

**YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME**

**FACTORS INFLUENCING BRAND TRUST AND
PURCHASING BEHAVIOR OF CUSTOMERS FOR
JOHNSON & JOHNSON PRODUCTS**

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MBA II – 59

MBA 23rdBATCH

DECEMBER, 2019

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Academic Year (2017-2019)

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MBA II-59
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“This thesis is submitted to the Board of Examiners in partial fulfilment 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 “**Factors Influencing Brand Trust and Purchasing Behavior of Customers for Johnson & Johnson Products**” has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

Board of Examiners

(Chairman)

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Rector

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(Examiner)

(Examiner)

DECEMBER, 2019

ABSTRACT

The purpose of this study is to analyze the factors influencing brand trust and to investigate the effect of brand trust on consumer's purchasing behavior towards Johnson & Johnson products. The data is collected from 380 of Johnson & Johnson product users in Yangon by using personal interview method. The results indicate that brand credibility and brand intimacy have positive effect on cognitive brand trust. Thus, marketer needs to provide customer's expectation and use effective communication with customers to be more familiar with the products. Moreover, brand innovativeness and brand intimacy have also positive effect on affective brand trust. Therefore, marketers need put more effort in innovate digital advertising and try to provide comfortable feeling to customers. In this study, brand trust has positive effect on all elements of purchasing behavior with Johnson & Johnson products. According to the study, most customers are ready to accept new products of Johnson & Johnson brand and committed to that brand. Moreover, customers have strong desire to continue their purchase and give positive words of mouth information to others. Thus, marketers need to retain the existing brand trust of Johnson & Johnson customers.

ACKNOWLEDGEMENTS

I would like to express my deepest gratitude firstly to Professor Dr. Tin Win, Rector of Yangon University of Economics, for acknowledging me to implement this study as a partial fulfillment of Master Degree of Business Administration. Secondly, I am deeply grateful to Professor Dr. NilarMyintHtoo, Pro-Rector of Yangon University of Economics for leading me to accomplish the study.

My deepest thanks to Professor Dr. Nu NuLwin (Head of Department of Management Studies), and Professor Dr. Moe MoeKhaing (Retired) for their encouragement and guidance throughout the course of my study and thesis writing.

I am absolutely thankful with the bottom of my heart to my supervisor, Professor Dr. MyintMyintKyi, Department of Management Studies, for her kindly guidance, helpful advice, mentoring supervising and encouragement in supporting to complete this study successfully.

I would like to express my sincere gratitude to all of the professors, associate professors and lecturers of the Department of Management Studies and visiting lecturers for their valuable lecturers, guidance and their supports during the study in Yangon University of Economics.

In addition, I would like to extend my appreciation to Ma May Yu Pan, Brand Manager and KoKyawWyneAung, Customer & Sale Development Supervisor of Pacific Andaman (SEA) Co, Ltd. for allowing me to collect necessary data of Johnson & Johnson product for my thesis.

Finally, I would like to offer my great thanks to all the teachers from MBA Program for sharing their knowledge and experiences as well as the entire person who contribute in my study. Many thanks also go to all my friends, family and colleagues who helped me and provide all sorts of encouragement until the completion of this paper.

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CHAPTER 1

INTRODUCTION

In a growing competences environment, the consumers had a chance to access a variety of products and services and the companies got a chance to compete a various way to own as much as possible. The global market is flooded with new and old brands and building a new brand is difficult day by day. Thus, brand becomes more popularity as an instrument of survival for a company. In this respect, companies present different packages to consumers with the use of different resources in competition market for raising awareness among the customers about the branded products.

Brand may be defined as a product name, items term, symbols, or packaging design or combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from competitors. A brand is thus a product or service whose dimensions differentiate it in some way from other products or services designed to satisfy the customers' need and want. These differences may be functional, rational, or tangible-related with product performance. Successful brand can expand the brand on others products and can influence the consumers' purchasing behavior. The importance of brand can be seen in its impact on consumer's choice and their loyalty through identifying and differentiating quality and origin, as well creating additional values.

The baby care products market is the one of the market that consumers are facing various choices of foreign products. Most of parents are look for the best products in the market and doing everything right so that their child is safe and sound. Parents get word of mouth referrals to try to figure out which product is most suitable for their child. Moreover, they are always passionate about brand which they chose, for which they look forwards with an added value.

In today's crowded market of baby care products, companies try to find better and innovative ways to create and sustain their competitive advantage, which helps them to better manage the commercial key success factors of their market. They continually look for up-to-the -minute means of exploiting their brands' capital to be managed with appropriate marketing tools and strategies. Branding increased the value to a product as it

often has more potential to differentiate one offer from another than the core and expected functional benefits sought by consumers.

Myanmar's baby care products market is significantly growing in recent years. So, the market is filled with range of baby products with different brand names offering the consumers the latest products. Therefore, the marketers need to implement the strategy and tactics depend on the consumers' purchasing behavior.

1.1 Rationale of the Study

Brand is one of the most valuable intangible assets in business. Building the new brand name in the market is very difficult. Today brand is a more complex and importance in the world of marketing. The competitive advantages of companies with high brand trust have the opportunity to provide high revenue as consumers pay more for their brand than others. The company need to attempt the consumers believe on the brand of their products. Especially, beauty products, food products, medical products and baby care products are more difficult to build the brand than others because these products are concerned with the long-term and healthy relationship between individuals.

Brand trust is a central construct for any long-term relationship and is an important contributor in attaching a kind of emotional commitment that leads to repurchase. The effect of brand trust for the products to be consumed may be realized at different forms when compared to other product categories. If the company has strong brand trust in the market, they can influence on the consumer's purchasing behavior. At company perspective, having the brand trust can get benefit such as reliable, good reputation, good image, and even increase profit and sales.

Nowadays, baby care products market in Myanmar is growth because consumers are willing to buy for their baby or themselves who have sensitive skin to be healthy and protect from chemical side effects. To get the consumer's trust and willingness, baby care markets also build the value of brand in Myanmar. The better understanding of the consumer's needs bring growth to buy the Johnson & Johnson products within the baby care product in Yangon. Johnson and Johnson wish to increase the purchasing intention regarding their products in the competition market; they need to develop their strategies to affect the trust of the brand positively.

The necessity for brand trust among consumers come to the forefront in their purchasing decisions, especially when uncertainty and risk are perceived as high, as in these situations trust will have a directing characteristics that serves as a shortcut to a purchasing decision (Chaudhuri,A., and Holbrook, M. B, 2001). In this regard, in product groups as (luxury products)with a high degree of perceived risk, the need for trust, as well as the value of the trust established for brands producing such products, will be high in the market. For instance, the level of functional risk perceived by a parent related to a product that he or she buys for his/her baby may direct him/her towards Johnson & Johnson brand he/she trusts. These research studies what factors influencing on the brand trust enables to predict the purchasing behavior of consumers.

1.2 Objectives of the Study

There are two objectives in this study. These are:

- 1) To analyze the factors influencing brand trust towards Johnson & Johnson products
- 2) To investigate the effect of brand trust on consumer's purchasing behavior towards Johnson & Johnson products

1.3 Scope and Method of the Study

This study is focused on the influence factors of brand trust towards consumers purchasing behavior who are using Johnson & Johnson products. The target group of respondents is only for Yangon People and age between 18 to 40 years old is targeted because of their marriage ages related with children. The data are collected from April to May 2019. The primary data is collected through a questionnaire survey given to 380 respondents by using personal interview method. Secondary data and require information is obtained from previous research papers, texts books, and J & J baby Facebook page. For data analysis, Linear Regression Method is used.

1.4 Organization of the Study

This study is organized by five chapters. Chapter one includes introduction, rationale of the study, objectives of the study, scope and method of the study, and organization of the paper. Chapter two gives theoretical background concerned with the study. Chapter three presents profile of Pacific Andaman (SEA) Co., Ltd, activities for brand trust, demographic factors of respondents. Chapter four analyses the effect of brand trust on consumer buying behavior of Johnson & Johnson products. The conclusions, finding and discussions, suggestions and need for further research are summarized in Chapter five.

CHAPTER 2

THEORETICAL BACKGROUND

This chapter reviews the theoretical background concerning to this study. The chapter start with factors affecting on brand trust and its components are explained with definitions and theories. Second part consists of the explanation of purchasing behavior and factors influencing purchasing behavior of consumers.

2.1 Factors Affecting on Brand Trust

In this study, the theoretical background for the factors affecting on brand trust are brand credibility, brand innovativeness, social influence and brand intimacy.

2.1.1 Brand Credibility

According to (Ohanian, 1990) , credibility is all about creating positive characteristics from sender that manipulates a receiver to accept the message send by sender. Brand credibility has been predominantly conceptualized as a signal of product quality (Keller, K.L., and Aaker, D.A, 1992) and (Srivastava, N., Dash, S.B., and Mookerjee, A, 2016) and as a singal that brand must have some competence in the area (Keller, K.L., and Aaker, D.A, 1992) lowering perceived risk and information costs (Lassoued, R., and Hobbs, J.E, 2015) written respectively. Brant credibility is defined by (Edrem, J. Swait and A. Velenzuela, 2006) as the “believability of the product information contained in the brand, which requires that consumers perceive that the brand has the ability and willingness to continuously deliver what is promised.

Brand credibility involves the extent to which a consumer perceives a brand a reliable source of information (trustworthiness), skills (expertise) and matches it with personality characteristics (attractiveness) defined by (Malik, Y.S and J. Matthijnsens, 2014). In terms of credibility, which is the central point here, Herbig, P & Milewic, J (1995) pointed that credibility is relying on a company commitments and promises in a specific time period, and they defined some points for credibility, time sensitive and firm’s

intentions are two important characteristics of credibility which firm must consider, credibility will be concluded in consumers mind when the behavior of firm in future is predictable by its present actions.

According to (Erdem, T.,Swait , J.,& Louviere,J, 2002) , brand credibility includes two main important factors which lead to raise customer's expectation: swelling perceived quality and declining perceived risks. Therefore, brand credibility dimensions as the honesty and helpfulness of brands and company's sufficient ability and knowledge as trustworthiness and expertise. A few studies have investigated the effect of brand credibility, for example, Erdem, T.,Swait , J.,& Louviere,J, (2002) suggested that brand credibility may act as a moderating variable.

2.1.2 Brand Innovativeness

It has been long acknowledged that innovativeness is one of the most valuable assets of organizations.Tajeddini, K. Trueman M, (2008), pointed out that due to fierce competition in the marketplace; globalization and an explosion of technology in recent years, innovation and differentiation are considered as a necessity for every company. Therefore, today market success depends on how innovative the firm is, rather than its capital, capacity or costs. The astonishing pace of new technologies, changes in consumer demands and preferences and fierce competition requires businesses to stay innovative to survive and grow in the market. Research reveals that innovativeness helps companies to stay on the field, while improving regional wealth at the same time (Kaplan, 2008). According to (Mairesse, J & Mohnen, P, 2002), innovations directly and positively influence the productivity and contribute to the profits of the companies and countries.

