the overall mean value is 3.67. It shows that most of the respondents agree to the statements and also that brand awareness of SCG cement is high.

The highest mean value is 3.78 which mean that users easily recognize SCG brand name among other competing brands including Rhinos, Crown, Alpha, Apache, Max, Dragon, Blue Diamond and so on. Then, when users need to buy cement, SCG brand comes up first in their mind showing the second largest mean value of 3.73. It can be interpreted that most of the respondents are aware of this brand and they are able to identify the brand under different conditions. Although SCG not only provides event sponsorship but also creates frequent advertisements on TV, radio and other media in order to promote brand awareness, its mean value is lowest with the value of 3.47. Therefore, it means that the advertisements of SCG brand are weak to attract users and SCG need to make more advertising effort to be aware of that brand. However, it can be concluded that brand awareness of SCG brand is high according to the overall mean value and above facts.

(b) Brand Associations

This section analyzes the brand association of SCG cement which is measured with five statements such as user personality, brand unique image, psychological association, not taking advantage of consumers, and cause and reason to buy brand. The mean and standard deviation values for brand association are shown in Table (4.2).

Table (4.2) Brand Associations

No	Description	Mean	Std. Deviation
1	Brand Association with user personality	3.78	0.75
2	Brand unique image	3.74	0.86
3	Psychological Association	3.65	0.93
4	Do not take advantage of consumers	3.86	0.72
5	Cause and reason to buy brand	3.70	0.83
	Overall Mean	3.75	

Source: Survey Data (2019)

The mean values of brand association show that all five variables are greater than the neutral score of 3 and the overall mean value is 3.75. It shows that most of the respondents agree to the statements and brand association of SCG cement is high.

The highest mean value is 3.86 which mean that customers believe SCG cement and people who stand behind the brand do not take advantage of them. Moreover, the respondents agree with the fact that this brand is associated with users' personal comfort for the living style because its mean value is second largest one with the value of 3.78. Although the lowest mean value is 3.65, it is still higher than neutral score of 3 which shows that there is strong psychological association between customers of SCG cement and the brand. Therefore, it can be concluded that customers consider they get much more benefits compared to what they pay for the brand as SCG cement provide unique features and high quality products with affordable price. These facts lead to customers having positive impression and brand association of SCG cement.

(c) Perceived Quality

This section analyzes the perceived quality of SCG cement which is measured with five statements such as perceived package quality, perceived functional quality, perceived promotion quality, perceived product quality and perceived ingredient quality. The mean and standard deviation values for perceived quality are shown in Table (4.3).

Table (4.3) Perceived Quality

No	Description	Mean	Std. Deviation
1	Perceived package quality	3.62	0.87
2	Perceived promotion quality	3.40	0.98
3	Perceived functional quality	3.54	0.80
4	Perceived ingredient quality	3.80	0.83
5	Perceived product quality	3.84	0.77
	Overall Mean	3.64	

Source: Survey Data (2019)

The mean values of perceived quality show that all five variables are greater than the neutral score of 3 and the overall mean value is 3.64. It shows that most of the respondents agree to the statements and perceived quality of SCG cement is high.

The highest mean value is 3.84 which come from the product quality and second largest one is 3.80 from the ingredient quality of SCG cement. It can be said that the respondents believed the brand provides better quality products as compared to other brands in terms of resistance and usage. Also, buying SCG brand is risk free because of the high quality ingredients which are safe and will not impact to environment. However, the mean value of perceived promotion quality is lowest with the value of 3.65. It can be interpreted that most of the respondents think SCG brand's promotions are not quite attractive as the brand more focus on quality than promotional activities. That's why, SCG brand needs to make more advertising efforts to attract customers.

(d) Brand Loyalty

This section analyzes the brand loyalty of SCG cement which is measured with five statements such as whether the respondents will buy SCG if the brand produces new product, will recommend to family and friends, will not buy others if SCG is not available, willing to buy SCG cement even if another brand has the same features and attributes and willing to pay higher price. The mean and standard deviation values for brand loyalty are shown in Table (4.4).

Table (4.4) Brand Loyalty

No	Description	Mean	Std. Deviation
1	Willingness to buy if SCG produces new product line	3.53	0.80
2	Recommendation to family and friends	3.75	0.79
3	Unwillingness to buy others, if SCG is not available	3.73	0.94
4	Willingness to buy even if another brand has the same features and attributes	3.78	0.84
5	Willingness to pay higher price	3.82	0.78
	Overall Mean	3.72	

Source: Survey Data (2019)

The mean values of brand loyalty show that all five variables are greater than the neutral score of 3 and the overall mean value is 3.72. It shows that most of the respondents agree to the statements and brand loyalty of SCG cement is high.

The highest mean value is 3.82 which mean that customers buy SCG cement regardless of the price. They are willing to pay higher price even if the price is increased. Moreover, the respondents are also willing to buy SCG brand even if another brand has the same features and attributes because its mean value is second largest one with the value of 3.78. It shows customers' trust and loyalty in SCG brand as it always tries to create good customer relationship through meeting needs and wants of them. Although the lowest mean value is 3.53, it is still higher than neutral score of 3 which shows that customers are willing to buy SCG if this brand produces new product line. Therefore, it can be concluded that the brand loyalty of SCG cement is high based on the above facts.

