

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

**THE EFFECT OF CONSUMPTION VALUES ON
BRAND LOYALTY OF HAIR CARE PRODUCTS
IN YANGON**

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ACADEMIC YEAR (2017 – 2019)

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A thesis 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 “**The Effect of Consumption Values on Brand Loyalty of Hair Care Products in Yangon**” has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

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ABSTRACT

The purposes of this study are to examine the effect of consumption values on brand loyalty of hair care products and to analyze the influence of brand loyalty on repurchase intention of hair care products. The data are collected using structured questionnaires from 385 consumers of hair care products who are randomly chosen from beauty stores such as Beauty Diary in Yangon. Among five consumption values, social value, emotional value and epistemic value have the effect on four-dimensional brand loyalty. Affective loyalty, conative loyalty and behavioral loyalty have positive influence on repurchase intention of hair care brands. To create brand loyalty, marketers should attract customers by persuasive advertisements, reasonable price, effective customer relationship management which also directs to repurchase intention.

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CHAPTER 1

INTRODUCTION

The brand creates a psychological structure and help customers gather their knowledge of products and services. It clears consumer decisions and, in the process, is valuable to the company. The key to a brand is that consumers perceive the difference between brands in the product category. Perceived value is assessed on the basis of consumers' perceived usefulness of products or services between what they receive and what they give back. The success of a product or service is based on the belief that they can fulfill customers' wants and needs. Companies invest in time to carry out research about market for finding out what their customers think and feel.

One of the most well-known and cited theoretical framework for determining consumption values was Sheth et al. (1991)'s proposed five values. Sheth, Newman and Gross (1991) formed five basic consumption values by studying on models of consumption values which are "functional, social, emotional, conditional and epistemic values". The measurement for functional value is defined as the advantages observed from the performance, quality and price of a product. Social values are defined as the social advantages that a person observe from using a product. In this case, the attitude of society towards a brand will be a consideration of social risk for individuals. For the dimensions of emotional values, the emotional reactions developed by factors, such as conditions, products, advertisements, promotions and brands are measured. The dimensions of conditional values arises as an occurrence of changes in consumers' purchasing preferences in certain specific conditions. Epistemic value is explained as the unique and innovative qualities of a products and the fulfillment it can give for consumers' curiosity.

Sustaining and enhancing the number of customers turn into the fundamental goals of many organizations and firms in highly-competitive markets. The main key to progress in many businesses can be defined as retaining loyal customers. Chegini (2010) defined loyalty as "theory and guidance leadership and positive behavior including, repurchase, support and offer to purchase which may control a new potential customer". To be more reliable in analyzing brand loyalty, Oliver (1999) developed multi-dimensional brand loyalty model that is also more efficient for researchers. In this model, four fundamental brand loyalty stages, cognitive, affective, conative and action (behavioral) stages are included. In short, cognitive loyalty aim for features and quality of the brand, affective

loyalty focus on acknowledgement of the quality, excellence or the like of the brand, conative loyalty is observed when the consumer plans to repurchase from the brand, and action loyalty is a deep engagement in repurchase decision. When consumers get better engagement in a brand, they make repeated buying behavior over time. Loyal customers always buy products from their brands disregards the convenience or price.

This study examines the effect of consumption values on brand loyalty, in turn which has an effect on repurchase intention towards hair care products in Yangon. In this study, the effect of five consumption values, “functional, social, emotional, conditional and epistemic values” towards hair care products is intended to be measured. Oliver (1999) claimed that customer loyalty is a function of perceived product value superiority. Reichheld (1996) highlighted that what importance in sustaining customer loyalty is the value they get and one of the reasons many organizations break down is that too much of their learning revolves around gaining profit and too little effort in value creation. Increasing in brand loyalty can turn into consistent purchase of a brand, hence repurchase intention. Repurchase intention, as one of the dimensions of loyalty, describes whether the customer build a relationship with the company in the future in consistent way.

The empirical research was carried out to the hair care products consumers in Yangon. It is important for companies to understand how consumers in Yangon choose among alternative brands and what motivates them towards a particular brand in high-competitive market. By determining the relationship between consumption values and brand loyalty towards hair care products among consumers in Yangon, consumer purchasing preferences and buying behavior can be examined for companies operating in this market.

1.1 Rationale of the Study

Consumption values have turned into the important consideration in marketing practices in recent years. All marketers become aware in understanding its dimensions and its influence on customer behavior. Consumption values guide them to explain and predict the choices of consumers of many various products and brands in the market. The greater the perceived value, the more interest of consumers in that product and brands. Therefore, companies need to differentiate as a competitive advantage and gain the brand loyalty of customers. Customers’ satisfaction after purchase is the most important factor for

repurchasing the same product or brand. The repurchasing behavior of customers is a kind of indicator of loyalty.

This study aims to analyze the effect of customer perceived value on brand loyalty which also has an influence on repurchase intention. Many theories and models have been developed to figure out customer behavior. Ladden et al (2011), Salo et al (2013) and Loureiro et al (2012) stated that in past, the key points that focus on measuring consumption values includes quality, emotional value, brand image, social value and price. One of the most updated models that explain consumers' buying behavior is the consumption values model developed by Sheth (1991a) (Pope, 1998: 25). A wide range of product categories such as physical and non-physical consumption goods, industrial goods and services are involved in this theory. (Sheth et al., 1991b: 159).

Marketers face enormous challenges particularly maintaining loyal consumers to their product (Luran and Lin, 2003; Nasir 2005). Maintaining brand loyalty is not easy because of the highly competitive business environment and customers' eagerness in using new products and services. What loyal customers is good for organizations is that they are highly profitable to them. Apart of marketing effort, creating greater value is an effective way of increasing customer loyal. Value is principal in fulfilling consumers' needs and wants. Most of the research show that consumption values have a positive impact on brand loyalty. Brand loyalty, can turn to a commitment to repurchase or continue to use the brand.

On the basis of hair care products, the market is segmented into shampoo, color, conditioner, styling products and oil. According to Grand View Research, the global hair care market was valued at USD 160 Billion in 2016 and is expected to grow further over the forecast period. Rising aging population and growing trend in the fashion industry are anticipated to accelerate the market growth.

Consumers in Yangon are sophisticated and well-informed about beauty and fashion trends and more willing to spend for hair care products. Higher-end beauty brands such as Revlon and L'Oreal from Europe as well as Asian brands like Ushido and Shiseido come into the market as incomes and exposure to the internet rise in recent years. According to a 2014 report by researcher Euromonitor International, Myanmar was described as one of 20 countries that will give the most opportunities for consumer goods companies globally. Beauty and personal care got a market value of \$318m in 2013, after increasing a CAGR (compound annual growth rate) of 14% since 2009.

This paper specifically analyzes why consumers in Yangon buy a product or not, why they prefer one product to another and why they prefer a specific brand in hair care products categories. As the beauty industry is booming and demand for the phenomenal variety of products and services is spiraling, it can help marketers by knowing the perception of customers towards hair care products in Yangon. They can get the benefits by building the brand loyalty of customers by meeting the customers' needs and wants they find out. This can also direct to the repurchase intention of consumers towards hair care products. These are reasons why it is important to study how the customer perceived value affects consumer brand loyalty. This study introduces new ways of marketing concepts to know the psychological aspects of consumers.

1.2 Objectives of the Study

There are two objectives in this study. These are:

- (a) To examine the effect of consumption values on brand loyalty of hair care products
- (b) To analyze the influence of brand loyalty on repurchase intention of hair care products

1.3 Scope and Methods of the Study

This study focuses on the effect of consumption values on brand loyalty. This study is mainly focused on hair care products in Yangon. This study focuses on consumption values which has an effect on brand loyalty of hair care products users in Yangon. It also analyzes the effect of brand loyalty on repurchase intention of hair care products users in Yangon.

Both primary and secondary data are collected in this study. Primary data are collected from the respondents by using structured questionnaires. The questionnaire is designed using multiple choices and Likert scales questions. The analytical method and multiple regression model are applied in this study. The sample size is 385 respondents that are identified using Raosoft sample size calculator. They are the ones who are consumers of hair care products from beauty stores such as Beauty Diary in Yangon where all cosmetic, skin care, personal care, beauty cares and health care products are available. Among 11 branches of Beauty Diary beauty stores in Yangon, Pyay Road branch and Sayar San branch are chosen with lottery method to collect data. Simple random sampling method is used to collect data from consumers. The secondary data is collected from published books, international research papers, previous research paper, text books, online news

journal and internet websites. The data is processed and analyzed by using SPSS tool and summarized and presented in form of number and percentage.

1.4 Organization of the Study

The study is organized by five chapters. Chapter (1) includes introduction, rationale of the study, objectives, scope and limitation of the study and organization of the paper. In Chapter (2), theoretical background concerned with the study is presented. In Chapter (3), influencing factors of brand loyalty of hair care products customers in Yangon is explained. In Chapter (4), the effect of consumption values on brand loyalty of hair care products in Yangon is described. Chapter (5) consists of the conclusion presenting the key findings and discussions, suggestions and recommendation and needs for further research.

CHAPTER 2

THEORITICAL BACKGROUND

This chapter mainly presents three parts; five consumption values of consumption value theory influencing on brand loyalty, the effect of brand loyalty through four stages and repurchase intention, one of the outcomes of brand loyalty.

2.1 Concept of Consumption Values

In today's competitive marketing environments, it is crucial for businesses to be aware of consumer behaviors properly for approaching and retaining customers. Consumption values model developed by Sheth et al (1991a) is one of the most well-known models that study consumers preference processes (Pope,1998:125). The model provides multi-element consumer choice behavior, addressing why consumers purchase or do not purchase, depending on different values. Consumption values theory used for consumers' purchasing preferences indicates that consumers who have different values can be classified and these values can be a motivation in buying decision (Pope,1998:125). The theory conceptualizes value components influencing consumption choice decisions, perceived value that is a cognitive concept may influence many other behavioral outcomes, such as customer satisfaction, behavior usage intentions, and consumer loyalty behavior.