In the other word, Innovativeness has become a pre-requisite for a firm's competitive advantage and survival and performance, in general (Rhee, J., Park, T & Lee, D.H, 2010). Innovations also play a key role in development of great brands, and substantially help the marketers in their marketing and branding efforts. Different types of innovations have led to different definitions of this concept. According to (Schumpeter, 1934), he defined innovation as "some form of new combination" either in the product (e.g., a new product or an improvement on the existing product), process (e.g., a new production method), market (e.g., entering to a new market), input (e.g., a new source for

supply) and organization (e.g., establishing a new organizational entity or new ways to manage business). Based on the research of (Neely, A and Hii,J, 1998), they defined innovativeness as “the propensity to innovate” and suggest that organizational innovativeness research looks at the factors that contribute to an organization’s tendency towards innovation.

Innovativeness as the capacity to introduce of some new process, product, or idea in the organization defined by (Assael.H, 2004) In the context of “brand”, brand innovativeness is defined by (Ouellet, Bonneau, & Morin, 2006) as “consumers’ perceptions about a brand’s tendency to engage in and support new ideas, novelty, experimentation, and creative processes. Brand innovativeness involving perception by consumers, it should translate into the introduction of innovative new products or services and/or other actions such as innovative advertising, business models, distribution channels, and the like that are perceptible by consumers.

According to (Keller, 1998), brand innovativeness is one of brand images and a key competitive weapon and a priority for firms when forging corporate reputations. Moreover, brands that are perceived as being innovative in the minds of consumers have been found to have a positive impact on firm credibility, making the firm appear to be more expert, more attractive, and more trustworthy (Aaker D. , 2007). Therefore, from such a viewpoint, brand innovativeness is the degree to which brand is perceived innovative by consumers. In this sense, consumers’ subjective assessment of the innovativeness of a brand is seen to be a crucial aspect of innovation. In the context of marketing, brand innovativeness, as a brand image is important because it influences consumers’ subsequent behavior including intention and actual purchase (Johnson, Michael D and Puto. C, 1987).

2.1.3 Social Influences

Information provided by people can have a greater effect on consumers are known as social influence. According to (Ryan, R., & Deci, E., 2001), social dynamic refers to association among an individual with other people. For example, how much the person receive knowledge about luxury products through his or her family, how much she or he discusses in the field of branded products with his or her friends and how much he or she shares the information about luxury products with family (Paco,A.F & Raposo, M., 2008).

(Kalafatis, S.P., Pollard, M., East, R and Tsogas, M.H., 1999), they defined that “social norm is whether an action should or should not be performed by a respondent in a referent’s point of view”. The referent’s point of view in here could be defines as the perspective of friends, colleagues, neighbors, organizations, family members or other referents.

According to (Daido, 2004), changes condition of environmental can change the mindset and influences the behavioral of people. When people were complying to do some things that they were not required to comply with, the social influence can led to a big shifting in people behavioral. This meant that people will purchase luxury products when their environmental is encouraging them to behave in good manner. It is clearly to show that providing people with information are not enough to change their behavior. According to (Bearden, W.O and Etzel, M.J, 1982), (Moore, E. S., Wilkie, W., Lutz, R.J., 2002), (Price, L.L., Feick, L.F., and Higie, R.A., 1987), and (Ward, J.C., and Reingen, P.H, 1990), they have mentioned that the importance of social influence on consumers’ products evaluation and products choice. According to (Coulter, R.A., Price, L.L., & Feick,L., 2003), social network and product involvement are co-related. Social influence of consumers, for instance friends, colleagues, and family which encourage important comment and feedback on their consumption will finally related with their decision on product and brand.

According to (Business Wire, 2009), one of psychology website found that social media or social networking such as Facebook, Twitter, LinkedIn, YouTube, Flickr and others social media have significant impact on consumers purchasing behavior. For example, people want to share the information related to daily activities such as their feeling and what happened today in social media. Thus, social media played an importance role in showing people in learning about other activities. When they transfer the received information into practices and in the end, social media can affect consumers’ buying behavior towards baby care products.

2.1.4 Brand Intimacy

Brand intimacy can be defined as a relationship built on intimate interactions with a brand (Prager, 2000). The degree of intimacy is contingent on how the brand and consumer define each other’s relationship; it is a consumer’ perception of the intimacy of

their relationship with the brand (Monga, 2002). Intimacy can be defined as feelings of closeness and connectedness in a relationship (Gaia, 2002). In a book of consumer brand relationship context, brand intimacy is characterized as if the consumers have a detailed knowledge of the brand when the brands have special meaning for the consumer (Fournier, Susan, 1994) and (Fournier, Susan, 1998). (Cross, 2000), he suggested that a firm's or a brand's survival is partially based on its ability to develop intimate relationships with customers that are based on excellent communication, listening skills and strategic thinking.

Creating consumer brand intimacy can be a challenge. Intimate relationships are characterized by frequent, close and emotional interactions. For intimacy to develop in a relationship, both partners need to engage in intimate behaviors toward on brand each other. As a result, when organizations make more efforts to employ customer intimacy practices, that involve reaching out to consumers on a social media and using information from customers to inform marketing plans (Hoard, 1997). This intimacy is affected by the consumer's intimate actions toward the brand and vice versa. This issue is crucial for firms because their survival may be affected by the ability to cultivate intimacy in brand relationships with consumers (Cross, 2000) and (Hoard, 1997). Thus, it is important to understand the kinds of marketing activities that influence consumer's perception toward a brand.

2.2 Brand Trust

Brand trust is viewed as central in many studies (Doney, P.M., and Cannon, J.P, 1997). It is conceptualized as a important factor in the firm success. According to (Morgan, R.M., and Hunt, S.D, 1994), he defined as the willingness of the average consumer based on rely on the ability of the brand to perform its stated functional and identified two brand trust aspects: Utilitarian value and Hedonic value. In concrete, they examine purchase loyalty and attitudinal loyalty, as linking variables in the chain of effects from brand trust and brand affect to brand performance – market share and relative price (Chaudhuri,A., and Holbrook, M. B, 2001). A brand goal is to “own” the customer by building high-trust relationships. High-trust relationships increase the array of products and services that can be sold (Johnson, D., and Grayson, K, 2005).

Brand trust is affected by consumers direct (e.g.: trial, usage) and indirect contact (e.g.: advertising, word of mouth) with the brand. So, it could be said that brand trust is an experience attribute. (Lau, G.T., and Lee, S. H, 1999), they defined brand as the willingness to rely on brand. Their study proposes the following constructs as brand trust antecedents: brand predictability, brand linking, brand competence, brand reputation and trust in the company. However, (Li, F., Zhou, N., Kashyap, R., and Yang., 2008) argue that the study is focused on the brand itself rather than specific dimensions, which results in a measurement scale of a global nature. Brand trust is relating to credibility, integrity, and benevolence that a consumer attributes to the brand mentioned by (Gurviez, P., and Korchia, M., 2003)

Johnson and Grayson's (2005) work - about financial adviser's services - explore Cognitive and Affective brand trust as two dimensions of trust - based on the theoretical precedent from the social psychology work of (Lewis, J. D., and Weigert, A, 1985). Cognitive and Affective brand trust are considered as distinct constructs once these dimensions affect consumer-brand relationship differently with unique antecedents (Srivastava, N., Dash, S.B., and Mookerjee, A, 2016). This approach is complete since it considers both technical and emotional components of brand trust (Srivastava, N., Dash, S.B., and Mookerjee, A, 2016) Johnson and Grayson's (2005) also mentioned a third dimension called behavioral trust that establishes the movement from a state of Cognitive and affective trust.

2.2.1 Cognitive Brand Trust

Cognitive trust was introduced in the marketing literature by (Johnson, D., and Grayson, K, 2005) in their study about service relationship. Cognitive brand trust emerges from an accumulated knowledge that allows customers to make predictions, with a certain level of confidence, and also allows them to build confidence that the brand will meet its obligations (Johnson, D., and Grayson, K, 2005). They defined Cognitive trust has a "customer's confidence or willingness to rely on a service provider's competence and reliability". At the product brand level, Cognitive brand trust as the knowledge has driven trust in a brand, where the customer has "good reasons" to have faith in the brand by (Srivastava, N., Dash, S.B., and Mookerjee, A, 2016).

The concept of reliability based on a “leap of faith”. It refers to the confidence that a customer has for a brand competency and reliability (Srivastava, N., Dash, S.B., and Mookerjee, A, 2016). Reliability is the perceived trustworthiness on the brand’s functional performance (Almeida, V.D. O. A. d, 2013). In terms of consumer brand relations, there are consumer’s expectations and needs to be accomplished and satisfied by the brand. Therefore, brand reliability represents a set of technical or competency-based nature items. This dimension is essential because it provides to consumers a certain confidence about future satisfaction (Delgado-Ballester, 2004). If there was a state of complete certainty respecting brand future actions, it wouldn’t risk and trust would be redundant. However, trust is needed because the consumer lives in a state of incomplete knowledge (Johnson, D., and Grayson, K, 2005).

2.2.2 Affective Brand Trust

Affective brand trust should be developed after Cognitive brand trust since Cognitive brand trust provides the basis for it (Lewis, J. D., and Weigert, A, 1985). However, there are some previous researchers that believe that the relationship between cognition and affect in attitude formation should work both directions (Johnson, D., and Grayson, K, 2005). Affective brand trust can drive customer trust in a brand to be more than which is justified by available knowledge (Srivastava, N., Dash, S.B., and Mookerjee, A, 2016). This dimension is the emotional dimension of trust, it “is reliance on a partner based on emotions” (Johnson, D., and Grayson, K, 2005). Customers may build positive perceptions about the brand based on affective signals (Srivastava, N., Dash, S.B., and Mookerjee, A, 2016). Affective brand trust reflects the consumer perceived strength of the consumer-brand relationship (Johnson, D., and Grayson, K, 2005). It designates confidence based on the level of care and concern exhibited by the brand (Srivastava, N., Dash, S.B., and Mookerjee, A, 2016). This dimension is essential for consumers to evaluate high-risk product categories, such as baby categories (Srivastava, N., Dash, S.B., and Mookerjee, A, 2016). However, it could make the consumer-brand relationship less transparent concerning objective risk (Johnson, D., and Grayson, K, 2005).