(e) Summary of Brand Equity of SCG Cement

The following Table (4.5) represents the comparison of mean values of dimensions of brand equity on buying behavior of SCG cement such as brand awareness, brand associations, perceived quality and brand loyalty.

Table (4.5) Summary of Dimensions of Brand Equity

No	Description	Mean
1	Brand Awareness	3.67
2	Brand Associations	3.75
3	Perceived Quality	3.64
4	Brand Loyalty	3.72

Source: Survey Data (2019)

According to the results shown in the Table (4.5), the most influencing factors on buying behavior are found as brand associations and brand loyalty. The lowest influencing one is found as perceived quality. These four dimensions of brand equity are very crucial for every marketer as it can stimulates both positive and negative recognition of brand and strongly affects consumer buying behavior.

4.1.2 Influencing Factors on Brand Equity

In order to analyze which marketing factors have significant impact on brand equity, a regression model is developed. In this analysis, the independent variables are five marketing factors including product quality, perceived value, customer communication, distribution and brand image while each dimension of brand equity is dependent variable.

(a) Influencing Factors on Brand Awareness

In this study, Linear Regression Model is applied to analyze influencing marketing factors on brand awareness. The results of the analysis are shown in Table (4.6).

Table (4.6) Influencing Factors on Brand Awareness

Model	Unstandardized Coefficients		t	Sig.	VIF
	B	Std. Error			
(Constant)	0.374	0.283	1.324	0.188	
Product Quality	0.218***	0.063	3.485	0.001	2.229
Perceived Value	0.157**	0.076	2.069	0.041	1.647
Distribution	0.069	0.067	1.028	0.306	2.034
Customer Communication	0.395***	0.071	5.543	0.000	1.428
Brand Image	0.056	0.084	0.669	0.505	2.770
R	0.763				
R Square	0.583				
Adjusted R Square	0.565				
F Value	33.238***				
Durbin Watson	1.669				

Source: Survey Data (2019)

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

As shown in Table (4.6), R Square is 0.583 and Adjusted R Square is 0.565. This model can explain 56.5% about the variance of dependent variable with the independent variable. F-value (the overall significance of the model) is highly significant at 1% level. The Durbin-Watson value is 1.669. Therefore, it indicates that there are no auto correlations in sample. All the VIF values are less than 10. It shows that there is no multicollinearity problem in this study. This means that there is no correlation among independent variables.

Among five variables, two are strongly significant as stated by regression analysis table. Product quality and customer communication have positive significant effect on

brand awareness. Both product quality and customer communication have the expected positive sign and significant coefficient at 1% level. It points that these two variables lead to an increase in brand awareness of SCG cement. Every one unit increase in product quality and customer communication helps brand awareness to increase by 0.218 and 0.395 units respectively. Perceived value also has the expected positive sign and significant coefficient at 5% level. It shows that perceived value leads to an increase in brand awareness of SCG cement. One unit increase in perceived value will lead to almost 0.157 units rise in brand awareness.

According to the analysis, product quality has positive significant effect on brand awareness. Most of the respondents buy SCG cement because it is reliable in terms of quality. When users need to buy cement, SCG brand comes up first in their mind and also they can identify the brand under different conditions. This means that customers are aware of SCG brand because of its high product quality. Therefore, product quality is identified as the influencing factors on brand awareness.

According to the analysis, customer communication has positive significant effect on brand awareness. As SCG brand provides effective communication channels and promotion strategy, brand awareness of SCG cement increases. As a result, customers easily recognize SCG brand name among other competing brands. Therefore, customer communication is also identified as the influencing factors on brand awareness.

According to the analysis, perceived value has positive significant effect on brand awareness. Most of the respondents perceived that SCG brand is a high quality product and it provides not only better benefits than they expected but also best possible price that meets their needs. Therefore, perceived value is also identified as the influencing factors on brand awareness.

Overall evaluation shows that the model explains the influencing marketing factors on brand awareness well because the estimation produced the expected signs and significant coefficients for marketing factors. In conclusion, among five elements of marketing factors, product quality, customer communication and customer value play significant roles in brand awareness. Therefore, to improve the brand awareness of SCG cement in Yangon, marketers should focus more on increasing product quality, customer communication and perceived value of SCG cement rather than distribution and brand image which have lowest impact on brand awareness.

(b) Influencing Factors on Brand Association

In this study, Linear Regression Model is applied to analyze influencing marketing factors on brand association. The results of the analysis are shown in Table (4.7).

Table (4.7) Influencing Factors on Brand Association

Model	Unstandardized Coefficients		T	Sig.	VIF
	B	Std. Error			
(Constant)	0.647	0.266	2.433	0.016	
Product Quality	0.366***	0.059	6.212	0.000	2.229
Perceived Value	0.083	0.071	1.160	0.248	1.647
Distribution	0.171***	0.063	2.715	0.008	2.034
Customer Communication	0.030	0.067	0.445	0.657	1.428
Brand Image	0.214***	0.079	2.706	0.008	2.770
R	0.831				
R Square	0.690				
Adjusted R Square	0.677				
F Value	53.083***				
Durbin Watson	1.970				

Source: Survey Data (2019)

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

As shown in Table (4.7), R Square is 0.690 and Adjusted R Square is 0.677. This model can explain 67.7% about the variance of dependent variable with the independent variable. F-value (the overall significance of the model) is highly significant at 1% level. The Durbin-Watson value is 1.970. Therefore, it indicates that there are no auto correlations in sample. All the VIF values are less than 10. It shows that there is no multicollinearity problem in this study. This means that there is no correlation among independent variables.

