

YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME

**THE EFFECT OF PROMOTIONAL MIX ON BRAND
EQUITY AND BRAND RESONANCE OF CLEAR
SHAMPOO IN YANGON**

HTET HTET AUNG

MBA II-2

23rd BATCH, MBA

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ACADEMIC YEAR (2017-2019)

Supervised By:

Dr. Nwe Ni Aung

Lecturer

Department of Management Studies

Yangon University of Economics

Submitted By:

Htet Htet Aung

MBA II-2

MBA 23rd Batch

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A thesis submitted to the Board of Examiners in partial fulfillment of the requirements for the degree of Master of Business Administration (MBA)

Supervised By:

Submitted By:

Dr. Nwe Ni Aung

Htet Htet Aung

Lecturer

MBA II-2

Department of Management Studies

MBA 23rd Batch

Yangon University of Economics

2017-2019

ACCEPTANCE

This is to certify that the thesis entitled “**The Effect of Promotional Mix on Brand Equity and Brand Resonance of Clear Shampoo in Yangon**” has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

Board of Examiners

.....

(Chairman)

Dr. Tin Win

Rector

Yangon University of Economics

.....

(Supervisor)

.....

(Examiner)

.....

(Examiner)

.....

(Examiner)

DECEMBER, 2019

ABSTRACT

This study aims to examine the effect of promotional mix on brand equity and to analyze the effect of brand equity on brand resonance of Clear Shampoo by Unilever Myanmar in Yangon. The data are collected from 396 sample respondents of Clear Shampoo users in Botahtaung Township by using simple random sampling method through structured questionnaire. In this study, it is found that advertising, personal selling and public relations have strong effect on brand awareness, and all promotional mix have strong effect on brand associations. Advertising, sale promotions, direct marketing and public relations have strong effect on perceived quality, and sale promotions and direct marketing have strong effect on brand loyalty. This study finds that brand associations, perceived quality and brand loyalty strongly affect brand resonance. The study recommends that the company should increase sale promotions for brand loyalty to achieve strong brand resonance.

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CHAPTER 1

INTRODUCTION

In this era of increasing in globalization trend and technology in communication and transportation, consumers can easily have a variety of choices of personal care products among competitive brands all over the world. The expenditure of purchase products especially of personal care in a household can be large portion in Yangon. In the last decades, consumers did not think about the brands very much and they bought what they saw in the shop. Nowadays, consumers start taking care of the brand they use because they have the mindset that their beauty and hygiene can be improved by the brands they use also for shampoo products. Most people choose shampoo brands with popular brand name and they believe that famous brands are more reliable, useful, and high quality.

A brand can be defined as “a name, term, sign, symbol, or design, or combination of them which is intended to identify the goods and services and to differentiate them from those of competitors” (Kotler & Keller, 2009). The brand equity concept is one of the popular concepts that is commonly used by marketers nowadays. (Keller, 1993) implied that brand equity enables the customers to make distinctions between their preferred brand and others, and this influences how he or she responds to marketing of the brand. The customer-based brand equity can be divided into brand awareness, brand associations, brand superiority and brand effect. This study emphasizes the promotional mix, brand equity and brand resonance. The brand resonance can be separated into brand salience, brand performance, brand imagery, brand judgement and brand feeling.

There are a large number of shampoo brands for consumers to choose. Competition in shampoo brands become very high resulting in high pressure on profit margin. Firms spend millions each year on promotional mix on building brand equity and brand resonance. Many Fast Moving Consumer Goods companies including shampoo companies are doing various marketing strategies to grow their sales in Myanmar. It is very interesting that which promotional mix strategy has more impact on brand equity and brand resonance in Myanmar. To investigate the effect of promotional mix on brand

equity and brand resonance of Clear Shampoo in Yangon, this research use five promotional mix: advertising, sale promotions, direct marketing, personal selling, and public relation. This study focuses on the brand equity and brand resonance of Clear Shampoo and analyses the effect of Promotional Mix on Brand Equity and Brand Resonance of Clear Shampoo in Yangon.

1.1 Rationale of the Study

Promotion is one of the primary strategic components of the marketing mix, called the 4 Ps – product, price, place and promotion. Essentially, the role of the promotion mix is to make cooperation with the other three elements. The promotion mix is broad, but generally includes techniques in these areas: advertising, sale promotions, direct marketing, social media marketing, public relations and personal selling. Advertising is often the most expensive part of promotion, as it includes paid messages distributed through media such as television, radio, newspapers, magazines, billboards and the Internet. Sales promotions are a specific strategy used to generate immediate traffic, revenue or cash flow. This is common for new companies or companies in extremely competitive businesses trying to persuade customers. Public relations involves endeavors to promote a good image through media, conferences, news announcements and community engagement. Direct marketing and social media marketing include messages, phone calls from the company officially via social media website, email and text message. Personal selling is more interactive and is common when complex or expensive products are sold, so that require more assertive persuading. In today's very competitive business environment, businesses are increasingly searching for valuable practices to create strong brand equity.