2.3 Purchasing Behavior

Consumers are always considering some attributes of a product before making a decision to purchase the branded product (Schiffman. L & Kanuk. L, 2010). Consumer perspective to a collection of some of the brand creates an overview of the product (Hawkins, Del I., Best, R.J., Coney, K.A, 2004). The view of consumers about a product is a collection of attributes that has a lot of benefits to meet their needs (Assael.H, 2004). The picture that is created is a representation of the variety of experience that is used as a basis for consideration from the effect of consumer perceptions. According to (Assael.H, 2004), he defined purchase behavior as the tendency to act on the object. According to (Schiffman. L & Kanuk. L, 2010), purchase behavior is the stage prior to purchasing decisions in the purchase decision process. In the planned behavior written by (Ajzen, 1991), he defined attitudes can be used to forecast the behavior of interest. Marketing mix may influence purchasing behavior, for example by testing product concepts, advertising strategy, packing or brand.

Marketers determine the factors that influence these intentions. When consumers have a good attitude towards the delivered product or service, consumers tend to have a positive interest to behave so as to strengthen the customer relationship with the company (Assael.H, 2004). (Schiffman. L & Kanuk. L, 2010); (Hawkins, Del I., Best, R.J., Coney, K.A, 2004) and (Assael.H, 2004), they mentioned that the consumer made the purchase decision is influenced by several measurements, namely (1) the measurement of purchasing culture, which has influence and extensive in the behavior of consumers to buy the product so that marketers need to understand the influence of culture, sub-culture, and social class are depend on consumers; (2) social measurement, which need to be considered when designing a marketing strategy because these factors can affect consumer responses; (3) personal measurements, which demographic factors (ages, occupation, personality) affect the consumer on what is purchased; and (4) psychological measurement, include motivation, perception, learning and beliefs and attitudes also influence the selection of consumer purchases.

Purchase behavior is considered as a relational asset market implication for the development and maintenance of trust is at the core of the brand, because it is a key characteristic of successful long-term relationships (Morgan, R.M., and Hunt, S.D, 1994). The idea used in this study is that trust is a main activity of purchase behavior because it

creates a valuable long-lasting relationship. In such a context, buying behavior is not exclusively focused on the purchase alone, but in an internal position or behavior towards the brand, cannot show a sufficient basis for a complete understanding of the brand-customer relationship. Purchase behavior emphasizes the ongoing process and maintenance of valuable and important relationships that are created on the existence of a trust (Chaudhuri,A., and Holbrook, M. B, 2001).

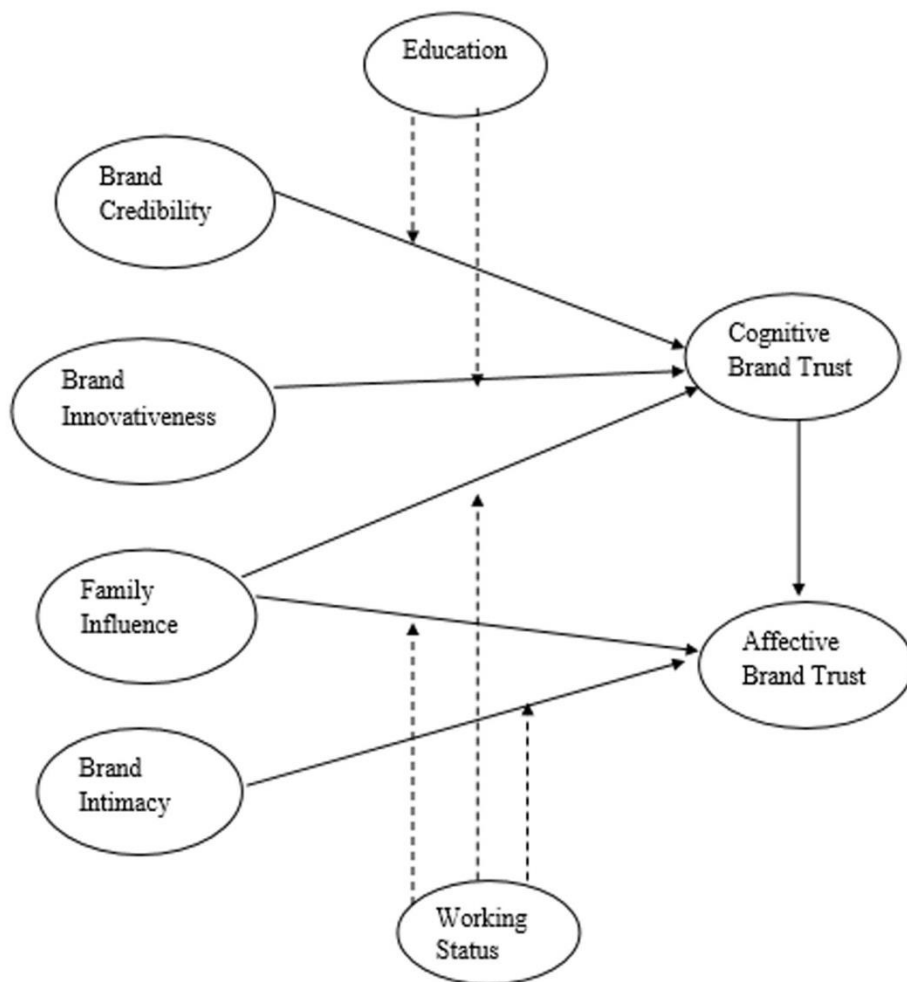
2.4 Previous Studies

In this study, relation with brand trust and purchasing behavior on baby care products are found in two previous research papers written by (Srivastava, N., Dash, S.B., and Mookerjee, A, 2016) and (Aydin, Akdeniz, & Taskin, 2014). the two previous paper models are shown in Figure (2.1) and Figure (2.2) respectively.

2.4.1 Previous Paper Model by (Srivastava, N., Dash, S.B., and Mookerjee, A, 2016)

The one of previous paper title is antecedents and moderators of brand trust in the context of baby care toiletries written by (Srivastava, N., Dash, S.B., and Mookerjee, A, 2016). This paper aims to empirically examine the distinct antecedents of cognitive and affective brand trust in the context of baby care toiletries brands. Therefore, they investigated the moderating role of the mother's personality traits on the relationship between brand trust and its antecedents. These studies introduced in the brand trust literature an innovative analyse that can help to explain how brand trust is formed: the moderation role and address the impact of the following moderation roles: openness to experience (for brand innovativeness), conscientiousness (for brand predictability) and agreeableness (for brand intimacy). Only the moderation role of openness to experience was not empirically supported. (Srivastava, N., Dash, S.B., and Mookerjee, A, 2016), they addressed the impact of the following moderation roles: education (for credibility and brand innovativeness) and working status (for family influence and brand intimacy).

Figure (2.1) Previous Paper Model by Srivastava et al., 2016



Source: Srivastava et al. (2016)

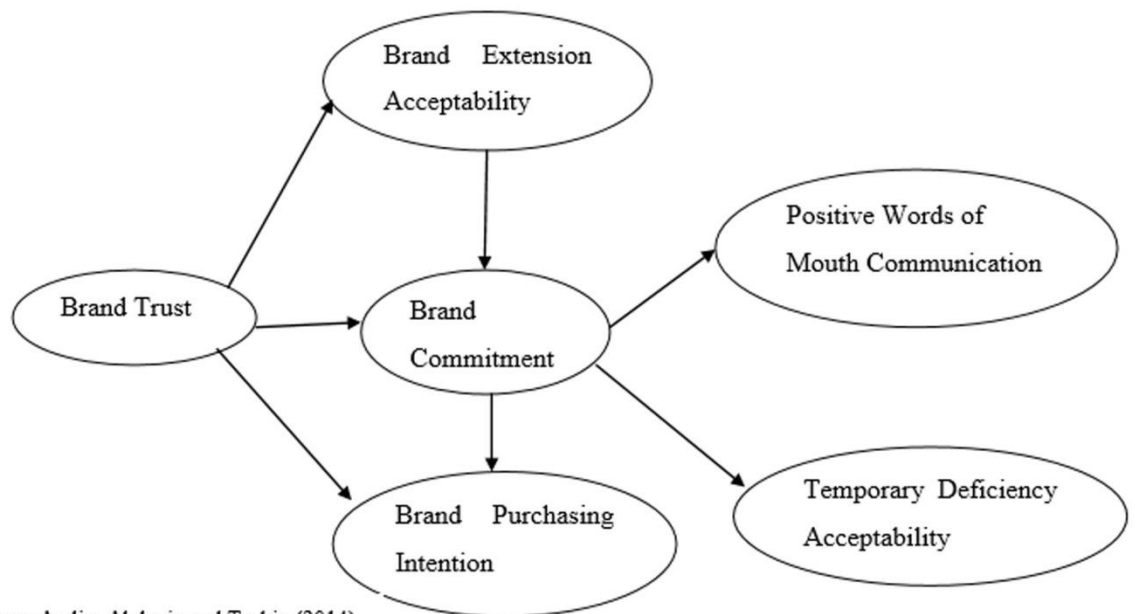
The data analysis proved that the model is difference between working and non-working groups and it is similar between high and low educated groups. The study methodology involves two phases: exploratory and descriptive. Based on research, theoretical framework that is later validated through the survey-based empirical phase. This paper finds that brand predictability and brand innovativeness are antecedents of cognitive brand trust and confirms that agreeableness positively moderates the relationship between brand intimacy and affective brand trust, whereas conscientiousness is positively relationship between brand predictability and cognitive brand trust.

2.4.2 Previous Paper Model by (Aydin, Akdeniz, & Taskin, 2014)

The other paper title is the role of brand trust on parent's purchase intentions of baby care products written by (Aydin, Akdeniz, & Taskin, 2014). The aim of this paper is investigated the role of brand trust in the consumer-brand relationship for both global and national brands. This study found that brand trust of repurchasing intention is greater than the effect on relational commitment, and that this effect is observed particularly in the case of national brands.

This study aims to address the subject matter by evaluation of the following questions: in the matter of a product category in which consumers do not develop a long-term purchasing tendency, in what directed and to what level will brand trust affect consumer-brand relations (brand commitment, repurchase intention, brand extension acceptability, words of mouth and what will be the effect of the trust established by a national brand with a high market share in the presence of a global brand with high advertisements and communication spending power on the consumer-brand relationship.