Among five variables, three are strongly significant as stated by regression analysis table. Product quality, distribution and brand image have positive significant effect on brand association. All three variables have the expected positive sign and

significant coefficient at 1% level. It points that these variables lead to an increase in brand association of SCG cement. Every one unit increase in product quality, distribution and brand image helps brand association to increase by 0.366, 0.171 and 0.214 units respectively. Perceived value and customer communication have positive signs but they are not significant as significant level is more than 0.10. The positive relationship means that increase in perceived value and customer communication factors lead to increase brand association of SCG cement. Every one unit increase in perceived value and customer communication helps brand association to increase by 0.083 and 0.030 units respectively.

According to the analysis, product quality has positive significant effect on brand association. Customers believed that SCG brand do not take advantage of them as SCG brand provides consistent product quality. In addition, respondents agreed that this brand is associated with their personal comfort for the living style because of its durability. Therefore, product quality is identified as one of the influencing factors on brand association.

According to the analysis, distribution has positive significant effect on brand association. Most of the respondents were very satisfied with SCG's distribution channels as the product is easily accessible which can lead to low transportation costs. They can also get more market exposure in terms of efficiency and speed. Therefore, distribution is identified as one of the influencing factors on brand association.

According to the analysis, brand image has positive significant effect on brand association. It means there is strong psychological association between SCG brand and the customers because of SCG brand's unique image. Most of the respondents agreed that SCG is the leading brand in cement market and has highest market share which can lead to have positive impression. Therefore, brand image is also identified as one of the influencing factors on brand association.

Overall evaluation shows that the model explains the influencing marketing factors on brand association well because the estimation produced the expected signs and significant coefficients for marketing factors. In conclusion, among five elements of marketing factors, product quality, distribution and brand image play a significant role in brand association. Therefore, to improve the brand association of SCG cement in Yangon, marketers should focus more on increasing product quality, distribution and brand image

of SCG cement rather than perceived value and customer communication which have lowest impact on brand association.

(c) Influencing Factors on Perceived Quality

In this study, Linear Regression Model is applied to analyze influencing marketing factors on perceived quality. The results of the analysis are shown in Table (4.8).

Table (4.8) Influencing Factors on Perceived Quality

Model	Unstandardized Coefficients		t	Sig.	VIF
	B	Std. Error			
(Constant)	-0.144	0.239	-0.602	0.548	
Product Quality	0.248***	0.053	4.668	0.000	2.229
Perceived Value	0.125*	0.064	1.939	0.055	1.647
Distribution	-0.067	0.057	-1.186	0.238	2.034
Customer Communication	0.141**	0.060	2.337	0.021	1.428
Brand Image	0.574***	0.071	8.087	0.000	2.770
R	0.886				
R Square	0.786				
Adjusted R Square	0.777				
F Value	87.333***				
Durbin Watson	2.240				

Source: Survey Data (2019)

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

As shown in Table (4.8), R Square is 0.786 and Adjusted R Square is 0.777. This model can explain 77.7% about the variance of dependent variable with the independent variable. F-value (the overall significance of the model) is highly significant at 1% level. The Durbin-Watson value is 2.240. Therefore, it indicates that there are no auto correlations in sample. All the VIF values are less than 10. It shows that there is no multicollinearity problem in this study. This means that there is no correlation among independent variables.

Among five variables, two are strongly significant as stated by regression analysis table. Product quality and brand image have positive significant effect on perceived quality. All two variables have the expected positive sign and significant coefficient at 1% level. It points that these variables lead to an increase in perceived quality of SCG cement. Every one unit increase in product quality and brand image helps perceived quality to increase by 0.248 and 0.574 units respectively. Customer communication and perceived value have the expected positive signs and significant coefficient at 5% and 10% level. One unit increase in customer communication and perceived value will lead to almost 0.141 and 0.125 units rise in perceived quality.

According to the analysis, product quality has positive significant effect on perceived quality. Most of the respondents perceived that SCG brand provides better quality products as compared to other cement brands in terms of resistance. Moreover, customers believed that they get superior performance with affordable price from this brand. Therefore, product quality is identified as one of the influencing factors on perceived quality.

According to the analysis, brand image has positive significant effect on perceived quality. Most of the customers perceived that SCG brand use high quality ingredients which are safe and will not impact to environment thus they can safely use SCG products without any risk. They are still willing to buy SCG brand even if other brands have same attributes because of their positive attitudes, values and perceptions toward SCG brand. Therefore, brand image is also identified as one of the influencing factors on perceived quality.

According to the analysis, distribution factor has negative effect on perceived quality and it is not significant. The negative sign explains that SCG should find more effective ways to improve distribution systems. If there are too much distribution activities in the market, perceived quality will be low. Distribution factor can increase by developing measurements and tracking performance, building relationship at each step of distribution channels, avoid pricing conflicts and driving revenue through channel.

Overall evaluation shows that the model explains the influencing marketing factors on perceived quality well because the estimation produced the expected signs and significant coefficients for marketing factors. In conclusion, among five elements of marketing factors, four variables except distribution play a significant role in perceived

quality. Therefore, to improve the perceived quality of SCG cement in Yangon, marketers should focus more on increasing product quality, brand image, perceived value and customer communication rather than distribution which have lowest impact on perceived quality.