The stimulation that underlies purchasing most goods or services can be explained by consumption values (Long and Schiffman, 2000:214-215). According to consumption values theory, there are five fundamental consumption values that affect consumers behaviors and preferences. They are "functional, social, emotional, conditional and epistemic" values. Consumer preferences may be affected by one or all of these consumption values at one time (Sheth et al.,1991b:160). Several other disciplines (such as economics, sociology, several branches of psychology, marketing and consumer behaviors) also contributed to the theories and research related to these values (Sheth et al. 1991b,160).

(a) Functional Value

Functional value is “the advantages received from a functional or physical utility” (Sheth et.al. ,1991a). It can also be defined as “the benefit obtained from the product related to its performance, reliability, price and soundness” (Xiao and Kim, 2009: 612). Financial pragmatic theory indicates that preferences are made to obtain maximum benefit in a situation. A consumer who is about to decide to buy a product or not makes a decision by focusing on whether he or she needs the features of that product or not and whether the product has the qualities that he or she expects it to have or not (Sheth et.al., 1991a:18). It was also observed that the benefit that consumers expect from the product varies according to the product properties and personal traits. In the marketing literature, consumers’ purchase behavior comes out from their needs. (Sheth et al., 1991a:38).

(b) Social Value

Social value is “the advantage received relating to one or more social groups”. Depending on demographic, socio-economic and cultural (ethnic) groups, there can be positive or negative value (Sheth et.al.,1991a:38). A social class is considered as a group of common social status who share a set of values, attitudes, beliefs and behavior norms which differ from those of other classes. Work, education and income levels decide social classes generally. In terms of marketing perspectives, individuals’ consumption decisions and preferences may be influenced by reference groups. They are the group of individuals with whom a person can compare his values, attitudes and behaviors. (Schiffman and Kanuk,1997:323). On the other hand, opinion leaders play an important role in persuading consumers to buy products through interpersonal and oral communication (Sheth et.al.,1991a:47). They are quite effective components in persuading by word of mouth to purchase the products.

(c) Emotional Value

Emotional value is the advantages received as a result of the emotional and sensational condition. This value is related to the reaction consumers show against a product (Xiao and Kim, 2009:612). In the framework of consumer behaviors, emotions can be described as feelings or emotional reactions against factors, such as conditions, products, advertisements, promotions and brands (Hawkins et.al.,1992:19). Emotional values can

show positively in “loyalty, nostalgia and excitement” and negatively in “fear, anger and guilt” (Sheth et al., 1991a).

(d) Conditional Value

Conditional value occurs when product’s utility depends on a particular situation or circumstances under which the product is purchased (Sheth et al., 1991). Conditional value is an received utility derived from temporary functional or social values that appear under specific conditions (Sheth et al., 1991). It is the least influential and the most ambiguous value dimension. Because conditional value appears under certain circumstances and conditions that a decision maker faces, its existence as a distinctive value dimension becomes questionable (Sweeney and Soutar, 2001; Williams and Soutar, 2000). It is not a value itself, but a condition under which any other value’s significance raises. The main determiners of conditional factors are time, place and environment”. (Hansen, 1972; Belk, 1974:428).

(e) Epistemic Value

Epistemic value can be described as the curiosity that is perceived or obtained from the product and the benefit that meets the desire and need of innovation (Sheth, 1991a). The search for innovation and variety are listed among the main motives of human behaviors in literature. Curiosity and the need for experiencing new things that are explained in motivation theories are regarded as incentives existing in human nature. Therefore, it is widely accepted by marketing experts that the incentives of innovation and searching for variety have an effect on consumers’ purchase preferences. As a result of studies conducted, it has been observed that consumers’ behaviors of changing brands, search for variety, tendency for trying products are associated with exploratory purchasing behaviors (Sheth et.al.,1991a:63). Schiffman and Kanuk (1997) had stated that the behavior of looking for variety arises in technological products as higher innovative purchase tendency. Innovative customers can accept a new product with a high price to use new products and for that reason the new products that enter the market are introduced with higher prices.

2.2 Brand Loyalty

Brand loyalty, in marketing, is a commitment to repurchase or use a certain brand. It can be demonstrated by repeated buying behavior or word of mouth advocacy. This concept of a brand shows the image and symbol for a product or range of products. Brands can have the power to interact with consumers and give them emotional connection. If the customers buy the products of the same brand loyally, they display both behavioral and attitudinal loyalty (Terblanche, 2002:31). Since brand loyalty is the concept considered from two different dimensions (behavioral and attitudinal), many researchers utilize behavioral and attitudinal dimensions to lead to a conclusion in order to estimate brand loyalty. These types of studies show the fact that brand loyalty is not solely about repetitive purchases at the same time multidimensional attitudes (cognitive, emotional, and behavioral attitudes) contribute to the development of brand loyalty (Back and Park, 2003:421).

Oliver (1997) defined brand loyalty as a “deeply held commitment to rebuy or repatronize a preferred product/service consistently in the future, thereby causing repetitive same brand or same brand set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior” (Oliver, 1999:34). Oliver (1999) examined brand loyalty in four different dimensions: cognitive loyalty, emotional loyalty, the loyalty originates from desire and behavioral loyalty. According to Oliver (1997) the levels of brand loyalty shows the learning process, which highlights the relation between attitude and behavior. Because Oliver (1997) drove forward that attitudinal loyalty evolves in three stages: cognitive, emotional and loyalty originates from desire (Back and Park, 2003:422). The customer should go through the attitude evolvment stages in order to create a genuine loyalty. These stages are interconnected and without consolidating the connection between stages, the level should not be passed.

(a) Cognitive Loyalty

Cognitive loyalty, the first stage, is described that perceivable qualities and features of a certain brand affect the preference of the customer at this level. Previous or second-hand information or recent experiences of customers influence the cognitive loyalty of customers (Oliver, 1999:35). This stage is simply information based. When a brand cannot make customers cause any satisfaction, the extent of loyalty is nothing effective more than performance. When the consumer are satisfied and pleased from using a certain brand, it

becomes part of the consumer's experience and take on emotional or affective manifestations. Oliver (1999) claimed that cognitive loyalty stems from qualities and cost of the product.

(b) Affective Loyalty

Affective loyalty, the second stage, is described that the consumer's commitment to the brand, emotional loyalty reflects the overall satisfaction and pleasure fabricated by the usage of the same brand products (Oliver, 1999:35). While cognition can be affected by new information easily, affections are hard to change. Affective loyalty can be both positive or negative and as a result the reactions will take shape according to these positive or negative attitudes. (Back and Parks, 2011). In positive affective loyalty, satisfaction reflects pleasure. This stage is called affective loyalty and conceptualization in customers mind happens.

(c) Conative Loyalty

Conative loyalty is achieved after repeated formation of positive feelings toward a brand. Conation is defined as a kind of commitment or plan to buy from a certain specific brand again. The desire originates from desire that can be defined as the creations of repurchasing as a result of positive attitudes towards a brand. In this level, when customers have positive feelings towards the products, they cannot help buying them (Oliver 1999:35). In this stage, the customer would like to buy the product however the desire does not surmount from intention (Bengul, 2006:35).

(d) Behavioral Loyalty

Behavioral loyalty is determined by the frequency of customer's repeated purchases (Jacoby and Kyner, 1973). The customers' effort to buy the product of the same brand shows their behavioral loyalty (Assael, 2004). Oliver (1997) states that initially, cognitive and secondarily emotional loyalty and thirdly, the loyalty originates form desire should actualize (Oliver, 1997:392). Customers who accomplish these all four stages become loyal customers.

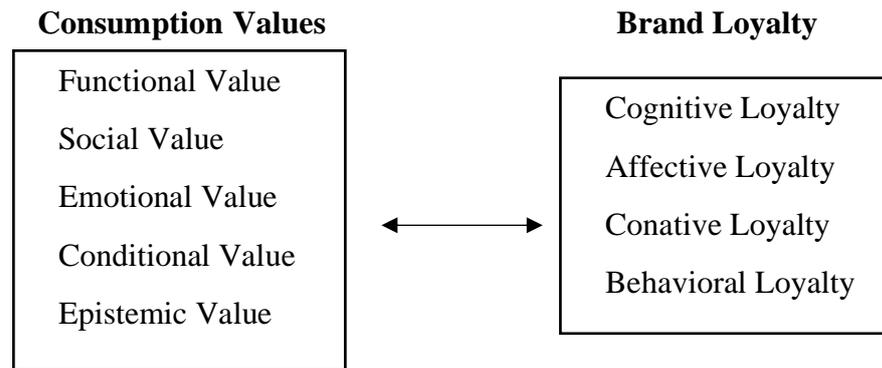
2.3 Repurchase Intention

Hellier et al.,(2003) indicated that the customer's aim of repurchase intention is shaped by customer satisfaction and brand preference. Repurchase intention can be considered as how much a certain company can be considered as how much a certain company can perform to meet the expectation of customers. Feng and Yanru (2013) stated that in all business environments, customer satisfaction can positively influence profits. According to Prus and Brandt (1995), customer satisfaction drives brand loyalty and brand loyalty comprises customer attitude and behaviors, which is reflective of the long-term profitability for the company and the brand. Customer attitude directs to repurchase intention which triggers to a commitment to resist switching to a competitor. Gounaris, Dimitriadis, and Stathakopoulos (2010) defined repurchase intention as the customer's propensity to purchase products from exact manufacturer over an extended duration of time.