Figure (2.2) Previous Paper Model by Aydin ,Akdeniz and Taskin (2014)



Source: Aydin, Akdeniz and Taskin (2014)

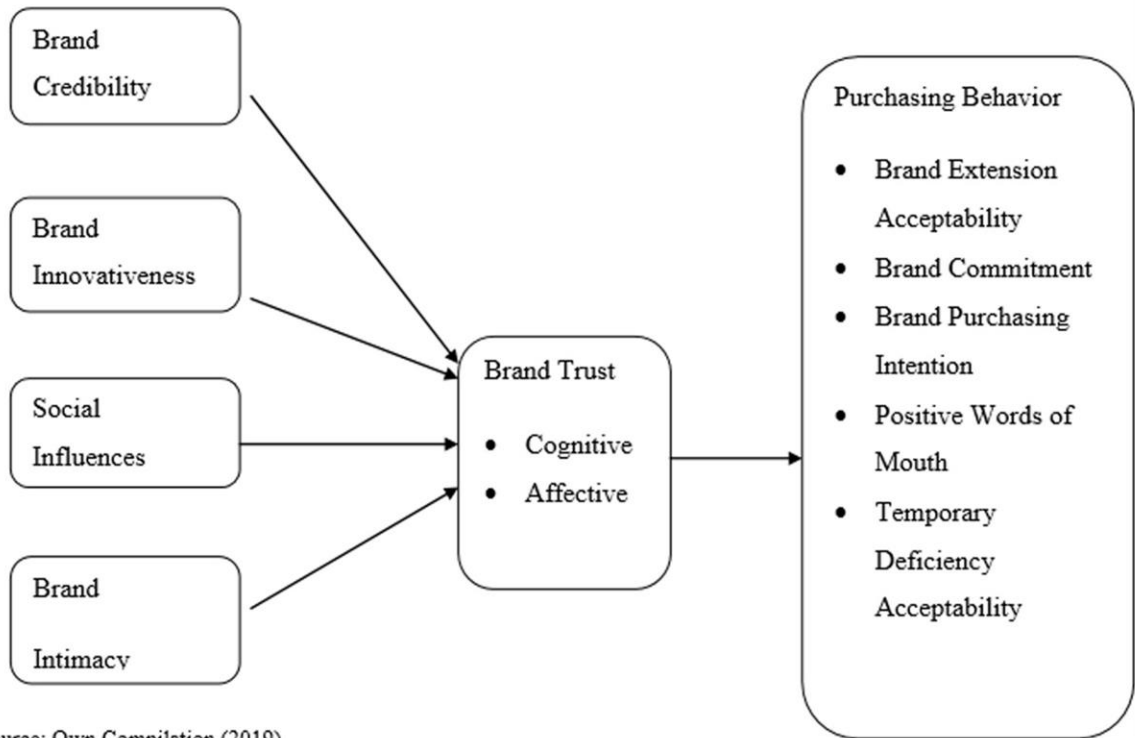
The study methodology involves two phases: exploratory and descriptive. The result showed that theoretical framework is later validated through the survey-based empirical phase. Regarding the specific product group focused upon in this paper, it is observed that the effect of brand trust on purchasing intention is higher than its effect on

brand commitment. In this paper, brand trust is identified as a more effective variable on brand extension acceptability and purchasing intention rather than commitment. Based on the many studies showed that brand trust is the basis of commitment, considering this particular product group, it can be stated that trust can have an important effect also on purchasing decisions.

2.5 Conceptual Framework of the Study

The basic concept is to investigate the effect of brand trust on consumer's purchasing behavior towards Johnson & Johnson products. The framework has developed to conceptualize the relation between dependent and independent variables. The conceptual framework model for this study is shown in Figure 2.3.

Figure (2.3) Conceptual Framework of the Study



Source: Own Compilation (2019)

This study focuses on the factors influencing the brand trust and purchasing behavior of customers for Johnson and Johnson products. Brand trust is important for building the customer's relationship. Having the brand trust may be create the valuable products and treats its customers well. To be brand trust, brand credibility must keep the brand's performance promise. Brand innovativeness must introduce new products or technology into the market. Social influences must interact with customers by using social media. Brand intimacy must create the comfortable feeling for the customers. Most of customers trust on the brand, it can effect on their purchase behavior. Thus, brand trust- in terms of cognitive brand and affective brand trust –is the key factor that create the positive and negative effect of brand and finally simulates consumer purchasing behavior. In short, this study only focuses on to what extent these independent variables affect the brand trust and whether consumer purchasing behavior is associated with brand trust of a well-known brand Johnson & Johnson.

CHAPTER 3

ACTIVITIES CONDUCTED BY PACIFIC ANDAMAN (SEA) CO., LTD FOR BRAND TRUST ON JOHNSON'S BABY PRODUCTS

This chapter consists of profile of Pacific Andaman (SEA) Co., Ltd. It includes history of Pacific Andaman (SEA) Co., Ltd, their vision, and mission, organizational structure, distributes product categories. And then also includes the company's activities for the brand trust and demographic factors of Johnson's products users.

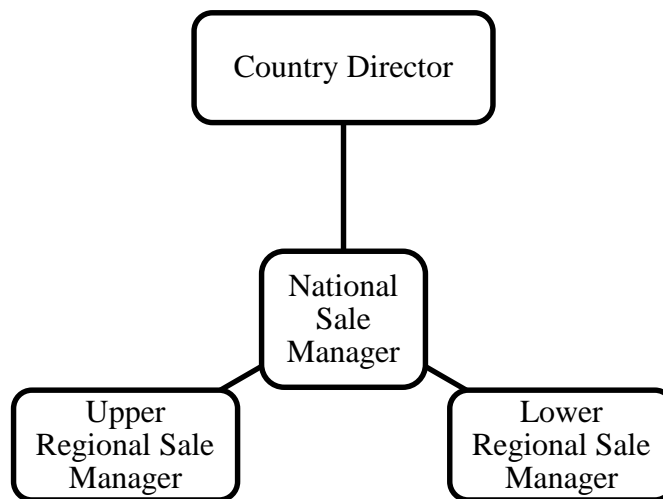
3.1 Profile of Pacific Andaman (SEA) Co., Ltd

Pacific Andaman (SEA) Co., Ltd was organized in 1970 and main office has in Bangkok; Thailand. Pacific Andaman (SEA) Co., Ltd is a newly formed Joint Venture company between Myanmar and Thailand. They specialize in Logistics, warehousing and branding promotion services for Fast Moving Consuming Goods (FMCG). Pacific Andaman (SEA) Co., Ltd imports and distributes FMCG and confectionary products in Myanmar. It offers chocolates, confectionaries, snacks, biscuits, beverages, and healthcare products for use of individual purposes. The company offers products through a network of distribution channels in Myanmar. It has a well-established distribution network with offices in Yangon at the address of No. (2B/1), Industrial Zone Road, Yangon Industrial Park, Mingalardon, Yangon and Mandalay at No. R-4/97, 36 Street, Corner of 63 Road, Manawyan Ward, MaharAungMyae Township.

Now it has all Major cities and a network of dealers through the country. Pacific Andaman (SEA) Co., Ltd builds loyal customers by providing the best products with reasonable prices and excellent services. Pacific Andaman Sea (PAS) started distribution Johnson's Baby Products in 2017, October. It is today the popular baby care products brand through other existing brands in Myanmar. Within 2 years, Johnson Baby Products can build the trust with loyal customers. These products are available in all cities and can buy from online shops.

Pacific Andaman (SEA) Co., Ltd.'s vision and mission are as following. The vision is to be grow, simply, reduces risk, provide quality services to their FMCG and Consumer Health Clients access to the Myanmar Market. They simplify, organizes, integrate, avoid hassle, reduce effort, and provide variety and quality products to customers. The mission is they do this by having seasoned local expert management team, skilled functional team, select, introduce and grow right Brands into market, extensive customer network complement with first class IT and supply chain infrastructure. The organizational structure of Pacific Andaman (SEA) Co., Ltd is shown in Figure (3.1)

Figure (3.1) Organizational Structure of Pacific Andaman (SEA) Co., Ltd



Source: Own Compilation (2019)

According to the organization structure, Pacific Andaman (SEA) Co., Ltd is the joint venture company and their main office has in Thailand. Therefore, in Myanmar office has the country director who takes the responsibility and authority for company in Myanmar and report to the main office. National sale manager takes the accountability and make the decisions about sales and marketing channel. Upper regional sale manager control and check out the upper region of sale department at Mandalay office and lower regional sale manager also control and check out the lower region of sale department at Yangon office. Both of regional sale managers always report to the national sale manager and make the decisions for sale and marketing department at meeting.

3.1.1 Pacific Andaman (SEA) Co., Ltd's Product Categories

Pacific Andaman (Sea) Co., Ltd distributes four types of product categories. In these product items, Johnson babyproducts are includes as non-food product category following in Table (3.1).

Table (3.1) Pacific Andaman (SEA) Co., Ltd.'s Product Categories

Sr.No.	Categories	No. of Items
1	Food	13
2	Non-Food	8
3	Dedicated	1

Source: Company Data (2019)

3.2 Activities for the Brant Trust

Pacific Andaman (SEA) Co., Ltd performs the activities for brand trust to achieve the user's trust and to compete among the competitive market in Myanmar. So, they create the activities for brand credibility, brand innovativeness, social influences, and brand intimacy.

3.2.1 Activities for Brand Credibility

Performing the activities of brand credibility is part of the complex art of brand trust. To get the brand credibility, the Pacific Andaman (Sea) Co., Ltd established these activities. Firstly, they listen carefully about the product reviews from customers and if the customers ask the product information, not only they serve directly to customers at their products counter but also they respond indirectly inform in their facebook page. Secondly, when they advertise the new products to the market, they present the detail product information such as how to use it or how can get the benefits. Finally, they create the good contents on the facebook page and share the good reviews or feedbacks from customers to build the brand credibility.

3.2.2 Activities for Brand Innovativeness

Pacific Andaman (Sea) Co., Ltd is the distribution company therefore their products are Fast-moving consumer goods and they can't create own product technology for product innovativeness. Thus, they focus on the new product launching, promotions and marketing strategy for brand innovativeness. For example, when they launch the new product distribution, they held the event with their customers and they introduce about the product with celebrity mother who is sharing the experience of using the new products. Moreover, they make the competition (such as painting, quiz may be related with new product) for the baby and give the award at the event.

3.2.3 Activities for Social Influences

Social Influences is more related to the customers' purchasing behavior in the changing social environments. Thus, Pacific Andaman (Sea) Co., Ltd builds the strong relationship with the customers by using social media. Firstly, they advertise the celebrity mother's reviews or feedbacks on the facebook. Secondly, they contribute the child health knowledge program (such as Johnson's baby & Scmitivel childcare Hospital). Thirdly, they give the sponsor at the "let's play at a lovely age" (chitcar arrayal k carr kyamaal program) to recognize their brand. Finally, they donate their product at orphanage, educational places, and hospital on world children's days to improve the image of company.

3.2.4 Activities for Brand Intimacy

Pacific Andaman (Sea) Co., Ltd understands brand intimacy activities is the essential relationship between customers and brand that is influence for purchase, usage and loyalty. Thus, they carefully answer the customers' comments, they try to have a good communication with customers and they arrange the knowledge sharing contents related with baby's health and habits information to upload on social media. Moreover, they give the comfortable feeling to their customers such as sharing the customers' emotion, giving the notification for promotion date, discount prices and promotion places. Sometimes, they make customer's happy family photo contest and give the award as Johnsons' product sets to the winners.