(d) Influencing Factors on Brand Loyalty

In this study, Linear Regression Model is applied to analyze influencing marketing factors on brand loyalty. The results of the analysis are shown in Table (4.9).

Table (4.9) Influencing Factors on Brand Loyalty

Model	Unstandardized Coefficients		t	Sig.	VIF
	B	Std. Error			
(Constant)	0.420	0.235	1.787	0.076	
Product Quality	0.278***	0.052	5.338	0.000	2.229
Perceived Value	0.013	0.063	0.209	0.835	1.647
Distribution	0.008	0.056	0.138	0.890	2.034
Customer Communication	0.094	0.059	1.593	0.114	1.428
Brand Image	0.500***	0.070	7.168	0.000	2.770
R	0.876				
R Square	0.767				
Adjusted R Square	0.758				
F Value	78.523***				
Durbin Watson	2.077				

Source: Survey Data (2019)

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

As shown in Table (4.9), R Square is 0.767 and Adjusted R Square is 0.758. This model can explain 75.8% about the variance of dependent variable with the independent variable. F-value (the overall significance of the model) is highly significant at 1% level. The Durbin-Watson value is 2.077. Therefore, it indicates that there are no auto correlations in sample. All the VIF values are less than 10. It shows that there is no multicollinearity problem in this study. This means that there is no correlation among independent variables.

Among five variables, two are strongly significant as stated by regression analysis table. Product quality and brand image have positive significant effect on brand loyalty. Both product quality and brand image have the expected positive sign and significant coefficient at 1% level. It points that these two variables lead to an increase in brand loyalty of SCG cement. Every one unit increases in product quality and brand image helps brand loyalty to increase by 0.278 and 0.500 units respectively.

According to the analysis, product quality has positive significant effect on brand loyalty. Customers buy SCG cement regardless of the price. They are willing to pay higher price even if the price is increased because of their trust on product quality of SCG cement. As SCG brand always tries to build strong customer relationship by meeting needs and wants of customers, they are loyal to SCG brand. Therefore, product quality is identified as one of the influencing factors on brand loyalty.

According to the analysis, brand image has positive significant effect on brand loyalty. Most of the respondents are willing to buy SCG if this brand produces new product because of the brand's high reputation. They are also willing to recommend SCG brand to their family and friends as they have positive brand image on SCG cement. Therefore, brand image is identified as one of the influencing factors on brand loyalty.

Overall evaluation shows that the model explains the influencing marketing factors on brand loyalty well because the estimation produced the expected signs and significant coefficients for marketing factors. In conclusion, among five elements of marketing factors, product quality and brand image play a significant role in brand loyalty. Therefore, to improve the brand loyalty of SCG cement in Yangon, marketers should focus more on increasing product quality and brand image of SCG cement rather than customer value, distribution and customer communication which have lowest impact on brand loyalty.

4.2 Analysis on Effect of Brand Equity on Buying Behavior

This section analyzes the effect of brand equity on buying behavior. In order to examine the detail about this, the linear regression method is used. The results of the analysis are shown in the following tables including means and standard deviation scores.

4.2.1 Buying Behavior of SCG Cement

This section analyzes the buying behavior of SCG cement. This is measured with five statements to indicate how the respondents' buying behaviors are. The statements include personal satisfaction, fear of risk for switching brands, reflection of brand to personality, decision to purchase same brand and brand's good reputation. The mean and standard deviation values for buying behavior are shown in Table (4.10).

Table (4.10) Buying Behavior

No	Description	Mean	Std. Deviation
1	Personal Satisfaction	3.75	0.86
2	Fear of risk for switching brands	3.16	1.16
3	Reflection of brand to personality	3.79	0.86
4	Decision to purchase same brand	3.64	1.02
5	Brand's good reputation	3.83	0.80
	Overall Mean	3.64	

Source: Survey Data (2019)

The mean values of buying behavior show that all five variables are greater than the neutral score of 3 and the overall mean value is 3.64. It shows that most of the respondents agree to the statements of buying behavior.

The highest mean value is 3.83 which mean that customers buy SCG cement because of brand's good reputation. As the brand always emphasizes on continuous improvement for material, ingredients and features of the product by fulfilling customers' expectations and needs, they are pleased to buy SCG cement and made repeated purchase. Moreover, both of the mean values for reflection of brand to personality and personal satisfaction are second largest ones with the values of 3.79 and 3.75. It can be said that respondents buy SCG cement because they have strong association between the type of person and the brand. Moreover, they always feel satisfied to use SCG cement and it also influences their buying behavior.

Among the mean values, lowest one is 3.16 which mean that most of the respondents buy SCG cement not because of feeling risky to switch over to other brands but because of customers' trust on SCG brand. No matter whether other cement brands have promotional activities or not, the customers keep buying SCG cement because SCG

brand can earn trust of customers and attract to buy their products by creating meaningful experiences and being customers' advocate.

4.2.2 Effect of Brand Equity on Buying Behavior

In this study, the effect of brand equity on buying behavior of SCG cement is analyzed by using Linear Regression model. In this analysis, the five dimensions of brand equity are used as independent variables and buying behavior is used as dependent variable. The results generating from this model are as shown in Table (4.11).