2.4 Previous Studies

Burcu Candan, Sevtap Unal, Ayse Ercis (2013) investigated the relationship between consumption values and brand loyalty of young people on personal care products in Turkey. Research data was collected to 426 students of Kocaeli University with survey questionnaires using 5-point Likert scale. Canonical correlation analysis used to identify mutual and multiple relationships between consumption values and brand loyalty. Before analyzing the study with survey questions, they carried out focus group interviews to determine the consumption values on personal care products as a pre-test. For pre-questionnaire study, 20 students are chosen as representatives about their personal care products buying behavior, their brand loyalty in personal care products and the consumption values that affect them. The use of personal care products is also examined in the survey questionnaires such as "what personal care products they use most; how often they buy personal care products; where they buy personal care products from; the information source they use when buying personal care products and whether there is a personal care product brand they often use". From these questions, the buying behavior of people that use personal care products can be found out in this study.

Figure (2.1) Conceptual Framework of Candan, B., Ünal, S., & Erciş, A

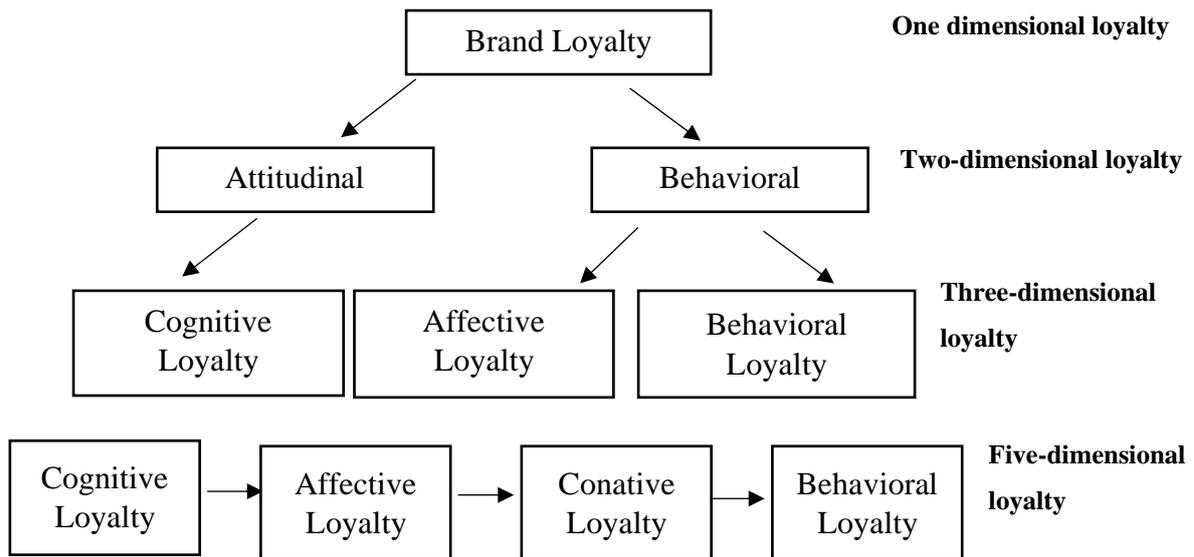


Source: Candan, B., Ünal, S., & Erciş, A. (2013)

The relationships between consumption values and brand loyalty of young people in personal care products are found in this study. According to canonical correlation analysis, social value, emotional value and epistemic value are considered as major importance in determining the effect on brand loyalty of personal care products for young people. In this study, they found that young people presume the personal care brand they use as a kind of an indicator of social class in their environment and they also take importance to feelings and emotions they get from their brands they use when buying personal care products. Young people are interested in innovations of personal care products and keen on searching information about new products. In brand loyalty, it shows that cognitive loyalty, affective loyalty and behavioral loyalty are highly affected by consumption values in personal care brands they use. Young people consider price and quality of personal care products and their performance as an important factor in choosing the brands. They also build up affective loyalty by positive emotions and feelings towards their personal care brands they use and lead to behavioral loyalty. According to the results of the study, social value and emotional value are more effective on affective loyalty and epistemic value is effective on behavioral loyalty among young people.

Oliver (1999) introduced four-dimensional loyalty in a consecution of cognitive loyalty, affective loyalty, conative loyalty, and action (behavioral) loyalty. Oliver argues that a person becomes loyal in a cognitive fashion at first, then reaches affective loyalty followed by conative loyalty, and finally becomes loyal in action. In the research of “Loyalty: From Single-Stage Loyalty to Four-Stage Loyalty” by Mohammad Javad TaghiPourian, Mahsa Mashayekh Bakhsh, we can learn about the phases of customer loyalty in more detail.

Figure (2.2) Conceptual Framework of TaghiPourian, M. J., & Bakhsh, M. M



Source: TaghiPourian, M. J., & Bakhsh, M. M. (2015)

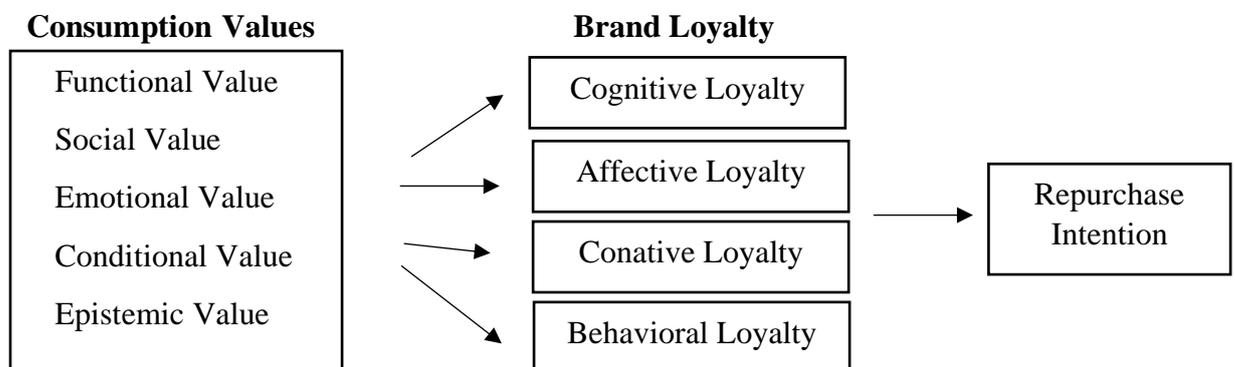
Claudia Bobalca, Cosmins Gatej and Oana Ciobanu developed the research hypothesis that develop and test the customer loyalty scale and the main tested hypothesis is that loyalty is a process with four distinct phases: cognitive, affective, conative and action. They conducted a qualitative and a quantitative research. In qualitative research, there are two different phases. In the first phase, the sellers' perceptions on their clients' loyalty are investigated by 31 depth interviews with direct cosmetics sellers, with ages between 18 and 30. In the second phase, the important elements for the clients that generate the repeating of the purchase of cosmetics products are identified by 29 depth interviews with customers who buy cosmetic products from direct selling cosmetics companies. For quantitative research, 676 young students of Alexandru Ioan Cuza University of Iasi who often buy cosmetic products for direct selling companies and who bought least one product in the last three months are examined with a questionnaire. The questionnaire was constructed with 7 -point Likert scale, with 1 for total disagreement and 7 for total agreement. The questionnaire are tested with 32 subjects and used SPSS 17.0 and AMOS 16.0 for analysis. According to the Cronbach alpha values of the analysis that shows the reliability of the scale, Cronbach alpha values for all constructs are higher than 0.7. Cognitive loyalty scale ($\alpha= 0.80$), Affective Loyalty ($\alpha=0.92$), Conative Loyalty scale ($\alpha=0.65$), and Action Loyalty ($\alpha=0.83$). Due to the results of confirmatory factor analysis the cognitive scale was eliminated from their model and the rest of three loyalty scale: affective loyalty, conative loyalty and action loyalty are valid and reliable. For this study,

loyalty scale can be used by direct selling cosmetics companies in order to collect information about their clients' loyalty level.

2.5 Conceptual Framework of the Study

This study is constructed to examine the effects of five consumption values on brand loyalty and analyze the influence of four-dimensional brand loyalty on repurchase intention towards hair care products. As independent variables, there are five consumption values: functional value, social value, emotional value, conditional value and epistemic value. As mediating variables, there are four variables of brand loyalty: cognitive loyalty, affective loyalty, conative loyalty and behavioral loyalty and repurchase intention is dependent variable. The conceptual framework for this study is described in Figure (2.3)

Figure (2.3) Conceptual Framework of the Study



Source: Own Compilation (2019)

In this conceptual framework, this study investigates whether there is an effect of consumption values, measuring through functional value, social value, emotional value, conditional value and epistemic value on four-dimensional brand loyalty (cognitive loyalty, affective loyalty, conative loyalty and behavioral loyalty) which in turn can lead to repurchase intention of hair care products among people in Yangon.

CHAPTER 3

PROFILE AND BUYING BEHAVIOR OF RESPONDENTS

This chapter includes General information about hair care products in Yangon, Research design, Reliability analysis, Profiles and Buying behavior of respondents. Moreover, the analysis of consumption values of hair care products is presented in the end of the chapter.

3.1 Background of Hair Care Products in Yangon

One industry not unfamiliar to Myanmar consumers, but enjoying a resurgence with globally-oriented tastes, is the beauty industry. Worldwide, consumers will spend over \$445 billion this year on beauty and cosmetic products, according to Forbes.

Drugstore brands from around the world like Sunsilk, Dove, Neutrogena and Pantene have also made their mark in Myanmar after lifting the international sanctions. With their rise, beauty standards are changing with popular cultures from the west and neighboring countries such as Thailand and South Korea. Shampoos, makeups, powders and lotions are now widely available in Myanmar than before and many Myanmar men and women now concerned about the effects of UV rays and humid tropical climate on their body skin.

According to the data from the Myanmar Marketing Research & Development Company (MMRD), there is a consistent increase in consumer consumption year on year from 2008 to 2012. The biggest increase in the number of people purchasing hair care products in rural areas can be seen and has been increased by 2.6% every year in the country.