3.3 Demographic Factors of Johnson Product Users

Demographic factors of Johnson product users are characteristics of population. Characteristics such as gender, age group, education background, occupation, and income level and buying behaviors. The data collected from this survey about customer's profile is organized in Table (3.2)

Table (3.2) Demographics Factors of Johnson Product Users

Demographics Factors	Descriptions	No. of Respondents	Percentage (%)
	Total	380	100.00
Gender	Male	42	11.05
	Female	330	86.84
	Prefer not to say	8	2.11
Age (years)	Under 20	20	5.26
	21-25	65	17.1
	26-30	136	35.79
	31-35	94	24.74
	36-40	41	10.79
	Above 40	24	6.32
Educational Level	High School	28	7.37
	Undergraduate	44	11.58
	Bachelor Degree	102	26.84
	Master Degree	116	30.53
	Diploma Degree	90	23.68
Occupation	Students	92	24.21
	Employee	128	33.68
	Own Business	53	13.95
	Unemployed	67	17.63
	Others	40	10.53
Monthly Income (MMK)	Less than 100,000	78	20.53
	100,001-300,000	112	29.47
	300,001-500,000	96	25.26
	Above 500,001	94	24.74

Demographics Factors	Descriptions	No. of Respondents	Percentage (%)
	Total	380	100.00
Uses of Johnson Baby Products	Shampoo	44	11.58
	Soap	83	21.84
	Lotion	102	26.84
	Oil	39	10.26
	Cream	33	8.69
	Other	1	0.26
Frequency of buying Johnson Baby Products	1-3 time a month	36	9.47
	Once in two months	116	30.53
	Once in three months	84	22.10
	Once in six months	63	16.58
	Once in a year	81	21.32
Influence factors of buying Johnson Baby Product	Quality of product	168	44.21
	Competitive pricing of the product	37	9.74
	Packaging of the product	49	12.89
	Good value-added product features	60	15.79
	Trust on brand	66	17.37
Favorite Johnson Baby	Yes	380	100.00

Source: Survey Data, 2019

According to the Table (3.2), the sample of Johnson products users consists of 42 of male respondents and as a percentage 11.05% from the total sample and 330 of female respondents in the sample; it is 86.84% from the sample. Moreover, prefer not to say users consist of 8 respondents and it is 2.11% from the sample. Therefore, most of the respondents are female because they are mostly buying the baby product not only for their children but also for their skins.

According to the result, the sample of Johnson products users is categorized into six age categories: age group under 20 years, 21-25 years, 26-30 years, 31-35 years, 36-40 years and above 40 years. From the result of the analysis on age of respondents, it is found

that the age group from under 20 years shares 20 respondents 5.26%, the age group 21-25 years shares 65 respondents 17.1%, the age group 26-30 years shares 136 respondents 35.79%, the age group 31-35 years shares 94 respondents 24.74%, the age group 36-40 years shares 41 respondents 10.79%, the age group above 40 years shares 24 respondents 6.32%. Therefore, it can be said that most of the buyers of age groups are between 26-30 years and 31-36 years. So, the company should also launch some suitable design or promotion for these age groups.

From the survey of 380 respondents, the larger portions of respondents groups are from bachelor degree and master degree education background and fewer respondents are the undergraduate and high school students because most of the users are marriage women and they used these products for their children. The result also displayed that most of the respondents are employees group who are working under the stable income range and about 10.53 percentages of total respondents are the other groups (example, housewife, online shopping agent) as they focus only on price.

Based on this survey result, it can be said that respondents whose monthly income in Myanmar Kyats ranges below 3lakhs are occupied in the largest consuming rate because most respondents are working mother of middle class. It also mentions that 25.26 percentages of total respondents join the working environment after the first degree and currently they are more stable at that income level range between 3lakhs and 5lakh.

The result shows that 26.84 percentages of total respondents prefer to use the lotion because most of mother uses the lotion for their children and themselves. Moreover, adult female who have sensitive skin also use the baby lotion to prevent side- affect cosmetics formula. They believe those baby care products are made of natural and less chemical. According to the survey result, 30.53 percentages of respondents usually buy the baby care products once in two months because most of baby products package, size are smaller than normal products. So, most of respondents are frequently need to buy the baby care products. In term of good brand components to the respondents, 44.21 percentages of them are more favorable in quality of product which is the most important factor in creating a good brand image and a product without a good quality can damage the consumers' trust and value upon the brand.

CHAPTER 4

ANALYSIS ON BRAND TRUST AND PURCHASING BEHAVIOR OF CUSTOMERS ON JOHNSON BABY PRODUCTS

This chapter presents the descriptive and analytical research with three sections. In first section, the analysis of factors influencing on brand trust are presented. In the second part, analysis of the effect of factors on brand trust and the third part is the analysis of the effect of brand trust on purchasing behavior. All of these sections are presented with frequency, percentage and mean scores based on the findings and based on the linear regression results from SPSS.

4.1 Customer Perception on Antecedents of Brand Trust

In this study, influencing factors of brand trust are brand credibility, brand innovativeness, social influences and brand intimacy. In order to find out the important factors effect on brand trust, structured questionnaire was used. The questionnaire includes different numbers of statements and each statement is measured with five-point Likert scale. The Likert scale is set as following: 1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree). The mean scores of the factors are presented in the study based on findings. Therefore, lower mean scores signified low influenced, whereas the opposite was true are shown in following Table (4.1).

Table (4.1) Customer Perception on Antecedents of Brand Trust

Serial No.	Customer Perception on Antecedents of Brand Trust	Mean
1	Brand Credibility	3.72
2	Brand Innovativeness	3.42
3	Social Influences	3.66
4	Brand Intimacy	3.67

Source: Survey data, 2019

As shown in Table (4.1), brand credibility is the high level of influence on brand trust of Johnson Baby Products. Most of customers believe the product information and perceive ability and willingness by using the products. Accordingly to the result, brand innovativeness factor is the low level of influence on brand trust because the company distributes the most commonly purchased items in Myanmar. Social influences factor and brand intimacy factor are not much different level of influence on brand trust.

4.2 Brand Trust of Customers

In this study, regarding the cognitive and affective brand trust factors are necessary to compare the overall mean of brand trust. Table (4.2) report showed the mean scores of the cognitive and affective brand trust.

Table (4.2) Brand Trust of Customers

Serial No.	Brand Trust	Mean
1	Cognitive Brand Trust	3.53
2	Affective Brand Trust	3.47

Source: Survey data, 2019

In this study, cognitive brand trust mean is higher than the affective brand trust mean because most of consumers who are willing to use the well-known brand can get more information details about this brand. This result is important to the organization advertisements with compete other brands.

4.3 Purchasing Behavior of Customers

In this study, regarding the brand extension acceptability, brand commitment, brand purchasing intention, positive word of mouth, temporary deficiency acceptability are necessary to compare the overall mean of purchasing behavior. Table (4.3) report showed the mean scores of these facts of purchasing behavior.

Table (4.3) Purchasing Behavior of Customers

Serial No.	Purchasing Behavior	Mean
1	Brand Extension Acceptability	3.42
2	Brand Commitment	3.34
3	Brand Purchasing Intention	3.43
4	Positive Word of Mouth	3.84
5	Temporary Deficiency Acceptability	3.25

Source: Survey data, 2019

Purchasing behavior factors are depended on the customer's attitude and product quality. Table (4.3), show that customers have high level of purchasing behavior. According to the result, most of customers always search the positive recommend of the product from their friends or family. So, positive word of mouth is highest mean of purchasing behavior. Temporary deficiency acceptability is the lowest mean because customers are disappointed with some deficiency of the brand.

4.4 Analysis on the Factors Influencing Brand Trust

In this study, linear regression model is use to analyses the factors influencing on brand trust. Four factors of brand trust are used to measure the brand trust. To examine the collinearity between the variables of interest in this model, the variance inflation factor (VIF) was examined. VIF statistically qualifies the degree of multicollinearity between variables by providing an index that estimates how much variance inflated due to collinearity. All of variables examined in this model are met ($VIF < 10$). The result from generation from this model is shown in Table (4.4.) and (4.5).

4.4.1 Factors Influencing Cognitive Brand Trust

In this study, Linear Regression model is applied to analyze the factors influencing cognitive brand trust of Johnson & Johnson baby product. The output from generating linear regression model is shown in Table (4.4).

Table (4.4) Factors Influencing Cognitive Brand Trust

Variables	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	.833	.172		4.855	.000	
Brand Credibility	.253***	.054	.238	4.658	.000	1.781
Brand Innovativeness	.041	.049	.041	.828	.408	1.706
Social Influences	.065	.042	.074	1.548	.123	1.540
Brand Intimacy	.374***	.053	.419	7.110	.000	2.360
R	.670					
R ²	.449					
Adjusted R ²	.443					
F	76.437***					

Source: Survey data, 2019

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

According to the Table (4.4), the specific model could explain about the factors influencing cognitive brand trust. R square value is 0.449 and adjusted R square is 0.443. Thus, the model can explain 44.3% about the variance of dependent variable with independent variables. The value of F test, the overall significant of the model was highly significant at 1 percent level. The specific model can be valid in table. There is no multi-collinearity problem confronted in this study because all VIF values are less than 10.

The independent variables of brand credibility and brand intimacy have the positive sign in coefficient with highly significant at 1 percent level. The standardized coefficient (Beta) indicates that two variables have positive effect with cognitive brand trust (dependent variables) of this study. It means that the higher the independent variables, the greater the dependent variable. The results show that an increase in brand credibility by one unit will raise the cognitive brand trust by 0.253 units. Similarly, an increase in brand intimacy will lead to 0.374 unit increase in cognitive brand trust. The standardized coefficient (Beta) of brand intimacy is the largest value (0.419) among the influence factors

indicating that brand intimacy has the greatest condition to the effect on cognitive brand trust of Johnson & Johnson products.

According to result, both of brand credibility and brand intimacy are positive effect cognitive brand trust. For brand credibility, product information is believable because product quality can serve the benefits as advertised. Customers also perceived that the brand has the ability and willingness to create the products which they want. Company provided consumer's expectations and accomplished brand performance to get the cognitive brand trust. For brand intimacy, company builds the brand relationship between the customers and products to get the cognitive brand trust by using social media. It means that when the consumers using the social media, they look about Johnson & Johnson products or advertising and they can feel comfortable feeling and more familiar with this brand.

4.4.2 Analysis on Factors Influencing Affective Brand Trust

In this study, Linear Regression model is applied to analyze the factors influencing affective brand trust of Johnson & Johnson baby product. The output from generating linear regression model is shown in Table (4.5).

According to the Table (4.5), the specific model could explain about the factors influencing affective brand trust. The R square value is 0.411 and adjusted R square is 0.405. Thus, the model can explain 40.5% about the variance of dependent variable with independent variables. The value of F test, the overall significant of the model is highly significant at 1 percent level. The specific model can be said valid. There is no multi-collinearity problem confronted in this study because all VIF values are less than 10.