Table (4.11) Effect of Brand Equity on Buying Behavior

Model	Unstandardized Coefficients		t	Sig.	VIF
	B	Std. Error			
(Constant)	0.434	0.220	1.973	0.051	
Brand Awareness	0.165**	0.072	2.299	0.023	1.813
Brand Association	-0.023	0.077	-.297	0.767	2.516
Perceived Quality	0.378***	0.123	3.068	0.003	7.516
Brand Loyalty	0.351***	0.126	2.795	0.006	6.923
R	0.844				
R Square	0.712				
Adjusted R Square	0.702				
F Value	74.110***				
Durbin Watson	2.171				

Source: Survey Data (2019)

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

As shown in Table (4.11), R Square is 0.712 and Adjusted R Square is 0.702. This model can explain 70.2% about the variance of dependent variable with the independent variable. F-value (the overall significance of the model) is highly significant at 1% level. The Durbin-Watson value is 2.171. Therefore, it indicates that there are no auto correlations in sample. All the VIF values are less than 10. It shows that there is no multicollinearity problem in this study. This means that there is no correlation among independent variables.

Among four variables, two are strongly significant as stated by regression analysis table. Perceived quality and brand loyalty have positive significant effect on buying behavior. Both perceived quality and brand loyalty have the expected positive sign and significant coefficient at 1% level. It points that these two variables lead to an increase in buying behavior of SCG cement. Every one unit increases in perceived quality and brand loyalty helps buying behavior to increase by 0.378 and 0.351 units respectively. Brand awareness also has the expected positive sign and significant coefficient at 5% level. It shows that brand awareness leads to an increase in buying behavior of SCG cement. One unit increases in brand awareness will lead to almost 0.165 units rise in buying behavior.

According to the analysis, perceived quality has positive significant effect on buying behavior. Most of the customers buy SCG cement because this brand offers many benefits as they expected. Moreover, customers are willing to pay premium price for SCG cement as this brand always meets their expectations and sometimes higher than their expectations which result in high perceived quality of customers. Therefore, perceived quality plays an important role in buying behavior of SCG cement.

According to the analysis, brand loyalty has positive significant effect on buying behavior. Customers are willing to buy SCG if this brand produces new product line for building materials. In addition, they would like to buy SCG brand even if another brand has the same features and attributes which shows customers' trust and loyalty in SCG brand. Therefore, brand loyalty also plays a significant role in buying behavior of SCG cement.

According to the analysis, brand awareness has positive significant effect on buying behavior. Most of the customers buy SCG cement because they can easily recognize and recall the brand features among other rival brands. Moreover, customers use this brand because the SCG brand not only tries to get the products visibility but also promotes brand awareness by providing event sponsorship rather than unattractive advertising programs. As a result, brand awareness of SCG becomes higher and attracts customers to buy more. Therefore, brand awareness plays an important role in buying behavior of SCG cement.

According to the analysis, brand association has negative effect on buying behavior and it is not significant. The negative sign explains that SCG should find more effective ways to improve brand association. Brand association factor can increase by

creating better brand image through implementing corporate social responsibility activities and focusing to create positive feelings, images, perceptions, attitudes, beliefs and experiences towards customers.

Overall evaluation shows that the model explains the effect of the brand equity on buying behavior of SCG cement well because the estimation produced the expected signs and significant coefficients for brand equity. In conclusion, among four elements of brand equity, perceived quality, brand loyalty and brand awareness play significant roles in buying behavior of SCG cement. Therefore, to improve the buying behavior of SCG cement in Yangon, marketers should focus more on increasing perceived quality, brand loyalty and brand awareness of SCG cement rather than brand association which has negative impact on buying behavior.

CHAPTER 5

CONCLUSION

This chapter has summarized all aspects of this research project, from research objectives, problems, theoretical framework to research results, implications. The research problem investigated in this research was the analysis on the effects of influencing marketing factors on brand equity and the effect of brand equity on buying behavior of SCG cement in Yangon. This chapter is organized with findings and discussions, suggestions and recommendations from the study of the paper. This chapter also includes the suggestions for the further study needs for preparing the plan of managing and building brand equity.

5.1 Findings and Discussions

This study was guided by two research objectives such as to examine the influencing factors on brand equity of SCG Cement and to analyze the effect of brand equity on buying behavior of SCG cement. Brand equity is one of the crucial concepts in business practice as well as in academic research. It can help brand managers to create differentiation from their competitors to gain the competitive advantage in the market.

Marketing factors of this study are measured with five variables such as product quality, perceived value, customer communication, distribution and brand image. In data collection of this research, the Likert scale method is used. After collecting data, mean and standard deviation values are also calculated. The findings revealed that the marketing factors which influence brand equity most are distribution and brand image according to their highest mean values. As SCG brand is quite good enough in providing efficient distribution channels and product accessibility due to location, customers feel satisfied with the convenient experience and low transportation costs. Moreover, customers also believe SCG cement provides superior product quality especially compared to other cement brands. Therefore, they purchase the product because of the brand image of SCG rather than price.