According to Myanmar Insider (Jul 2019), Myanmar is ranked as one of the 20 markets of the future by the Euromonitor International. With a middle class that will double in number by 2020 and a potential customer base of nearly 60 million across age groups, almost all players in the global beauty and personal grooming industry are waiting to enter the country. Although prices vary from one another, hair care products from Shiseido, Joico, Kerastase, L'Oreal Professionnel become popular among Myanmar people.

3.1.1 General Types of Hair Care Products

According to Global Industry Analysis of Hair care market (2019), global hair care market by product type can be segmented as shampoo, conditioner, hair oil, hair spray and others. The other hair care products include hair mask, hair gel, hair serum, color and various heat protective products. Among them, six types of hair care products are mostly used by people in Yangon. The brief information of six types of hair care products are explained as follows:

(a) Shampoo

Shampoo is a kind of hair care product, typically in the form of a viscous liquid. It is used for cleaning hair. Shampoo is used by applying it to wet hair, massaging the product into the hair, and then rinsing it out. Some people may use hair conditioner when shampooing. The well-known shampoo brands in Yangon are as follows according to market overview. They are (1) Ginvera, (2) Ushido, (3) Aqualand, (4) Euavdo, (5) Galanz, (6) Lady First, (7) Revlon, (8) Enjoy, (9) Kracie, (10) Pamolive, (11) Clear, (12) Ives, (13) Pantene, (15) Lolane, (16) Laffair, (17) Sunsilk, (18) Head& Shoulders, (19) Kerasys, (20)Misss (21) Nature& Co.,

(b) Hair Conditioner

Hair conditioner is also a kind of hair care product used to improve appearance and manageability. The main purpose is to increase hair moisture reduce friction between strands of hair or otherwise, cause damage to the scalp. Conditioners possess many other hair benefits like hair repair, strengthening, or a reduction in split-ends. The well-known shampoo brands in Yangon are as follows according to market overview. They are (1) Ushido, (2) Aqualand, (3) Dipso, (4) Loreal, (5) Euavdo, (6) Karmart, (7) Galanz, (8) Revlon.

(c) Dry Shampoo

Dry shampoo is a kind of shampoo but in power form. Its main purpose is reducing hair greasiness without the need for water and it is based on corn starch or rice starch. Besides dry shampoo is used not only for cleansing hair but for creating volume, helping tease hair, keeping bobby pins in place used as a tool for hair-styling and be used in place of mousse in wet hair.

(d) Hair Mask

A hair mask is a kind of hair care product that is a deep conditioning treatment for helping to heal damaged hair. They have many ingredients like natural oils and lipids in heavier concentrations than normal conditioners. First, leave a hair mask in three minutes to overnight. Even if hair is normally healthy, the season changes can be hard on the strands of hair. The well-known hair mask brands that are mostly used in Yangon are as follows according to the market survey. They are (1) Aqualand, (2) Ushido, (3) Dipso, (5) Euavdo and (6) Loreal.

(f) Hair Oil

Hair oil is a kind of hair care product that provides a hydrating effect when used on the hair. Because of the property of innate ability to soften and condition, the scalp is constantly producing oil that travels from root to tip to protect the hair. The well-known shampoo brands in Yangon are as follows according to market overview. They are (1) Mori, (2) Aron, (3) Lolane, (4) Dorau, (5) Silk&Shine and (6) Cute Press.

(g) Hair Styling Spray

Hair spray is used by spraying onto hair in the way to protect against humidity and wind. Hair sprays contains several components for the hair as well as a propellant. The well-known shampoo brands in Yangon are as follows according to market overview. They are (1) Gatsby, (2) Caring, (3) Loreal and (4) Silk-Coat.

3.2. Reliability Analysis

Reliability analysis provides information about the relationships between individual items in the scale. Cronbach Alpha is a reliability test conducted within SPSS in order to measure the internal consistency i.e. reliability of the measuring questionnaire. The Cronbach's Alpha is very good when it is above 0.80, acceptable when it is above 0.70, moderate when it is above 60, and unacceptable when it is below 0.60 (Hair et al., 2006; Malhotra, 2007). In this study, the reliability coefficients of ten constructs were tested with 385 hair care product users in Yangon.

Table (3.1) Reliability Analysis

Variables	Cronbach's Alpha	Number of Items
Consumption Values		
Functional Value	0.719	5
Social Value	0.735	8
Emotional Value	0.796	6
Conditional Value	0.839	5
Epistemic Value	0.797	5
Brand Loyalty		
Cognitive Loyalty	0.775	5
Affective Loyalty	0.932	5
Conative Loyalty	0.784	5
Behavioral Loyalty	0.851	5
Repurchase Intention	0.871	5

Source: Survey Data (2019)

As shown in Table (3.1), the Cronbach's alphas of all factors were greater than 0.7. It can be assumed that the measure of scale is reliable and has great internal consistency.

3.3 Profile of Respondents

Table (3.2) is presenting the demographic information of respondents: gender, age, educational level, occupation and monthly income described in percentage and numbers.

Table (3.2) Profile of Respondents

Demographic Factors		Number of Respondents	Percentage (%)
Total		385	100
Gender	Male	81	21.0
	Female	304	79.0
Age	Under 20 years	65	16.9
	21- 30 years	100	26.0
	31-40 years	68	17.7
	41- 50 years	78	20.3
	Above 50 years	74	19.2
Education Level	Undergraduate	72	18.7
	Bachelor Degree	233	60.5
	Master Degree	41	10.6
	Above	39	10.1
Occupation	Student	85	22.1
	Government Employee	121	31.4
	Private Employee	115	29.9
	Own Business	18	4.7
	Others	46	11.9
Monthly Income	Less than 100,000 MMK	77	20.0
	100,001 - 300,000 MMK	135	35.1
	300,001 – 500,000 MMK	100	26.0
	Above 500,000 MMK	73	19.0

Source: Survey Data (2019)

As shown in Table (3.2), in sample data of the study, for gender category, there are 81 numbers of male, in percentage of 21% and 304 numbers of female, in percentage of 79%. Most respondents are female and it is seen that female respondents use hair care products than male respondents. It can be concluded that females consistently take care of their hair than males. For centuries, women have been able to play different roles by changing different hairstyles, and from their stories, we can see that hair contributes greatly to women's self-esteem, actions and motives.

For age category, the sample data is divided into five groups. It is also seen that majority of the respondents (26%) are within the age between 21 to 30 years. We can find out that young adults are more willing to use hair care products in order to enhance their beauty and satisfy their social needs. It can be concluded that people in age range 21-30 believe they are in best ages to make their appearances more appealing.

For education level category, there are four groups of educational level. Among all of these groups, the highest number of respondents (233 out of 385 respondents) are with bachelor degree. It can be seen that the most hair product customers are degree holders that they can have enough income to buy variety of hair care products.

For occupation category, the majority of respondents (31.4%) are government employees (121 out of 385 respondents). The second majority of respondents (29.9%) are private employees (115 out of 385 respondents). These data show that most of the hair care product users are employees who are working not only for government but also for private companies. It can be concluded that employees use hair care products than any other to take care of personal hygiene and grooming in working environment.

For monthly income category, the largest percentage (35.1%) of the respondents is those who have the monthly income level between 100,001 MMK and 300,000 MMK (135 respondents), followed by those who have the monthly income level between 300,01 MMK and 500,000 MMK (100 respondents). It can be seen that the middle-class group of people use the hair care products mostly.

3.4 The Buying Behavior of Respondents related to Hair Care Products

In this study, information about buying behavior of respondents about buying frequency, and types of hair care products used are shown in Table (3.3) and Table (3.4).

Table (3.3) The Buying Frequency of Hair Care Products

The Buying Frequency of Hair Care Products	Numbers of respondents	Percentage (%)
Rarely	109	28.3
Sometimes	162	42.1
Often	98	25.5
Very often	13	3.4

Source: Survey Data (2019)

As shown in Table (3.3), according to their response result, 42.1% of respondents respond that they sometimes buy hair care products, 42.6% of respondents rarely buy hair care products, 25.5% often buy hair care products and 3.4% of respondents buy hair care products very often. This buying behavior may be different with their usage of hair care products.

Table (3.4) Types of Hair Care Products Used by Respondents

Types of Hair Care Products Used by Respondents	Numbers of respondents	Rank
Shampoo	385	1
Hair Conditioner	56	3
Dry Shampoo	2	6
Hair Mask	25	4
Hair Oil	100	2
Hair Styling Spray	10	5

Source: Survey Data (2019)

According to Table (3.4), hair shampoo is the mostly used hair care products among variety of hair care products. By following hair shampoo, hair oil is the second mostly used hair care products. People always use hair oil to nourish their hair and to protect the sun rays that damage hair after washing their hair. In previous days, people don't used to apply hair conditioner but nowadays, they often used hair conditioner and hair mask as one of the

steps of hair care routine. Most of male adults used hair spray as a styling hair tool to get a good-looking image and build self-confidence. Among them, dry hair shampoo is not familiar with people and they may not understand the functions and performance of dry shampoo and most of them don't get highly satisfied with the results.

CHAPTER 4

ANALYSIS ON THE EFFECT OF CONSUMPTION VALUES ON BRAND LOYALTY AND REPURCHASE INTENTION

This chapter presents the analysis of the effect of consumption values on brand loyalty and the relationship between brand loyalty and repurchase intention towards hair care products. This chapter includes two main parts. The first part is the mean of consumption values, brand loyalty and repurchase intention. The second part is the analysis on the effect of consumption values on brand loyalty of hair care products and the analysis on the influence of brand loyalty on repurchase intention of hair care products.