Table (4.5) Factors Influencing Affective Brand Trust

Variables	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	.765	.191		4.000	.000	
Brand Credibility	.070	.061	.061	1.154	.249	1.781
Brand Innovativeness	.310***	.055	.294	5.671	.000	1.706
Social Influences	.051	.047	.053	1.083	.280	1.540
Brand Intimacy	.327***	.059	.340	5.576	.000	2.360
R	.641					
R ²	.411					
Adjusted R ²	.405					
F	65.437***					

Source: Survey data, 2019

***Significant 1% level, ** Significant 5% level, * Significant 10% level

The independent variables of brand innovativeness and brand intimacy have the positive sign in coefficient with highly significant at 1 percent level. The standardized coefficient (Beta) indicates that two variables have positive effect with affective brand trust (dependent variables) of this study. It means that the higher the independent variables, the greater the dependent variable. The results show that an increase in brand innovativeness by one unit will raise the affective brand trust by 0.310 units. Similarly, an increase in brand intimacy will lead to 0.327 unit increase in affective brand trust. The standardized coefficient (Beta) of brand intimacy is the largest value (0.340) among the influence factors indicating that brand intimacy has the greatest condition to the effect on affective brand trust of Johnson & Johnson products.

Therefore, both of brand innovativeness and brand intimacy are positive effect on affective brand trust. For brand innovativeness, company used seasonal marketing strategy and innovate digital advertising not only promote the company's market offerings by increasing consumer's demand for their products as well as increasing their willingness to pay for them, but they also help to build consumer trust in the among of brands. For brand

intimacy, consumers support the brand because of consistent emotional connection and confidence attitude.

4.5 Analysis on Effect of Brand Trust on Purchasing Behavior

In this study, linear regression model is use to analyses the effect of brand trust on the purchasing behavior. Two factors of brand trust are used to measure the purchasing behavior. To examine the collinearity between the variables of interest in this model, the variance inflation factor (VIF) was examined. VIF statistically qualifies the degree of multicollinearity between variables by providing an index that estimates how much variance inflated due to collinearity. All of variables examined in this model are met (VIF<10). The result from generation from this model is shown in Table (4.6), (4.7). (4.8), (4.9), (4.10) and (4.11)

4.5.1 Effect of Brand Trust on Brand Extension Acceptability

In this study, Linear Regression model is applied to analyze the effect of brand trust on brand extension acceptability of Johnson baby product. The output from generating linear regression model is shown in Table (4.6).

According to the Table (4.6), the specific model could explain about the effect of brand trust on brand extension acceptability. R square value is 0.469 and adjusted R square is 0.467. Thus, the model can explain 46.7% about the variance of dependent variable with independent variables. The value of F test, the overall significant of the model is highly significant at 1 percent level. The specific model can be said valid. There is no multi-collinearity problem confronted in this study because all VIF values are less than 10.

Table (4.6) Effect of Brand Trust on Brand Extension Acceptability

Variables	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	-.093	.198		-.471	.	
Cognitive Brand Trust	.419***	.067	.301	6.204	.000	1.668
Affective Brand Trust	.587***	.063	.454	9.375	.000	1.668
R	.685					
R ²	.469					
Adjusted R ²	.467					
F	166.817***					

Source: Survey data, 2019

***Significant 1% level, ** Significant 5% level, * Significant 10% level

The independent variables of cognitive brand trust and affective brand trust have the positive sign in coefficient with highly significant at 1 percent level. The standardized coefficient (Beta) indicates that two variables have positive effect with brand extension acceptability (dependent variables) of this study. It means that the higher the independent variables, the greater the dependent variable. The results show that an increase in cognitive brand trust by one unit will raise the brand extension acceptability by 0.419 units. Similarly, an increase in affective brand trust will lead to 0.587 unit increase in brand extension acceptability. The standardized coefficient (Beta) of brand affective brand trust is the larger value (0.454) than the cognitive brand trust indicating that affective brand trust has the greater condition to the effect on customers who have brand extension acceptability of Johnson & Johnson products.

Based on result, both of cognitive brand trust and affective brand trust have positive effect on brand extension acceptability. For cognitive brand trust, consumer can access positive information about brands more easily, and even alleviate the impact of negative information, allowing them to develop positive attitude towards the brand extensions make more familiar in their minds. For affective brand trust, trust and strengthen quality brand

occurs consumers prefer reinforce their self-confidence, namely brand that succeed in making them feel proud of themselves and their choices.

4.5.2 Effect of Brand Trust on Brand Commitment

In this study, Linear Regression model is applied to analyze the effect of brand trust on brand commitment of Johnson baby product. The output from generating linear regression model is shown in Table (4.7).

Table (4.7) Effect of Brand Trust on Brand Commitment

Variables	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	.281	.212		1.327	.185	
Cognitive Brand Trust	.336***	.072	.245	4.656	.000	1.668
Affective Brand Trust	.540***	.067	.424	8.042	.000	1.668
R	.610					
R ²	.372					
Adjusted R ²	.368					
F	111.560***					

Source: Survey data, 2019

According to the table (4.7), the specific model could explain about the effect of brand trust on brand commitment. R square value is 0.372 and adjusted R square is 0.368. Thus, the model can explain 36.8% about the variance of dependent variable with independent variables. The value of F test, the overall significant of the model is highly significant at 1 percent level. The specific model can be valid. There is no multi-collinearity problem confronted in this study because all VIF values are less than 10.

The independent variables of cognitive brand trust and affective brand trust have the positive sign in coefficient with highly significant at 1 percent level. The standardized

coefficient (Beta) indicates that two variables have positive effect with brand commitment (dependent variables) of this study. It means that the higher the independent variables, the greater the dependent variable. The results show that an increase in cognitive brand trust by one unit will raise the brand commitment by 0.336 units. Similarly, an increase in affective brand trust will lead to 0.540 unit increase in brand commitment. The standardized coefficient (Beta) of brand affective brand trust is the larger value (0.424) than the cognitive brand trust indicating that affective brand trust has the greatest condition to the effect on committed customers of Johnson & Johnson products.

According to the result, both of cognitive brand trust and affective brand trust have positive effect on brand commitment. For cognitive brand trust, consumers are committed the brand or product if brand performance or product quality is trusted. Committed consumers want to continue the value relationship with the brand in the long-term. For affective brand trust, most of customers want to use honesty trusted brand to safety for their baby or their skin.

4.5.3 Effect of Brand Trust on Purchase Intention

In this study, Linear Regression model is applied to analyze the effect of brand trust on purchase intention of Johnson baby product. The output from generating linear regression model is shown in Table (4.8).

According to the Table (4.8), the specific model could explain about the effect of brand trust on purchase intention. The R square value is 0.350 and adjusted R square is 0.346. Thus, the model can explain 34.6% about the variance of dependent variable with independent variables. The value of F test, the overall significant of the model is highly significant at 1 percent level. The specific model can be valid. There is no multi-collinearity problem confronted in this study because all VIF values are less than 10.

Table (4.8) Effect of Brand Trust on Purchase Intention

Variables	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	.412	.216		1.902	.058	
Cognitive Brand Trust	.406***	.074	.295	5.499	.000	1.668
Affective Brand Trust	.458***	.068	.359	6.684	.000	1.668
R	.591					
R ²	.350					
Adjusted R ²	.346					
F	101.294***					

Source: Survey data, 2019

***Significant 1% level, ** Significant 5% level, * Significant 10% level

The independent variables of cognitive brand trust and affective brand trust have the positive sign in coefficient with highly significant at 1 percent level. The standardized coefficient (Beta) indicates that two variables have positive effect with purchase intention (dependent variables) of this study. It means that the higher the independent variables, the greater the dependent variable. The results show that an increase in cognitive brand trust by one unit will raise the purchase intention by 0.406 units. Similarly, an increase in affective brand trust will lead to 0.458 unit increase in purchase intention. The standardized coefficient (Beta) of brand affective brand trust is the larger value (0.359) than the cognitive brand trust indicating that affective brand trust has the greater condition to the effect on purchase intention of Johnson & Johnson products.

Therefore, both of cognitive brand trust and affective brand trust have positive effect with purchase intention. For cognitive brand trust, product performance of new marketing activities and promotions are effective on the purchase intentions. For affective brand trust, trusting on brand information about the knowledge levels of the consumers' mind can influence on the purchase intention.

4.5.4 Effect of Brand Trust on Positive Word of Mouth

In this study, Linear Regression model is applied to analyze the effect of brand trust on positive word of mouth of Johnson baby product. The output from generating linear regression model is shown in Table (4.9).

Table (4.9) Effect of Brand Trust on Positive Word of Mouth

Variables	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	1.338	.186		7.190	.000	
Cognitive Brand Trust	.332***	.063	.285	5.241	.000	1.668
Affective Brand Trust	.382***	.059	.353	6.506	.000	1.668
R	.577					
R ²	.333					
Adjusted R ²	.330					
F	94.211***					

Source: Survey data, 2019

***Significant 1% level, ** Significant 5% level, * Significant 10% level

According to the Table (4.9), the specific model could explain about the effect of brand trust on positive word of mouth. The R square value is 0.333 and adjusted R square is 0.330. Thus, the model can explain 33% about the variance of dependent variable with independent variables. The value of F test, the overall significant of the model is highly significant at 1 percent level. The specific model can be valid. There is no multi-collinearity problem confronted in this study because all VIF values are less than 10.

The independent variables of cognitive brand trust and affective brand trust have the positive sign in coefficient with highly significant at 1 percent level. The standardized coefficient (Beta) indicates that two variables have positive effect with positive word of mouth (dependent variables) of this study. It means that the higher the independent

variables, the greater the dependent variable. The results show that an increase in cognitive brand trust by one unit will raise the positive word of mouth by 0.332 units. Similarly, an increase in affective brand trust will lead to 0.382 unit increase in positive word of mouth. The standardized coefficient (Beta) of affective brand trust is the larger value (0.353) than the cognitive brand trust indicating that affective brand trust has the greater condition to the effect on positive word of mouth to buy Johnson & Johnson products.

Both of cognitive brand trust and affective brand trust have positive effect with positive words of mouth. For cognitive brand trust, consumers feel this brand has the good quality when they actually use the products, they become more interested the product and want to more information about this brand. Thus, they will become trusted brand and sharing the information with their positive recommendation to their family and friends. For affective brand trust, consumers feel this brand has the honesty information when they use the products, they become more trusted on brand and more willing to recommend to other people. Thus, if the brand trust is higher, the positive word of mouth effect will bring more purchasing power.

4.5.5 Effect of Brand Trust on Temporary Deficiency Acceptability

In this study, Linear Regression model is applied to analyze the effect of brand trust on temporary deficiency acceptability of Johnson baby product. The output from generating linear regression model is shown in Table (4.10).