In this study, brand equity is measured with four variables such as brand awareness, brand association, perceived quality and brand loyalty. According to the

survey result of brand awareness, most of the customers easily recognized SCG brand among other competing brands. However, mean value of brand familiarity is relatively low because of inefficient advertisements such as television, radio and newspaper. The study found that respondents are weak in aware of SCG advertisements although they can easily imagine the symbol or logo of SCG cement.

According to the survey result of brand association, most of the customers believe SCG cement and people who stand behind the brand do not take advantage of them. High brand association can help customers process or retrieve information, provide a reason to buy and create positive feelings. The study found that customers have positive brand related thoughts, feeling, perception and experiences as they get much more benefits compared to what they pay for the brand.

According to the survey result of perceived quality, customers believed SCG brand provides better quality products as compared to other brands in terms of resistance and usage. They accepted that SCG cement is reliable, risk free and fulfill the needs and wants of customers. The study found that although brand's promotions are not quite attractive, customers got superior performance from this brand as SCG more focus on quality of the products and ingredients.

According to the findings of this research, brand loyalty is a critical factor for brand equity of SCG cement. Most of the customers buy SCG cement regardless of the price. Moreover, they are also willing to buy SCG brand even if another brand has the same features and attributes. The study found customers' trust and loyalty in SCG brand as they would like to recommend this brand to their family and friends.

According to the results from analysis of this study, distribution and brand image have influence on brand equity of SCG cement because the results show that these variables have positively significant effect on brand equity. In addition, brand associations and brand loyalty play a significant role in buying behavior because the results show that these variables have positively significant effect on buying behavior of SCG cement.

5.2 Suggestions and Recommendations

According to the situation of cement market in Myanmar, companies offer more than one similar product into the market and competition becomes more and more

intense. Brand is a differentiating factor that can lead to success of an organization in the highly competitive business environment. Brand equity enables the effectiveness of brand introductions and brand extensions. Also, the marketing tools are very important to the marketers to make their brand differentiated in growing market like Myanmar. Moreover, consumers' buying behavior of different brands is decisive for a brand's thriving or failing. Therefore, better understanding of influencing marketing factors, brand equity and consumers' buying behavior are necessary for companies to improve their offerings to the consumers.

Regarding to the findings of influencing marketing factors on brand equity of SCG cement, marketers should try to increase customer communication and perceived value to improve brand equity of SCG cement. Communication channels such as supermarket display, leaflets, news releases, charities, sponsorship and corporate image are not very effective to reach the customers. Marketers should try to improve these communication channels in order to build strong relationship between customers and the brand. Modern trade channels like social media should be used to provide product information widely, accurately and transparently to reach target customers. Furthermore, it is important to emphasize on quality assurance and consistency of SCG cement because most of the customers focus on high quality rather than price. In this way, perceived value of the brand will become higher and increase the overall brand equity of SCG cement.

Regarding to the findings of the effect of brand equity on buying behavior, marketers should try to increase perceived quality to improve buying behavior of SCG cement. Marketers should carry out the necessary research and development projects to anticipate the expectations of customers and sustain to better product quality. Moreover, they should review its promotions policies because consumers do not aware of SCG advertisements. Sometimes, most of the customers buy SCG cement according to the recommendation of masons and engineers as they respond positively to a recognized expert who gives an endorsement of the product. Therefore, marketers should improve not only its promotional activities but also take into consideration of engineer's suggestions and opinions to get high level of perceived quality from customers.

Most of the customers are loyal to SCG brand but some are not sure to buy SCG if the brand produces new product line. Marketers should make customers to be more loyal by providing more information about the benefits of using SCG products like safety and quality assurance. In addition, brand managers should avoid giving intensive discount

which makes customers to think the brand as a cheap and quality is not good enough. Positive word-of-mouth can help to build strong loyalty for SCG brand. As the customer recommend to their family and friends and prefer SCG brand even though other brands have special promotions, brand loyalty becomes higher and leads to positive effect on buying behavior of SCG cement.

Marketers should try to improve brand awareness which helps customers to recall and recognize the brand in the customers' memory. In addition to traditional advertising on newspaper, TV and billboards, SCG should emphasize on online advertising programs as customers use more digital platforms. In addition, marketers should also provide event sponsorship and Corporate Social Responsibilities (CSR) activities to increase brand awareness which can lead to profitable customer relationship, superior value, premium pricing, wider distribution and most importantly customers' satisfaction to buy SCG cement. To sum up, all four dimensions of brand equity are important in analyzing the effect of brand equity on buying behavior.

5.3 Needs for Further Research

This study is only focused on the effect of brand equity on buying behavior of SCG cement. This study is carried out in a small number of respondents and only within Yangon Division; therefore, the target population is limited. The further study may use random sample with larger population in other divisions as the findings from Yangon residents cannot be generalized to the whole Myanmar. Moreover, among the several marketing factors, this study only focused on five marketing factors: product quality, perceived value, customer communication, distribution and brand image. This study does not cover other marketing factors such as process, people and physical environment. This study focuses only on these marketing factors as the indicators that would affect brand equity and buying behavior. This study concentrates only on SCG cement and further researchers should focus on other cement brands which can help other marketers in the cement industry to make reference. Moreover, further research should be carried out to know updated brand building activities and marketing factors that have influence on brand equity of SCG cement and other products.

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APPENDICES

Appendix I: Survey Questionnaire

The Effect of Brand Equity on Buying Behavior of SCG Cement

This questionnaire is a part of MBA program from Yangon University of Economics. This is designed for the study of the effect of brand equity on buying behavior of SCG Cement in Yangon. It is granted that your specific data will not be sold or announced to public.