4.1 Consumption Values

In this section, influencing factors of brand loyalty: five consumption values (1) functional value, (2) social value, (3) emotional value, (4) conditional value (5) epistemic value are analyzed by mean and standard deviation.

4.1.1 Functional value

Functional value of hair care products is analyzed by five different questions to 385 respondents. The mean and standard deviation of functional value, one of the influencing factors of brand loyalty towards hair care products are measured and shown in Table (4.1).

Table (4.1) Functional Value

No.	Description	Mean
1	Knowledge of ingredients (content, component)	3.92
2	Higher safety	3.90
3	Good quality (being smooth and soft, shiny, fresh-smelling)	3.99
4	Reasonably priced	3.84
5	Value for money	3.83
	Overall Mean	3.89

Source: Survey Data (2019)

As shown in Table (4.1), it can be seen that hair care products users are satisfied with the performance and quality of their brand products. Having good quality (being smooth and soft, shiny, fresh-smelling) of their brand products attract them to use hair care products and lead to brand loyalty. The customers give reasonable price for the hair care products from their using brand and they also feel that they have received hair care products that was worth the price that they paid for it.

4.1.2 Social Value

Social value of hair care products is analyzed by eight different questions to 385 respondents. The mean and standard deviation of social value, one of the influencing factors of brand loyalty towards hair care products are measured and shown in Table (4.2).

Table (4.2) Social Value

No.	Description	Mean
1	Getting advice of the people around	3.76
2	Getting information from the people around	3.77
3	Finalizing my preference by considering the choices of the people around	2.95
4	Taking people as reference use	3.28
5	Preference of the people around to the brand	3.42
6	Feeling accepted	3.99
7	Familiarity and reputation of the brand	3.95
8	Preference of the brands of distinguished people	3.05
	Overall Mean	3.52

Source: Survey Data (2019)

According to Table (4.2), it shows that the choice of brand for product users are influenced by other people around as it is greater than the neutral score of 3. The respondents feel accepted when they use their brands of hair care products in friends, colleagues and family members. As social-conspicuous consumption factor, customers see the brand they use that can show their social status in society. The respondents are not influenced by the other people's choice of brands. They want to get their own experience of using hair care brands and accept the results whether it is good or bad and lead to the brand loyalty when they get the satisfaction.

4.1.3 Emotional Value

Emotional value of hair care products is analyzed by six different questions to 385 respondents. The mean and standard deviation of emotional value, one of the influencing factors of brand loyalty towards hair care products are measured and shown in Table (4.3).

Table (4.3) Emotional Value

No.	Description	Mean
1	Paying attention to emotions	3.25
2	Making buying decision according to feelings	3.29
3	The effectiveness of visual and aesthetic factors	3.87
4	Feeling better	3.78
5	Feeling of fun and pleasure	3.76
6	Feeling of excited	3.34
	Overall Mean	3.55

Source: Survey Data (2019)

As described in Table (4.3), it shows that people are more likely to get emotional interactions with the hair care brands they use. People like to buy hair care products by visual and aesthetic characteristics eg. color of packaging, packaging design, etc. Hair care products customers in Yangon pay attention to emotions and feelings when they buy hair care products and they develop emotional connections between the brand they like to use and themselves.

4.1.4 Conditional Value

Conditional value of hair care products is analyzed by five different questions to 385 respondents. The mean and standard deviation of conditional value, one of the influencing factors of brand loyalty towards hair care products are measured and shown in Table (4.4).

Table (4.4) Conditional Value

No.	Description	Mean
1	Sales promotion	2.90
2	Stockout experiences	3.18
3	Lucky draws	2.72
4	Increase in monthly income	2.89
5	Increase in price of hair care products of using brands	3.15
	Overall Mean	2.97

Source: Survey Data (2019)

As shown in Table (4.4), people don't buy hair care products in some conditions when they buy their using brands. Customers keep buying hair care products from the brands they use even if they get stockout experiences. They are satisfied with the quality of brands products and they may prepare to wait for the stocks. In some situations, customers cannot be attracted and are not motivated to buy even by providing lucky draws or sale promotion. Customers may start suspecting that perhaps the product has not been selling well, the quality of the product is true compared to price or the product is likely to be discontinued because it become outdated.

4.1.5 Epistemic Value

Epistemic value of hair care products is analyzed by five different questions to 385 respondents. The mean and standard deviation of epistemic value, one of the influencing factors of brand loyalty towards hair care products are measured and shown in Table (4.5).

Table (4.5) Epistemic Value

No.	Description	Mean
1	Looking for new and different products	3.20
2	Getting reliable information	3.68
3	Getting a lot of information	3.51
4	Searching for the latest information	3.52
5	New products catch attention	3.44
	Overall Mean	3.47

Source: Survey Data (2019)

As described in Table (4.5), people have curiosity about new products and new information of hair care products. People firstly look for reliable information about hair care products before they are going to buy them. They may search product information such as price, ingredients, contents, reviews or recommendations. People also want to look for new products that enter into the market. Customers who have a sense of curiosity always try to test the new products and give feedback to brand dealers or other people.

4.1.6 Summary of Consumption Values of Hair Care Products

Table (4.6) shows the summary of consumption values analyzed by mean towards hair care products that are asked for 385 respondents.

Table (4.6) Summary of Consumption Values of Hair Care Products

No.	Description	Mean
1.	Functional Value	3.89
2.	Social Value	3.52
3.	Emotional Value	3.55
4.	Conditional Value	2.97
5.	Epistemic Value	3.47

Source: Survey Data (2019)

Table (4.6) presents the comparison of the mean value of the influencing factors of brand loyalty towards hair care products, functional value, social value, emotional value, conditional value and epistemic value. It shows that functional values (performance and quality) of hair care products influence buyers mostly. Conditional value is the lowest among five consumption values. In some conditions that lucky draws, sale promotions, increasing monthly income that make buyers motivated to purchase hair care products doesn't affect to willingness to buy. Customers become suspicious that these products may be disqualified compared to the normal ones and are not good enough to get the interest of customers.

4.2 Brand Loyalty

In this study, brand loyalty is measured with four-dimensional loyalty: cognitive loyalty, affective loyalty, conative loyalty and behavioral loyalty. It is measured by five-point Likert scale (strongly disagree, disagree, neutral, agree, strongly agree). Thus, higher mean scores signified higher attitudinal responses, whereas the opposite was true.

4.2.1. Cognitive Loyalty

Table (4.7) is presenting the mean and standard deviation of cognitive loyalty, that was analyzed to 385 respondents with five alternative questions.

Table (4.7) Cognitive Loyalty

No.	Description	Mean
1	Preference of the performance and features of brand products	3.99
2	Being superior than other brands	3.70
3	Giving the best offers	3.78
4	Willing to pay more	3.65
5	Prefer to buy	3.69
	Overall Mean	3.76

Source: Survey Data (2019)

According to Table (4.7), it shows that people find their using brands of hair care products advantageous and desirable than other brands because of perceivable qualities and features. Customers get cognitive loyalty when the hair care products brand give them the best quality (being smooth and soft, shiny, fresh-smelling). People prefer the performance and features of brand products. People are also willing to pay more to their using brand products than the other brands. They think that their using brands are superior than any other brands and suitable for them and turn to cognitive loyalty.

4.2.2 Affective Loyalty

Table (4.8) is presenting the mean and standard deviation of affective loyalty, one of the dimensions of brand loyalty that was analyzed to 385 respondents with five alternative questions.

Table (4.8) Affective Loyalty

No.	Description	Mean
1	Buying the using brand products for genuine preference	3.88
2	Feeling pleased to buy	3.83
3	Choosing the using brand more than other brands	3.88
4	Feeling more attached to the using brand	3.82
5	Feeling more interested in the using brand	3.75
	Overall Mean	3.83

Source: Survey Data (2019)

Table (4.8) shows that people feel attached to their using brands after getting the satisfied outcomes and pleasant experience of using the brand. Hair care products users buy their using brands because they really like it and they prefer using their hair care products more than other brands for getting benefits for them. customer get positive satisfaction and find pleasure in their brands of hair care products as they feel that their using brands are more suitable and attached to them. They are more interested in their using brands as it can fulfill their needs and get pleasure in using it.

4.2.3. Conative Loyalty

Table (4.9) is presenting the mean and standard deviation of conative loyalty, one of the dimensions of brand loyalty that was analyzed to 385 respondents with five alternative questions.

Table (4.9) Conative Loyalty

No.	Description	Mean
1	Other brands promise for better	3.46
2	Buying other products from the using brand	3.31
3	Aiming for next purchases	3.79
4	Buying in the future	3.60
5	The price changes are increased	3.67
	Overall Mean	3.57

Source: Survey Data (2019)

According to Table (4.9), it shows that people have intention to buy for next purchases after gaining the positive feeling towards their brand. People aim their using

brands for next purchases. Hair care products suppliers should encourage people to buy other new products and promote more widely to get the attention of brand users. After customer get attached and affected to their brands of hair care products, they have an intention to buy their brands in near future and even in the case of price changes, they still have the intention to buy their brands.

4.2.4 Behavioral Loyalty

Table (4.10) is presenting the mean and standard deviation of behavioral loyalty, one of the dimensions of brand loyalty that was analyzed to 385 respondents with five alternative questions.

Table (4.10) Behavioral Loyalty

No.	Description	Mean
1	Buying hair care products of using brand for the others	3.49
2	Telling positive things about using brand	3.70
3	Trying other products from using brand	3.44
4	Brand recommendation to others	3.67
5	Being the first choice in buying decision	3.84
	Overall Mean	3.63

Source: Survey Data (2019)

Table (4.10) describes that people have greater willingness to purchase their hair care brand products. People also consider their using brand as first choice when they tend to buy hair care products. They also buy brand products for others. In behavioral loyalty, the intention created in the conative stage turns into a greater willingness to act. In this study, not customers repurchase the brands they prefer but give recommendation to others and buy for others.