According to the Table (4.10), the specific model could explain about the effect of brand trust on temporary deficiency acceptability. The R square value is 0.494 and adjusted R square is 0.492. Thus, the model can explain 49.2% about the variance of dependent variable with independent variables. The value of F test, the overall significant of the model is highly significant at 1 percent level. The specific model can be valid. There is no multi-collinearity problem confronted in this study because all VIF values are less than 10.

Table (4.10) Effect of Brand Trust on Temporary Deficiency Acceptability

Variables	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	.161	.172		.935	.351	
Cognitive Brand Trust	.235***	.059	.190	4.015	.000	1.668
Affective Brand Trust	.652***	.054	.567	11.990	.000	1.668
R	.703					
R ²	.494					
Adjusted R ²	.492					
F	184.168***					

Source: Survey data, 2019

***Significant 1% level, ** Significant 5% level, * Significant 10% level

The independent variables of cognitive brand trust and affective brand trust have the positive sign in coefficient with highly significant at 1 percent level. The standardized coefficient (Beta) indicates that two variables have positive effect with temporary deficiency acceptability (dependent variables) of this study. It means that the higher the independent variables, the greater the dependent variable. The results show that an increase in cognitive brand trust by one unit will raise the temporary deficiency acceptability by 0.235 units. Similarly, an increase in affective brand trust will lead to 0.652 unit increase in temporary deficiency. The standardized coefficient (Beta) of affective brand trust is the larger value (0.567) than the cognitive brand trust indicating that affective brand trust has the greater condition to the effect on temporary deficiency acceptability to buy Johnson & Johnson products.

Both of cognitive brand trust and affective brand trust have positive effect with temporary deficiency acceptability. For cognitive brand trust, consumers believe about the product performance which they use and if sometimes, out of stocks or deficiency the products, they also want to purchase continuously use and accept Johnson & Johnson brand. For affective brand trust, sometimes, customers know one of the products of this brand is

not suitable for their child but they will continuously purchasing the other suitable products in this brand because they will still trust the brand in their mind.

4.5.6 Effect of Brand Trust on Purchasing Behavior

The output from generating linear regression model is shown in Table (4.11).

Table (4.11) Effect of Brand Trust on Purchasing Behavior

Variables	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	.399	.127		3.131	.002	
Cognitive Brand Trust	.342***	.043	.324	7.875	.000	1.668
Affective Brand Trust	.528***	.040	.540	13.118	.000	1.668
R	.786					
R ²	.617					
Adjusted R ²	.615					
F	304.298***					

Source: Survey data, 2019, ***Significant at 1% level, ** Significant at 5% level, * Significant at 10% level

According to the Table (4.11), the specific model could explain about the effect of brand trust on purchasing behavior. The R square value is 0.617 and adjusted R square is 0.615. Thus, the model can explain 61.5% about the variance of dependent variable with independent variables. The value of F test, the overall significant of the model is highly significant at 1 percent level. The specific model can be valid. There is no multi-collinearity problem encountered in this study because all VIF values are less than 10.

The independent variables of cognitive brand trust and affective brand trust have the positive sign in coefficient with highly significant at 1 percent level. The standardized coefficient (Beta) indicates that two variables have positive effect with purchasing behavior

(dependent variables) of this study. It means that the higher the independent variables, the greater the dependent variable. The results show that an increase in cognitive brand trust by one unit will raise the purchasing behavior by 0.342 units. Similarly, an increase in affective brand trust will lead to 0.528 unit increase in purchasing behavior. The standardized coefficient (Beta) of affective brand trust is the larger value (0.540) than the cognitive brand trust indicating that affective brand trust has the greater condition to the effect on customer's purchasing behavior to buy Johnson & Johnson products.

Both of cognitive brand trust and affective brand trust have positive effect on purchasing behavior. All of purchasing behavior includes factors are significant with cognitive brand trust. Thus, cognitive brand, product performance higher the product advertising or customer's expectation, customers have willingness to buy Johnson & Johnson products and same as the affective brand trust is significant too. Thus, if honesty information can get easily from advertising and have the brand relationship with customers, they will become more trusted and loyalty on the brand.

CHAPTER 5

CONCLUSION

This chapter is the conclusion chapter presenting three parts such as Findings and Discussion, Suggestions and Limitation and Needs for Further Research.

5.1 Findings and Discussions

Factors influencing on brand trust and purchasing behavior are the core of this study. Influences factors of brand trust are brand credibility, brand innovativeness, social influences, brand intimacy. Purchasing behavior consists of five categories: brand extension acceptability, brand commitment, brand purchasing intension, positive word of mouth, and temporary deficiency acceptability. To obtain the primary data, 380 respondents were asked whether they have used Johnson Baby products. The respondents were surveyed with the systematic question in Yangon. All of respondents' data were collected by simple random sampling method.

The respondents' profile includes gender, age, education level, occupation and monthly income. This survey is focused on the users of Johnson baby products. Most of mothers prefer to use Johnson baby products more than older and adult people because of their children. Bachelor degree and master degree people consume more than under graduated and high school students because most of educated mother are also known how to use the baby product exactly for their children. Private employees whose averagely monthly income level of between 1Lakh and 3Lakhs use Johnson baby products dominantly among all other occupation because they have finished university and working in private company and also that segment is the largest segment of birth rate accordingly to the survey.

As per findings, most customers prefer to use baby lotion from Johnson baby products because baby lotion can use both children and sensitive skin people. The buying frequency of respondents' buying Johnson baby product is once in two months but some of them purchase once in three months. In terms of building good brand components, respondents mostly think good quality of the product and also trust on brand. According to

the result, the consumers response that Johnson baby products are one of their favorite brand and usually purchase baby care products which have variety of product items based on smell and advantages.

The statement of measure the influencing factors of brand trust; brand credibility, brand innovativeness, social influences and brand intimacy. The questions involved in questionnaire are with Likert type five point scales. According to the survey data, brand credibility and brand intimacy are the dominant factors influencing on cognitive brand trust towards the products and there is a direct relationship between the perception of brand trust and the product information. Moreover, brand innovativeness and brand intimacy are the dominant factors influencing on affective brand trust towards the products and there is a direct relationship between the perception of brand trust and product innovation. Both of affective brand trust and cognitive brand trust have strong relationship with brand intimacy. This point is important and it needs to focus on more effort in fostering the ultimate brand relationships and creating long-term value. Thus, marketers should put more effort in strong support to customers and should try to provide comfortable feeling to customers.

By analyzing the result data, brand trust and brand extension acceptability have the strong relationship so that there is no effect to create the new products or distributes the new products. Therefore, by understanding the perception of customers about brand extensions, marketers would be better able to develop more effective extension strategies.

The study shows that brand commitment is the important related with brand trust. Consumers' purchasing behavior are depend on brand because they are seeking to benefit from some of the advantages of increasing information processing effectiveness, gaining tangible frequent users benefit and reducing risk. The advantages gained from a relationship are explained as a reason for commitment as a combination of consumer's personal and functional characteristics in their relationship with the brand. To evaluate the importance of brand trust in terms of commitment associated with the different product categories of Johnson baby. Strong relationship of brand trust and brand commitment may be reduces uncertainty and saves a customer the cost of seeking new rational exchanges with alternative brand.

According to the study result of brand trust on brand purchasing intention, Johnson baby brand is quite good enough to support in serving the customers. The role of brand trust and purchasing intention is strong relationships. Purchasing intentions as a

measurement are effective in designing marketing activities and promotions. Trusting on brand may be purchasing intentions can reflect information about the knowledge level's of the consumer' mind. Marketers should maintain long-term and profitable relationships with their own customers in order to survive in the competitive environment.

The statements to measure the brand trust and positive word of mouth have the strong relationship so that brand trust is strongly related with friends or family recommendation or review. When the brand trust is higher, the more willing to form a positive word of mouth spread. Customers may be willing to recommend to other people, and then, the positive word of mouth effect will bring more purchasing power.

The study shows that brand trust and temporary deficiency acceptability have the positive relationship so that brand trust is related with the temporary deficiency acceptability. According to the survey, some consumers are use this brand instead of other brand when the Johnson baby products are out of stocks or deficiency, they also want to purchase continuously use and accept the Johnson & Johnson brand. They have trustily the brand and they will also believe about the product information which they used.

According to the study result, the desire of buying and using the products of the trusted brand increases. Customers trusting in a brand not only buy products but also suggest them to their friends and also lead them to buy that brand. Statistically analysis of influencing factors on brand trust showed that four influencing factors have strong and positive effective on brand trust. Overall brand trust is high for Johnson baby. Affective brand trust is more effect on all the five factors of purchasing behaviors.

5.2 Suggestions and Recommendations

According to the finding, brand credibility, brand innovativeness, social influences and brand intimacy are good enough for the brand trust of Johnson baby products as it is a global brand. However, to get more competitive advantages, try to more planning the marketing strategies for brand trust.

Within the findings of this study, most of mothers are participated in the study. In such case, managers or marketers should develop some more strategies to attract by using baby product without chemicals may be safety for people who have sensitive skin. Therefore, managers should create some new marketing and branding strategies to attract

sensitive skin for future business development. In Myanmar, sensitive skin people are less knows their skin is suitable with natural baby products without suffering chemical side effects.

For continuous improvement, company should distribute new innovative product features depend on customer's demand. The important thing is to track the market trends and consistency of maintaining and improving the product quality because better good quality products give the customers more satisfaction and attachment toward a brand trust.

To get the brand trust, the company should try hard to assure that ; they are satisfied as a result of customers' using their products, they inform customers about the communication activities they organize, they give true messages while during this, they create opportunities enabling customers to have individuals gains, they always keep the dialog/two-way communication, they strengthen customer's belief about the brand, they produce a good design, they consider their effect on the environment and they do not cheat. All of facts are doing, they can gain trust and affect customer's purchasing behavior.

Customers have high brand trust to Johnson products and recommend to their family and friends and still prefer Johnson baby brand even though other competitive brands have special promotions. Brand managers should avoid giving incentive cash discount which sometimes consumers think as a cheap or quality is not good enough because of expire date is near. Instead of such activities, the brand managers should focus on more other attractive promotions such as a membership cards or loyal customer card.

Branding is also about managing profitable customer relationship. To achieve such relationships, a brand manager must attract the new customers by promising superior value and maintain the existing customers by delivering satisfaction about the service. Brands with more highly perceived value command premium pricing, better margins and wider distribution.

5.3 Need for Further Research

There are different limitations in this study. Firstly, a small size was taken from unknown population survey based on Yangon population and due to time constraint. In future a bigger sample size of users including mothers and sensitive skin people population in other urban towns and in rural area of Myanmar may be added to the target population.