Company name :

Person to contact :

Please choose the most relevant answer by ticking the boxes below.

1. How many staffs do you have?

- 1-10 employees 11-20 employees 21-30 employees
 30 employees and above

2. How many years of doing cement business?

- Less than 5 years 5-10 years 11-15 years
 Above 15 years

3. How many years do you work with SCG (Relationship)?

- 1 year to 5 years 6 years to 10 years 11years to 15 years
 16 years to 20 years

4. How many SCG cement tons do you purchase on a monthly basis?

Below 50 tons

51-100 tons

101- 150 tons

Above 150 tons

5. Brands dealt by customer?

SCG cement

Double Rhinos

Rhino

Alpha

Apache

Max cement

Crown

Dragon

Others

Section (A) Influencing Marketing Factors on Brand Equity

Indicate your level of agreement to the statements by ticking the number that corresponds to your choice.

Scales: 1- Strongly disagree, 2- Disagree, 3- Neutral, 4- Agree, 5-Strongly agree

No	Influencing Marketing Factors	1	2	3	4	5
	A. Product Quality					
1	Product quality and features of SCG cement are good.					
2	SCG cement is reliable in terms of durability.					
3	SCG cement is produced by using high quality materials.					
4	SCG cement maintains consistent quality.					
5	Package quality of SCG cement is protective and attractive.					
	B. Perceived Value					
6	SCG cement provides me better benefits than I expected.					
7	SCG cement provides me more benefits than costs.					
8	I believe SCG cement is a high quality product.					
9	I believe SCG cement offers the best possible price that meets my needs.					
10	SCG cement is suitable to use.					
	C. Customer Communication					
11	I know SCG cement based on its promotion strategy.					
12	SCG cement is well known for public relation such as charities, sponsorship or corporate image.					
13	I get information about this brand from sales representatives and leaflets.					

14	The information about promotions of SCG cement is easily accessible on social media.					
15	SCG cement's promotions influence the rate of purchase.					
	D. Distribution					
16	This brand gets to the target customers through the effective distribution channels.					
17	Locations of the SCG cement factory aid accessibility.					
18	The channel coverage of SCG cement is effective.					
19	Transportation system of SCG cement is effective.					
20	This brand has wide market coverage due to good distribution.					
	E. Brand Image					
21	Image of SCG brand is outstanding and gives me a good impression.					
22	SCG cement has high reputation that attracts me to purchase.					
23	SCG cement is the leading brand in the market.					
24	In comparison to other brands, this brand has high quality.					
25	Due to the brand image of SCG, I make a purchase regardless of the price.					

Section (B) Brand Equity

Indicate your level of agreement to the statements by ticking the number that corresponds to your choice.

Scales: 1- Strongly disagree, 2- Disagree, 3- Neutral, 4- Agree, 5-Strongly agree

No	Dimension of Brand Equity	1	2	3	4	5
	Brand Awareness					
1	I don't have difficulty in imaging this SCG cement's symbol or logo in my mind.					
2	I can recognize this brand among competing brands.					
3	This SCG brand comes up first in my mind when I need to make a purchase intention on the cement.					
4	I can easily recall some of the features of SCG brand.					
5	I know whenever there is a new advertisement of SCG cement on from TV, radio and other media.					
	Brand Associations					
6	This brand is associated with my personal comfort for the living style.					
7	SCG cement has unique image when compared to competing brands.					
8	Considering what I pay for the brand, I get much more than my money's worth.					
9	I believe the company and people who stand behind the brand do not take advantage of consumers.					
10	There is a cause/reason to buy SCG cement over others for me.					
	Perceived Quality					
11	I don't have difficulties in finding the information that I need from the label of package.					
12	I think promotion of SCG cement has good value.					
13	I can expect superior performance from this brand.					

14	I believe ingredients of SCG cement is very reliable and will not impact to environment.					
15	SCG cement is better as compared to other brand(s) of the product in terms of its resistance and usage.					
	Brand Loyalty					
16	I would like to buy SCG if this brand produces new product line for building materials.					
17	I would recommend SCG cement to my family and my friends for their modernized living style.					
18	I will not buy other brands, when SCG cement is not available at the store.					
19	I am still willing to buy SCG cement even if another brand has the same features and attributes.					
20	I am willing to pay a higher price to SCG cement if the price increased.					

Section (C) Buying Behavior

Indicate your level of agreement to the statements by ticking the number that corresponds to your choice.

Scales: 1- Strongly disagree, 2- Disagree, 3- Neutral, 4- Agree, 5-Strongly agree

No	Buying Behavior	1	2	3	4	5
1	I buy SCG cement because I feel risky to switch over to other brands.					
2	I buy SCG cement because it always makes me satisfied.					
3	I buy SCG cement because it reflects the kind of person I want to be while using it.					
4	I usually buy only SCG cement because I have purchased it before.					
5	I buy SCG cement because its reputation is good.					