4.2.5. Summary of Four-Dimensional Brand Loyalty towards Hair Care Products

Table (4.11) shows the summary of four-dimensional brand loyalty analyzed by mean and standard deviation towards hair care products that are asked for 385 respondents.

Table (4.11) Summary of Four-Dimensional Brand Loyalty

No.	Description	Mean
1.	Cognitive Loyalty	3.76
2.	Affective Loyalty	3.83
3.	Conative Loyalty	3.57
4.	Behavioral Loyalty	3.63

Source: Survey Data (2019)

Results from Table (4.11) described that affective loyalty is higher than other three loyalty. It means that affective loyalty is affected the most in buying hair care products. The mean value of conative loyalty is the lowest mean value and means of brand loyalty are greater than the neutral score of 3.

4.3 Repurchase Intention

To investigate repurchase intention, 385 respondents were asked with five different questions. Five-point Likert scale was used for questions ranging from strongly disagree, disagree, neutral, agree and strongly agree. Therefore, higher mean scores signified higher attitudinal responses, whereas the opposite was true. The mean and standard deviation of repurchase intention is shown in Table (4.12).

Table (4.12) Repurchase Intention

No.	Description	Mean
1	Buying frequently	3.80
2	Buying more often	3.99
3	Buying in the near future	3.81
4	Anticipating repurchasing	3.78
5	Repurchasing regularly	3.83
	Overall Mean	3.84

Source: Survey Data (2019)

According to Table (4.12), the overall mean of repurchase intention is 3.84, nearly 4 and it shows that people have desire to buy their using brands of hair care products again. The highest mean value is the mean value of buying more often (3.99) meaning that people plan to repurchase more often. Although it is the lowest mean value (3.78), nearly 4, people anticipate repurchasing their preferred using brand products.

4.4. Analysis on the Effect of Consumption Values on Brand Loyalty

Multiple regression method is used to analyze the effect of five consumption values on brand loyalty. The consumption values are independent variables and four-dimensional brand loyalty is a dependent variable.

(a) The Effect of Consumption Values on Cognitive Loyalty

In Table (4.13), the analysis result of the effect of consumption values on cognitive loyalty, one of the four-dimensional brand loyalty by using multiple regression method are shown below. Functional value, social value, emotional value, conditional value and epistemic value are independent variables and cognitive loyalty is dependent variable.

Table (4.13) The Effect of Consumption Values on Cognitive Loyalty

Model	Unstandardized Coefficients		t	Sig	VIF
	B	Std Error			
(Constant)	.528	.186	2.829	.005	
Functional Value	.258***	.051	5.095	.000	1.420
Social Value	.256***	.054	4.762	.000	2.012
Emotional Value	.162***	.046	3.564	.000	1.944
Conditional Value	-.025	.033	-.768	.443	1.934
Epistemic Value	.238***	.038	6.293	.000	1.574
R Square	.495				
Adjusted R square	.489				
F Value	74.371***				

Source: Survey Data (2019)

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

In Table (4.13), the power of the models used to explain the variables expected to influence cognitive loyalty are considered quite weak as both values of R square and adjusted R square are 49 percent and 48 percent respectively. The value of F-test is highly significant at 1% level. Four variables among five which are functional value, social value, emotional value and epistemic value have positively significant effect on cognitive loyalty at 1% level shows that one unit increase in functional value, social value, emotional value and epistemic value can lead to 0.258 unit, 0.256 unit, 0.162 unit and 0.238 unit increase in cognitive loyalty.

Customers first get the information and data from the other people who have used for long time. They want genuine reviews from other people about a certain brand and consider other's people opinions and social influencers' or public figures' recommendation. In the aspects of functions of hair care products, customers look the results before and after using a certain brand. They find the visual and aesthetic factors such as packaging color, design and size also catch customers' attention and stimulate buying behavior from customer. Moreover, customers who have retained a sense of curiosity search a lot of reviews and information about their brands they are using to get knowledge of these brands products. They find the superior performance and quality in the hair care brands they use than any other brands.

(b) The Effect of Consumption Values on Affective Loyalty

In Table (4.14), the analysis result of the effect of consumption values on affective loyalty, one of the four-dimensional brand loyalty by using multiple regression method are shown below. Functional value, social value, emotional value, conditional value and epistemic value are independent variables and affective loyalty is dependent variable.

Table (4.14) The Effect of Consumption Values on Affective Loyalty

Model	Unstandardized Coefficients		t	Sig	VIF
	B	Std Error			
(Constant)	.647	.262	2.474	.014	
Functional Value	.252***	.071	3.541	.000	1.420
Social Value	.269***	.075	3.571	.000	2.012
Emotional Value	.248***	.064	3.886	.000	1.944
Conditional Value	-.123***	.046	-2.660	.008	1.934
Epistemic Value	.213***	.053	4.014	.000	1.574
R Square	.319				
Adjusted R square	.310				
F Value	35.503***				

Source: Survey Data (2019)

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

In Table (4.14), the power of the models used to explain the variables expected to influence affective loyalty are considered weak as both values of R square and adjusted R square are 31.9 percent and 31 percent respectively. The value of F-test, the overall significance of the models, is highly significant at 1% level. Five variables which are functional value, social value, emotional value and epistemic value have effect on affective loyalty. Functional value, social value, emotional value has positively significant at 1% level. One unit increase in functional value, social value, emotional value and epistemic value can lead to 0.252 unit, 0.269 unit, 0.248 unit, 0.213 unit increase in affective loyalty.

Customers find emotional fulfillment in a certain brand if their expectation comes in reality. They get the expected quality and results from their using brands and form the emotional bond between brands and themselves. Customers get affective loyalty, also known as emotional loyalty when they observe emotional feeling such as fun and happy or being exciting in buying the brand they use. A desire to try new products from a certain brand lead to immersed in using this brand. It turns to develop the affection towards brands.

Conditional value has negatively significant at 1% level. It shows that one less conditional value leads to a increase in affective loyalty of hair care products. One unit increase in conditional value can lead to 0.123 unit decrease in affective loyalty. Affective loyalty can be both positive and negative and as a result the reactions will take shape

according to these positive or negative attitudes. In this study, some conditions that lucky draws, sale promotions don't produce affective loyalty. Consumers may doubt that the products are not selling well or the quality of the product may be suspicious compared to the price or the product outdated.

(c) The Effect of Consumption Values on Conative Loyalty

In Table (4.15), the result of the effect of consumption values on conative loyalty, one of the four-dimensional brand loyalty by using multiple regression method are shown below.

Table (4.15) The Effect of Consumption Values on Conative Loyalty

Model	Unstandardized Coefficients		t	Sig	VIF
	B	Std Error			
(Constant)	.570	.242	2.354	.019	
Functional Value	.107	.066	1.618	.106	1.420
Social Value	.388***	.070	5.566	.000	2.012
Emotional Value	.128**	.059	2.160	.031	1.944
Conditional Value	.067	.043	1.565	.118	1.934
Epistemic Value	.162***	.049	3.296	.001	1.574
R Square	.380				
Adjusted R square	.371				
F Value	46.394***				

Source: Survey Data (2019)

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

In Table (4.15), the power of the models used to explain the variables expected to influence conative loyalty are considered weak as both values of R square and adjusted R square are 38 percent and 37 percent respectively. The value of F-test, the overall significance of the models, is highly significant at 1% level. Social value, emotional value and epistemic value have significant relationship with conative loyalty. Social value, emotional value and epistemic value has positively significant at 1% level. One unit increase in social value, emotional value and epistemic value can lead to 0.388 unit, 0.128 unit and 0.162 unit increase in conative loyalty.

Conation is defined as a kind of commitment or plan to purchase from a certain brand again. Customers have deep commitment to buy the brands they use after experiencing good benefits from products that are recommended by others. Customers are more willing to repurchase the brand that makes them the feeling of better than any other brand. Epistemic value is concerned not only with new products that they want to test but also with the reliable information that they provide about their products, all of which will have potentially positive effects on conative loyalty of customers towards hair care products.

(d) The Effect of Consumption Values on Behavioral Loyalty

In Table (4.16), the analysis result of the effect of consumption values on behavioral loyalty, one of the four-dimensional brand loyalty by using multiple regression method are shown below. Functional value, social value, emotional value, conditional value and epistemic value are independent variables and behavioral loyalty is dependent variable.

According to Table (4.16), the power of the models used to explain the variables expected to influence behavioral loyalty are considered quite weak as both values of R square and adjusted R square are 42 percent and 41 percent respectively. The value of F-test, the overall significance of the models, is highly significant at 1% level.

Table (4.16) The Effect of Consumption Values on Behavioral Loyalty

Model	Unstandardized Coefficients		t	Sig	VIF
	B	Std Error			
(Constant)	.461	.232	1.985	.048	
Functional Value	.091	.063	1.440	.151	1.420
Social Value	.322***	.067	4.817	.000	2.012
Emotional Value	.191***	.057	3.376	.001	1.944
Conditional Value	-.007	.041	-.162	.871	1.934
Epistemic Value	.294***	.047	6.233	.000	1.574
R Square	.425				
Adjusted R square	.418				
F Value	56.102***				

Source: Survey Data (2019)

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

Social value, emotional value and epistemic value have significant relationship with behavioral loyalty. Social value, emotional value and epistemic value has positively significant at 1% level. One unit increase in social value lead to 32 unit,19 units and 29 units increase in behavioral loyalty.

Correlating with conative loyalty, a commitment to buy shift to behavioral loyalty also known as action loyalty. Customers tend to buy the brands of hair care products that are truly recommended and approved by the others who are already tried and used. Customers are more interested in repurchasing the brand that can form an emotional bond between them. They may feel secured when they buy the brands that give them reliable and latest information that turn out to behavioral loyalty.