This would improve the accuracy and reliability of the results even more and would expect to be promoted with further verification

Secondly, findings are based on one industry they may not be directly applicable to other industries or brand trust and more research is needed to generalize the results. Finally, future studies look into relationship benefits and relationship outcomes resulting from company and customers purchasing behavior interactions. Some of these research is unquestionably underdeveloped and therefore necessitates additional exploration. If there were more time available, this study should also analyze the other related factors of brand; brand equity, relationship between brand trust and customer consumption of brand-related social media content which is interested to study which kind of social media content is most influence on brand trust and other related purchasing behavior of customer

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APPENDIX I

Factors Influencing Brand Trust and Purchasing Behavior of Customers for Johnson & Johnson Products

Questionnaire

This questionnaire is a part of full-time MBA Program from Yangon University of Economics. Now I am currently writing a thesis that researches Effect of Brand Trust towards Purchasing Behavior of Johnson & Johnson Products. Completion of this information is voluntary and its confidentiality is assured. Please help to finish all questions and return the questionnaire to us. Your privacy data are fully secured with us. Thank you so much for your participation.

Section (A) Personal Information

1. Gender
 - Female []
 - Male []
2. Age of the respondents
 - Under 20 []
 - 21-25 []
 - 26-30 []
 - 31-35 []
 - 36-40 []
 - Above 40 []
3. Education Level
 - High School []
 - Undergraduate []
 - Bachelor Degree []
 - Master Degree []
 - Diploma Degree []

4. Occupation
- Student []
- Employee []
- Own Business []
- Unemployed []
- Others []
5. Monthly Income (MMK)
- Less than 100,000 []
- 100,001- 300,000 []
- 300,001- 500,000 []
- Above 500,001 []
6. What kind of baby care product do you usually use?
- Powder []
- Shampoo []
- Soap []
- Lotion []
- Oil []
- Cream []
- Others []
7. Frequency of buying a baby care product
- 1-3 time in a month []
- Once in two months []
- Once in three months []
- Once in six months []
- Once in a year []
8. Which of the following does influence you most when you decide to buy the baby care products brand? (multiple answers are accepted)
- Quality of Product []
- Competitive pricing of the product []
- Packaging of the product []
- Good valued-added product features []
- Trust on Brand []

9. Are Johnson & Johnson products one of your favorite brands?

Yes (Continue to Section B) []

No (Questionnaire finish here) []

Section (B) Influencing Factors on Brand Trust

Please rate your agreement level of following questions by ticking the number that corresponds to your choices.

Scales: 1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree

Brand Credibility						
No	Statement	1	2	3	4	5
1	This brand reminds me of someone who is competent and knows what he/she is doing					
2	This brand has the ability to deliver what is promises					
3	This brand's product claims are believable					
4	This brand has a name you can trust					
5	This brand does not pretend to be something it is not					
6	Over time, my experiences with my favorite brand of J & J have led me to expect it to keep its promises, no more and no less.					

Brand Innovativeness						
No	Statement	1	2	3	4	5
1	J & J introduces innovative products totally new to the market					
2	J & J uses new technology					
3	J & J introduces new products first into the market					
4	J & J is a new product leader in the market					
5	J & J sets itself apart from the other brands in the same product category when it comes to baby care products market					

Social Influence						
No	Statement	1	2	3	4	5
1	I seek the information from friends					
2	Other people's recommendation of baby care product may influence my choices					
3	The preferences of family members can influence my choice of safety chemical side affects baby products					
4	Doctor's recommendation of baby care product may influence my choice.					

5	I always take suggestions from my family members and friends before I purchase					
6	Using the products by this brand is safety to my appearance/ child appearance					

Brand Intimacy						
No	Statement	1	2	3	4	5
1	I will always trust this brand.					
2	I have solid support for this brand.					
3	This brand makes me feel comfortable					
4	I know about this brand better than I know about other brands.					
5	I am also familiar with other products or service this brand offer.					

Section (C), Brand Trust

Please rate your agreement level of following questions by ticking the number that corresponds to your choices. Scales: 1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree

Brand Trust						
No	Statement	1	2	3	4	5
1	This brand gives me a trustworthy impression					
2	I can confidently depend on this brand since it does not adversely affect me or my baby by functioning carelessly					
3	Given by this brand's past record, I have no reason to doubt its competence					
4	Given by this brand's past record, I have strong reason to doubt its effectiveness					
5	This brand is only interested in selling products					
6	Brand displays a warm and caring attitude towards baby					
7	I would feel a sense of personal loss, if I could no longer use this brand					
8	I feel this brand would respond caringly, if I face problem with the product					
9	If I need that product for the next time, I will buy the same brand.					

Section (C), Purchasing Behavior

Please rate your agreement level of following questions by ticking the number that corresponds to your choices.

Scales: 1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree

Purchasing Behavior						
No	Statement	1	2	3	4	5
1	If necessary, I would make a few small sacrifices so I could continue using this brand.					
2	I tend to praise and defend this brand					
3	If the brand produced shampoo for adults, I would consider to purchase it thinking that it would have good quality					
4	If the brand produced shampoo for adults, I would consider to purchase it thinking that the shampoo belongs to this brand					
5	If I had any disappointments with one of products of this brand, I would think that that it could be an accident and I could purchase the products.					
6	If one of the products of this brand is not proper for me/ my baby, I would still give a chance to this brand.					
7	This brand is really interested in the things that I have been interested in.					

8	If I have any problem with this brand, I think I would overcome this problem.					
9	This brand will spare no effort to satisfy me					
10	If I have faced with any problem regarding the product that is produced by this brand name, this brand with definitely covers the problem.					
11	When talking with my friends I talk positively about the brand.					
12	If a good friend of mine asked me which personal care products he/she should choose. I would recommend this brand.					

APPENDIX II

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.670 ^a	.449	.443	.40337	2.113

a. Predictors: (Constant), BrandIntimacyMean, SocialInfluencesMean, BrandInnovativenessMean, BrandCredibilityMean

b. Dependent Variable: BTC

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49.747	4	12.437	76.437	.000 ^b
	Residual	61.015	375	.163		
	Total	110.762	379			

a. Dependent Variable: BTC

b. Predictors: (Constant), BrandIntimacyMean, SocialInfluencesMean, BrandInnovativenessMean, BrandCredibilityMean

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.833	.172		4.855	.000		
	BrandCredibilityMean	.253	.054	.238	4.658	.000	.562	1.781
	BrandInnovativeness Mean	.041	.049	.041	.828	.408	.586	1.706
	SocialInfluencesMean	.065	.042	.074	1.548	.123	.649	1.540
	BrandIntimacyMean	.374	.053	.419	7.110	.000	.424	2.360

a. Dependent Variable: BTC

APPENDIX II

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.641 ^a	.411	.405	.44934	2.035

a. Predictors: (Constant), BrandIntimacyMean, SocialInfluencesMean, BrandInnovativenessMean, BrandCredibilityMean

b. Dependent Variable: BTA

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	52.829	4	13.207	65.412	.000 ^b
	Residual	75.715	375	.202		
	Total	128.544	379			

a. Dependent Variable: BTA

b. Predictors: (Constant), BrandIntimacyMean, SocialInfluencesMean, BrandInnovativenessMean, BrandCredibilityMean

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.765	.191		4.000	.000		
	BrandCredibilityMean	.070	.061	.061	1.154	.249	.562	1.781
	BrandInnovativenessMean	.310	.055	.294	5.671	.000	.586	1.706
	SocialInfluencesMean	.051	.047	.053	1.083	.280	.649	1.540
	BrandIntimacyMean	.327	.059	.340	5.576	.000	.424	2.360

a. Dependent Variable: BTA

APPENDIX II

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.685 ^a	.469	.467	.54999	2.012

a. Predictors: (Constant), BTA, BTC

b. Dependent Variable: BRAEXT

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	100.921	2	50.461	166.817	.000 ^b
	Residual	114.039	377	.302		
	Total	214.960	379			

a. Dependent Variable: BRAEXT

b. Predictors: (Constant), BTA, BTC

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.093	.198		-.471	.638		
	BTC	.419	.067	.301	6.204	.000	.599	1.668
	BTA	.587	.063	.454	9.375	.000	.599	1.668

a. Dependent Variable: BRAEXT

APPENDIX II

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.610 ^a	.372	.368	.58889	1.755

a. Predictors: (Constant), BTA, BTC

b. Dependent Variable: BRACOM

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	77.377	2	38.688	111.560	.000 ^b
	Residual	130.741	377	.347		
	Total	208.118	379			

a. Dependent Variable: BRACOM

b. Predictors: (Constant), BTA, BTC

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.281	.212		1.327	.185		
	BTC	.336	.072	.245	4.656	.000	.599	1.668
	BTA	.540	.067	.424	8.042	.000	.599	1.668

a. Dependent Variable: BRACOM

APPENDIX II

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.591 ^a	.350	.346	.60107	1.788

a. Predictors: (Constant), BTA, BTC

b. Dependent Variable: BRAPURINT

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	73.192	2	36.596	101.294	.000 ^b
	Residual	136.205	377	.361		
	Total	209.397	379			

a. Dependent Variable: BRAPURINT

b. Predictors: (Constant), BTA, BTC

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.412	.216		1.902	.058		
	BTC	.406	.074	.295	5.499	.000	.599	1.668
	BTA	.458	.068	.359	6.684	.000	.599	1.668

a. Dependent Variable: BRAPURINT

APPENDIX II

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.577 ^a	.333	.330	.51698	1.886

a. Predictors: (Constant), BTA, BTC

b. Dependent Variable: POSWM

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	50.359	2	25.179	94.211	.000 ^b
	Residual	100.759	377	.267		
	Total	151.118	379			

a. Dependent Variable: POSWM

b. Predictors: (Constant), BTA, BTC

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.338	.186		7.190	.000		
	BTC	.332	.063	.285	5.241	.000	.599	1.668
	BTA	.383	.059	.353	6.506	.000	.599	1.668

a. Dependent Variable: POSWM

APPENDIX II

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.703 ^a	.494	.492	.47723	2.078

a. Predictors: (Constant), BTA, BTC

b. Dependent Variable: TEMACC

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	83.887	2	41.944	184.168	.000 ^b
	Residual	85.860	377	.228		
	Total	169.747	379			

a. Dependent Variable: TEMACC

b. Predictors: (Constant), BTA, BTC

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.161	.172		.935	.351		
	BTC	.235	.059	.190	4.015	.000	.599	1.668
	BTA	.652	.054	.567	11.990	.000	.599	1.668

a. Dependent Variable: TEMACC

APPENDIX II

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.786 ^a	.617	.615	.35362	2.042

a. Predictors: (Constant), BTA, BTC

b. Dependent Variable: PurchasingBehaviorMean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	76.102	2	38.051	304.298	.000 ^b
	Residual	47.142	377	.125		
	Total	123.243	379			

a. Dependent Variable: PurchasingBehaviorMean

b. Predictors: (Constant), BTA, BTC

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.399	.127		3.131	.002		
	BTC	.342	.043	.324	7.875	.000	.599	1.668
	BTA	.528	.040	.540	13.118	.000	.599	1.668

a. Dependent Variable: PurchasingBehaviorMean