APPENDIX-II

STATISTICAL OUTPUT

1. Effect of Influencing Marketing Factors on Brand Awareness

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.763 ^a	.583	.565	.4080	1.669

a. Predictors: (Constant), Product Quality Mean, Perceived Value Mean, Customer Communication Mean, Distribution Mean, Brand Image Mean

b. Dependent Variable: Brand Awareness Mean

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	27.670	5	5.534	33.238	.000 ^b
Residual	19.813	119	.166		
Total	47.483	124			

a. Dependent Variable: Brand Awareness Mean

b. Predictors: (Constant), Product Quality Mean, Perceived Value Mean, Customer Communication Mean, Distribution Mean, Brand Image Mean

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.374	.283		1.324	.188		
Product Quality Mean	.218	.063	.308	3.485	.001		
Perceived Value Mean	.157	.076	.157	2.069	.041	.449	2.229
Customer Communication Mean	.069	.067	.087	1.028	.306	.607	1.647
Distribution Mean	.395	.071	.392	5.543	.000	.492	2.034
Brand Image Mean	.056	.084	.066	.669	.505	.700	1.428

a. Dependent Variable: Brand Awareness Mean

2. Effect of Influencing Marketing Factors on Brand Associations

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.831 ^a	.690	.677	.3839	1.970

a. Predictors: (Constant), Product Quality Mean, Perceived Value Mean, Customer Communication Mean, Distribution Mean, Brand Image Mean

b. Dependent Variable: Brand Associations Mean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.115	5	7.823	53.083	.000 ^b
	Residual	17.537	119	.147		
	Total	56.652	124			

a. Dependent Variable: Brand Associations Mean

b. Predictors: (Constant), Product Quality Mean, Perceived Value Mean, Customer Communication Mean, Distribution Mean, Brand Image Mean

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.647	.266		2.433	.016		
Product Quality Mean	.366	.059	.473	6.212	.000	.449	2.229
Perceived Value Mean	.083	.071	.076	1.160	.248	.607	1.647
Customer Communication Mean	.171	.063	.197	2.715	.008	.492	2.034
Distribution mean	.030	.067	.027	.445	.657	.700	1.428
Brand Image Mean	.214	.079	.230	2.706	.008	.361	2.770

a. Dependent Variable: Brand Association Mean

3. Effect of Influencing Marketing Factors on Perceived Quality

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.886 ^a	.786	.777	.3455	2.240

a. Predictors: (Constant), Product Quality Mean, Perceived Value Mean, Customer Communication Mean, Distribution Mean, Brand Image Mean

b. Dependent Variable: Perceived Quality Mean

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	52.117	5	10.423	87.333	.000 ^b
Residual	14.203	119	.119		
Total	66.320	124			

a. Dependent Variable: Perceived Quality Mean

b. Predictors: (Constant), Product Quality Mean, Perceived Value Mean, Customer Communication Mean, Distribution Mean, Brand Image Mean

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-.144	.239		-.602	.548		
Product Quality Mean	.248	.053	.296	4.668	.000	.449	2.229
Perceived Value Mean	.125	.064	.106	1.939	.055	.607	1.647
Customer Communication Mean	-.067	.057	-.072	1.186	.238	.492	2.034
Distribution mean	.141	.060	.118	2.337	.021	.700	1.428
Brand Image Mean	.574	.071	.571	8.087	.000	.361	2.770

a. Dependent Variable: Perceived Quality Mean

4. Effect of Influencing Marketing Factors on Brand Loyalty

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.876 ^a	.767	.758	.3392	2.077

a. Predictors: (Constant), Product Quality Mean, Perceived Value Mean, Customer Communication Mean, Distribution Mean, Brand Image Mean

b. Dependent Variable: Brand Loyalty Mean

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	45.185	5	9.037	78.523	.000 ^b
Residual	13.695	119	.115		
Total	58.880	124			

a. Dependent Variable: Brand Loyalty Mean

b. Predictors: (Constant), Product Quality Mean, Perceived Value Mean, Customer Communication Mean, Distribution Mean, Brand Image Mean

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.420	.235		1.787	.076		
Product Quality Mean	.278	.052	.352	5.338	.000	.449	2.229
Perceived Value Mean	.013	.063	.012	.209	.835	.607	1.647
Customer Communication Mean	.008	.056	.009	.138	.890	.492	2.034
Distribution mean	.094	.059	.084	1.593	.114	.700	1.428
Brand Image Mean	.500	.070	.527	7.168	.000	.361	2.770

a. Dependent Variable: Brand Loyalty Mean

5. Effect of Brand Equity on Buying Behavior

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.844 ^a	.712	.702	.3662	2.171

a. Predictors: (Constant), Brand Awareness Mean, Brand Association Mean, Perceived Quality Mean, Brand Loyalty Mean

b. Dependent Variable: Buying Behavior Mean

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	39.753	4	9.938	74.110	.000 ^b
Residual	16.092	120	.134		
Total	55.845	124			

a. Dependent Variable: Buying Behavior Mean

b. Predictors: (Constant), Brand Awareness Mean, Brand Association Mean, Perceived Quality Mean, Brand Loyalty Mean

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.434	.220		1.973	.051		
Brand Awareness Mean	.165	.072	.152	2.299	.023	.551	1.813
Brand Association Mean	-.023	.077	-.023	-.297	.767	.397	2.516
Perceived Quality Mean	.378	.123	.412	3.068	.003	.133	7.516
Brand Loyalty Mean	.351	.126	.360	2.795	.006	.144	6.923

a. Dependent Variable: Buying Behavior Mean