4.5. Analysis on the Effect of Brand Loyalty on Repurchase Intention

Linear regression method is used to analyze the effect of four-dimensional brand loyalty on repurchase intention towards hair care products. The four-dimensional brand loyalty: cognitive loyalty, affective loyalty, conative loyalty and behavioral loyalty are independent variables and dependent variable is repurchase intention. The results from generating this model are shown in Table (4.17).

Table (4.17) The Effect of Brand Loyalty on Repurchase Intention

Model	Unstandardized Coefficients		t	Sig	VIF
	B	Std Error			
(Constant)	1.015	.162	6.267	.000	
Cognitive Loyalty	.110	.069	1.597	.111	2.812
Affective Loyalty	.261***	.050	5.241	.000	2.151
Conative Loyalty	.282***	.054	5.261	.000	2.344
Behavioral Loyalty	.113**	.052	2.182	.030	2.183
R Square	.477				
Adjusted R square	.472				
F Value	86.762***				

Source: Survey Data (2019)

Note: *** significant at 1% level, **significant at 5% level

According to the Table (4.17), affective loyalty and conative loyalty have a relationship with repurchase intention at 99% confidence level because their significant values are less than 0.01 while behavioral loyalty has relationship with repurchase intention at 95% confidence level. There is no relationship between cognitive loyalty and repurchase intention since the significant value of cognitive loyalty is greater than 0.01. R value represents the simple correlation and R value for this study is 0.691 which indicates the high degree of correlation. The R square value indicates how much of the total variation in the dependent variable, repurchase intention, can be explained by independent variable, cognitive loyalty, affective loyalty, conative loyalty and behavioral loyalty. In this study, 47.7% can be explained for this model.

All cognitive loyalty, affective loyalty, conative loyalty and behavioral loyalty have positive relationship with repurchase intention. Every one unit increase in cognitive loyalty, affective loyalty, conative loyalty and behavioral loyalty make repurchase intention increase in 0.099, 0.285, 0.299, 0.12 respectively. All dimensions of brand loyalty encourage intention to repurchase hair care products as they prefer their using brands than other brands.

To sum up, it shows that the model explains the relationship between brand loyalty and repurchase intention towards hair care products because the estimation produced the expected signs and significant coefficients for all four variables. In loyal types, it can be seen that affective loyalty, conative loyalty and behavioral loyalty have a positive influence on repurchase intention towards hair care products. Starting from a kind of attachment to the brand, customers have a deep commitment to purchase from a brand that they really appreciate. This intention turns into a great willingness to act to buy their favorite hair care brand. This lead to repurchase intention that potentially refrain from switching brands.

CHAPTER 5

CONCLUSION

This chapter includes three parts: findings and discussions, suggestions and recommendations and needs for further research that are concluded from the study of analysis of the effect of consumption values on brand loyalty and repurchase intention towards hair care products in Yangon.

5.1 Findings and Discussions

This study aims to analyze the effect of consumption values on brand loyalty and the relationship between brand loyalty and repurchase intention towards hair care products. In order to get data for analysis, systematic questionnaires are distributed to 385 people that includes both female and male. According to the result, female are using hair care products the most because they prefer to make them more beautiful and good-looking as hair is second face of human beings. Most of female are employees who wants to build up self-confidence by good personal grooming. Almost all people buy hair shampoo but they are not interested in using dry shampoo at all. Hair oil, also known as hair coat, are used widely and hair conditioners and hair mask are now popular between females. Female use different types of hair care products than male but male also use hair spray to be nice-looking.

In this study, five consumption values (functional value, social value, emotional value, conditional value and epistemic value) are measured as influencing factors on brand loyalty. Among five consumption values, four consumption values except conditional value has the effect on brand loyalty towards hair care products. Most of people give importance to quality of hair care products that can give satisfied results like making feel confident after using their brands of hair care products. Providing safety related with ingredients are also an important consideration in choosing the brands therefore, most of the people agree to the fact that it is important to know the content and ingredients of their hair care products. Customers also believe that the brand they prefer are well worth the money spent on when they get the good result and quality as they desired.

Customers look the familiarity and reputation of brands as being socially acceptable. Customers get advice from the people around like friends, colleagues, social influencers or public figures. People care about the feelings took place into them developed by visual and aesthetic characteristics of a brand. They take consideration into importance

of getting information about different products and testing new products from their using brand. Some conditional factors such as sale promotions, lucky draws, increasing monthly income do not affect the brand loyalty. Although marketing strategies of their brands such as sale promotions, lucky draws and increasing in monthly income don't motivate more buying behavior and affect the brand loyalty. Even though sale promotions and lucky draws are one of the ways of enhancing customer relations and maintaining customer loyalty, customers hesitate to buy more.

In brand loyalty types, affective loyalty, conative loyalty and behavioral loyalty is affected to repurchase intention the most. People develop affective loyalty in the way of forming emotional bond between them and their brands of hair care products by getting the feeling of happy and excited. Conative loyalty and behavioral loyalty are interconnected and conative loyalty, the strong desire to buy comes first and behavioral loyalty, the action to buy follows after conative loyalty. Epistemic and social value is effective in behavioral loyalty. People show interest in new products and they are willing to test them whether it has effective quality or not. Most of people are more willing to buy brands that make them a good impression or being socially acceptable.

According to regression analysis, functional value, social value, emotional value and epistemic value affect brand loyalty of hair care products as these factors have highly positive significant on brand loyalty. Moreover, repurchase intention is obviously affected by affective loyalty, conative loyalty and behavioral loyalty because they have positive level of significance on repurchase intention.

5.2 Suggestions and Recommendations

The hair care product dealers and marketing teams should introduce the uses and convenience of dry shampoo since dry shampoo is not popular enough to promote products of brands. The global dry shampoo market is growing in increase as consumer demand for organic and natural hair care products change. Women use various kinds of hair care products than men as hair is one of the importance for beauty of women. Marketing team of hair care products brands should make the target market to young women.

Customers always look the functions and quality of hair care products after they try the products like the feeling of smoothness, having a pleasant or sweet smell and removing dandruff completely. This is one of the considerations for hair care brands to highlight their competitive advantages in their marketing strategies. Customers in nowadays are more able

to aware of the content and ingredients of hair care products than before as hair health is also essential for beauty. The hair care brands should inform customers about the content and their benefits to hair with effective communications.

Hair care brands should promote by educating public about hair health and tips with social influencers or bloggers or with sponsored events. Nowadays, celebrity endorsement like promoting with brand ambassador is popular between brand marketers that is an effective way of customer communication. It also creates public communication and public awareness about their brands. There is no doubt that people buy hair care products that have a good brand image. It can also turn out to attract new customers and build customer relationship.

Since the price is one of the most influencing of buying behavior and sale promotions and lucky draws are not effective in stimulating buying decision of customers, hair care product marketers should promote their brand with some discount pricing strategy. Occasional discounts and discounts that reward loyal customers are effective. It is increasingly common to offer quantity discounts to customers who purchase in bulk and it generally rewards customer loyalty. People will be more interested in buying their products and also trigger to sales increase. It will also create the awareness of new customers and generate customer engagement.

Although monthly income of people increase, they do not intend to keep buying their brands of hair care products. They may switch other premium brands or save in their bank accounts. Therefore, hair products suppliers should attract customers by persuasive advertisements, reasonable price, effective customer relationship management. The cost spent on hair care products will indicate that the monthly income does influence the buying power of the consumer. The customers with a high monthly income spend more on premium brands as they tend to be more cautious about their hair.

5.3 Needs for Further Research

This study focuses only on brand loyalty as a measurement of repurchase intention towards hair care products. Further researchers should conduct research about brand loyalty of a specific hair care brand that is popular between product users. It can be helpful for specific brand to know what value the customers get from them and what needs they have to fulfill. The target population for this study is only people in Yangon therefore, further researchers should expand the research analysis to people in other cities or to the whole Myanmar. This will be a support for hair care products dealers or marketers or brand representatives in business expansion like expanding into new territories. Besides, further researchers can also focus on some concepts of a specific type of hair care products for eg. buying behavior of shampoo, brand loyalty of people towards shampoo. So, marketers can prepare strategies for marketing practices to pursue the customer's attention.

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Appendix I

Questionnaires

The purpose of the research survey is to obtain MBA degree. Your survey data will be confidential and used for academic purpose only. Please kindly answer the following questions. Thank you for sharing your time.

Section A: Demographic Information

Please answer the most relevant by ticking (√) the boxes below.

1. Gender

- Male
- Female

2. Age

- Under 20 years
- 21-30 years
- 31-40 year
- 41-50 years
- Above 50 years

3. Education level

- Undergraduate
- Bachelor degree
- Master degree
- Above

4. Occupation

- Students
- Government Employees
- Private Employees
- Own Business
- Others

5. Monthly Income

- Less than 100,000 MMK
- 100,001-300,000 MMK
- 300,001-500,000MMK
- Above 500,000 MMK

6. How often do you buy hair care products?

- Rarely
- Sometimes
- Often
- Very Often

7. Which type of hair care products do you use mostly? You can tick more than one.

- Shampoo
- Hair conditioner
- Dry Shampoo
- Hair Mask
- Hair Oil
- Hair Styling Spray

Section B: Consumption Values

Please indicate your level of agreement or disagreement with each of the following statement by choosing and ticking (✓) the numbers.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. Functional value					
It is important to know the ingredients (content, component) of my hair care products.	1	2	3	4	5
The brand of my hair care products is safer than any other brands.	1	2	3	4	5
My hair care products have good quality. (eg. being smooth and soft, shiny, fresh-smelling)	1	2	3	4	5
The brand of my hair care products is reasonably priced .	1	2	3	4	5
The brand of my hair care products offer value for money.	1	2	3	4	5
2. Social Value					
I get advice of the people around when determining the brand of my hair care products.	1	2	3	4	5
I first get information from the people around when choosing the brand of my hair care products.	1	2	3	4	5
I finalize my preference by considering the choices of people around me when determining the brand of my hair care products.	1	2	3	4	5
I prefer the brand the people I take as references use when deciding on the brand of my hair care products.	1	2	3	4	5
It is important to the people around to prefer the brand of my hair care products.	1	2	3	4	5
The brand of my hair care products would help me to feel accepted.	1	2	3	4	5
The familiarity and reputation of the brand of hair care products I use is important to me.	1	2	3	4	5

I prefer the brands of distinguished people, not the ones used by everybody when it comes to hair care products.	1	2	3	4	5
3. Emotional Value					
I pay attention to the emotions more than the functions when buying a hair care product.	1	2	3	4	5
When buying a hair care product, I make my decision according to my feelings.	1	2	3	4	5
When buying a hair care product, I am more affected by visual and aesthetic factors such as its package, smell, texture etc.	1	2	3	4	5
I prefer the brand that makes me feel better when buying a hair care product.	1	2	3	4	5
Buying a hair care product arouses the feelings of fun and pleasure in me.	1	2	3	4	5
Buying a hair care product makes me excited.	1	2	3	4	5
4. Conditional Value					
I would buy the brand of my hair care products if there was a sales promotion.	1	2	3	4	5
I would keep buying the brand of my hair care products although I experience frequent stockout.	1	2	3	4	5
I would buy the brand of my hair care products if only lucky draws were provided.	1	2	3	4	5
I would keep buying the brand of my hair care products if my monthly income increase.	1	2	3	4	5
I would keep buying the brand of my hair care products if price of my hair care products increases.	1	2	3	4	5
5. Epistemic Value					
I like looking for new and different hair care products.	1	2	3	4	5

I get reliable information (the most basic information) about different products before I buy hair care products.	1	2	3	4	5
I get a lot of information before I buy hair care products.	1	2	3	4	5
I search for the latest information about hair care products.	1	2	3	4	5
Even though I do not buy hair care products, new products catch my attention.	1	2	3	4	5

Section C: Brand Loyalty

Please indicate your level of agreement or disagreement with each of the following statement by choosing and ticking (✓) the numbers.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. Cognitive Loyalty					
I like the performance and features of the brand of my hair care products.	1	2	3	4	5
I find the performance and features (quality) of the brand of my hair care products superior than the other brands.	1	2	3	4	5
I think this brand has the best offers in the present.	1	2	3	4	5
I pay more to the brand of my hair care products than the other brands.	1	2	3	4	5
I prefer to buy the brands of my hair care products instead of other products.	1	2	3	4	5
2. Affective Loyalty					
I bought this brand of hair care products because I really like it.	1	2	3	4	5
I am pleased to buy this brand instead of other brands.	1	2	3	4	5
I like this brand more than other brands	1	2	3	4	5
I feel more attached to this brand than to other brands.	1	2	3	4	5
I am more interested in this brand than other brands	1	2	3	4	5
3. Conative Loyalty					

I intend to buy this brand even if the other brands promise for better.	1	2	3	4	5
I intend to buy other products from this brand.	1	2	3	4	5
I intend to prefer the brand I use for my next purchases.	1	2	3	4	5
I intend to buy this brand in the future, too.	1	2	3	4	5
I intend to continue using this brand even if the price changes are increased.	1	2	3	4	5
4. Behavioral Loyalty					
I buy the products of my own brand for others as well.	1	2	3	4	5
I tell others positive things about the brand I use.	1	2	3	4	5
If my brand puts other products on the market, I try them, too.	1	2	3	4	5
I recommend the brand of my hair care products to the others.	1	2	3	4	5
I consider this brand my first choice when I want to buy hair care products.	1	2	3	4	5

Section D: Repurchase Intention

Please indicate your level of agreement or disagreement with each of the following statement by choosing and ticking (✓) the numbers.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. Repurchase intention					
I intend to buy my preferred brand frequently.	1	2	3	4	5
I plan to buy my preferred brand more often.	1	2	3	4	5
It is likely that I will repurchase my preferred brand in the near future.	1	2	3	4	5
I anticipate repurchasing my preferred brand in the near future.	1	2	3	4	5
I regularly repurchase the preferred brand of hair care products.	1	2	3	4	5

Appendix II

SPSS DATA OUTPUT

SPSS Data Output for the Effect of Consumption Values on Cognitive Loyalty

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.704 ^a	.495	.489	.43323	.495	74.371	5	379	.000	1.933

a. Predictors: (Constant), EPV_mean, FV_mean, CV_mean, EV_mean, SV_mean

b. Dependent Variable: COG_mean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69.792	5	13.958	74.371	.000 ^b
	Residual	71.134	379	.188		
	Total	140.926	384			

a. Dependent Variable: COG_mean

b. Predictors: (Constant), EPV_mean, FV_mean, CV_mean, EV_mean, SV_mean

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	.528	.186		2.829	.005					
FV_mean	.258	.051	.222	5.095	.000	.508	.253	.186	.704	1.420
SV_mean	.256	.054	.247	4.762	.000	.557	.238	.174	.497	2.012
EV_mean	.162	.046	.181	3.564	.000	.533	.180	.130	.514	1.944
CV_mean	-.025	.033	-.039	-.768	.443	.408	-.039	-	.517	1.934
EPV_mean	.238	.038	.288	6.293	.000	.572	.308	.230	.635	1.574

a. Dependent Variable: COG_mean

SPSS Data Output for the Effect of Consumption Values on Affective Loyalty

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.565 ^a	.319	.310	.60789	.319	35.503	5	379	.000	1.609

a. Predictors: (Constant), EPV_mean, FV_mean, CV_mean, EV_mean, SV_mean

b. Dependent Variable: AFF_mean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.599	5	13.120	35.503	.000 ^b
	Residual	140.054	379	.370		
	Total	205.653	384			

a. Dependent Variable: AFF_mean

b. Predictors: (Constant), EPV_mean, FV_mean, CV_mean, EV_mean, SV_mean

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	.647	.262		2.474	.014					
FV_mean	.252	.071	.179	3.541	.000	.416	.179	.150	.704	1.420
SV_mean	.269	.075	.215	3.571	.000	.425	.180	.151	.497	2.012
EV_mean	.248	.064	.230	3.886	.000	.442	.196	.165	.514	1.944
CV_mean	-.123	.046	-.157	2.660	.008	.253	-.135	-.113	.517	1.934
EPV_mean	.213	.053	.213	4.014	.000	.429	.202	.170	.635	1.574

a. Dependent Variable: AFF_mean

SPSS Data Output for the Effect of Consumption Values on Conative Loyalty

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.616 ^a	.380	.371	.56268	.380	46.394	5	379	.000	1.654

a. Predictors: (Constant), EPV_mean, FV_mean, CV_mean, EV_mean, SV_mean

b. Dependent Variable: CON_mean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	73.445	5	14.689	46.394	.000 ^b
	Residual	119.996	379	.317		
	Total	193.441	384			

a. Dependent Variable: CON_mean

b. Predictors: (Constant), EPV_mean, FV_mean, CV_mean, EV_mean, SV_mean

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	.570	.242		2.354	.019					
FV_mean	.107	.066	.078	1.618	.106	.344	.083	.065	.704	1.420
SV_mean	.388	.070	.319	5.566	.000	.560	.275	.225	.497	2.012
EV_mean	.128	.059	.122	2.160	.031	.467	.110	.087	.514	1.944
CV_mean	.067	.043	.088	1.565	.118	.455	.080	.063	.517	1.934
EPV_mean	.162	.049	.167	3.296	.001	.461	.167	.133	.635	1.574

a. Dependent Variable: CON_mean

SPSS Data Output for the Effect of Consumption Values on Behavioral Loyalty

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.652 ^a	.425	.418	.53917	.425	56.102	5	379	.000	1.561

a. Predictors: (Constant), EPV_mean, FV_mean, CV_mean, EV_mean, SV_mean

b. Dependent Variable: BEH_mean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	81.544	5	16.309	56.102	.000 ^b
	Residual	110.175	379	.291		
	Total	191.719	384			

a. Dependent Variable: BEH_mean

b. Predictors: (Constant), EPV_mean, FV_mean, CV_mean, EV_mean, SV_mean

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	.461	.232		1.985	.048					
FV_mean	.091	.063	.067	1.440	.151	.376	.074	.056	.704	1.420
SV_mean	.322	.067	.266	4.817	.000	.549	.240	.188	.497	2.012
EV_mean	.191	.057	.183	3.376	.001	.497	.171	.131	.514	1.944
CV_mean	-.007	.041	-.009	-.162	.871	.421	-.008	-	.517	1.934
EPV_mean	.294	.047	.305	6.233	.000	.548	.305	.243	.635	1.574

a. Dependent Variable: BEH_mean

SPSS Data Output for the Effect of Brand Loyalty on Repurchase Intention

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.691 ^a	.477	.472	.48621	.477	86.762	4	380	.000	1.969

a. Predictors: (Constant), BEH_mean, AFF_mean, CON_mean, COG_mean

b. Dependent Variable: RI_mean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	82.041	4	20.510	86.762	.000 ^b
	Residual	89.831	380	.236		
	Total	171.872	384			

a. Dependent Variable: RI_mean

b. Predictors: (Constant), BEH_mean, AFF_mean, CON_mean, COG_mean

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	1.015	.162		6.267	.000					
COG_mean	.110	.069	.099	1.597	.111	.584	.082	.059	.356	2.812
AFF_mean	.261	.050	.285	5.241	.000	.597	.260	.194	.465	2.151
CON_mean	.282	.054	.299	5.261	.000	.617	.261	.195	.427	2.344
BEH_mean	.113	.052	.120	2.182	.030	.543	.111	.081	.458	2.183

a. Dependent Variable: RI_mean