This study focuses to analyze the relationship between the promotional mix and brand equity. The types of approaches used in the promotion mix normally relate with communication objectives. New companies typically use advertising to create awareness about their company or products. Once a company or product is launched, much of promotions are used for promoting benefits and value to get target customers. Motivating buyers' willingness to purchase and maintaining relationships with loyal customers are continuing activities for accomplished brands. Overuse of sales promotions can constrain profit that earned by being patient with higher prices and customers will get mis

understanding of company which always gives promotions. If so, customers will not buy at normal time when promotion is provided.

A brand is a unique symbol, design, words or combination of these. Brand represents an image of a product, such as product quality, creditability and sometimes the living standard of the customers who is using it. From the perspective of consumer, brand equity is an suitable starts to evaluate product equity which includes a lot of related measures such as brand awareness, brand quality, brand association and brand loyalty (Jing et al., 2015). In this very competitive business environment, companies really need to retain customers and to make customers feel that they have made right decision of purchasing their products. This paper especially explores the roles of promotional mix and the effect of promotional mix on the brand equity and brand resonance of in Yangon, Myanmar. In Myanmar, there are not many brands to choose in Shampoo brands. But nowadays, customers have many choices to buy shampoo among local and international brands.

1.2 Objectives of the Study

The main objective of the study is to examine the role of promotional mix in brand equity and brand resonance of Fast Moving Consumer Goods product, Clear Shampoo. The specific objectives are set as follows.

1. To examine the effect of promotional mix on brand equity of Clear Shampoo in Yangon
2. To analyze the effect of brand equity on brand resonance of Clear Shampoo in Yangon

1.3 Scope and Method of the Study

This study focuses on the impact of promotional mix on brand equity and brand resonance. This study is mainly focused on shampoo care users of Clear Shampoo in Yangon. Both primary and secondary data are used in this study. Primary data are collected from sample respondents by using structured questionnaires. The questionnaire is designed using multiple choices and Likert scales questions. Simple random sampling method is used to choose collect data. Botahtaung township is selected by using simple

random sampling method to calculate the sample size. The sample size of 396 is obtained by using Yamane's Sampling Formula. The descriptive method and linear regression model are applied in this study. Secondary data was gathered from textbooks, internet websites, previous research paper and international research paper. This survey is conducted during August and September 2019.

1.4 Organization of the Study

The study is organized by five chapters. Chapter (1) includes introduction, rationale of the study, objectives of the study, scope and method of the study and organization of the study. Chapter (2) includes theoretical background concerned with the study. Chapter (3) states the profile and promotional mix of Clear Shampoo by Unilever Myanmar. Chapter (4) describes the effect of promotional mix on brand equity of Clear Shampoo in Yangon and the analysis of the effect of brand equity on brand resonance of Clear Shampoo in Yangon. Chapter (5) consists of the conclusion presenting the key findings and discussions, suggestions and recommendation and needs for further research.

CHAPTER 2

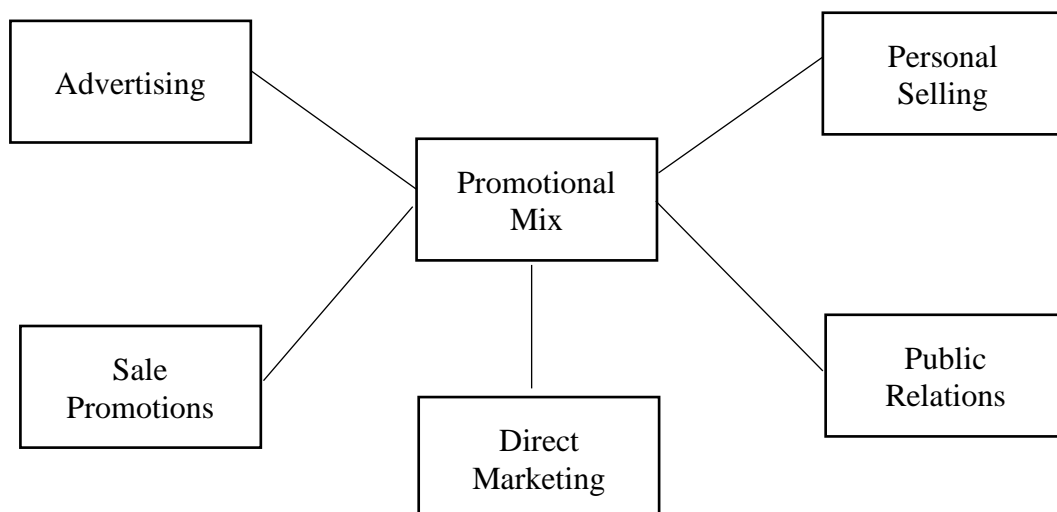
THEORITICAL BACKGROUND

In this chapter, definition and concept of promotional mix through aspects including advertising, promotions, direct marketing, personal selling and public relations, brand equity through brand awareness, brand association, perceived quality and brand loyalty and brand resonance is explained.

2.1 Promotional Mix

According to Ross, promotional mix is “the total marketing communication program of a specific product”. Similarly, promotional mix can be defined as “any marketing effort whose function is to inform or persuade potential customers about the merit a product has for the purpose of inducing a customer either to start buying or continue to purchase the firm product” (Adebi, 2006). Promotional mix endeavors to catch the attention of new customers, encourage loyalty, encourage trial, inform and remind potential customers about new arrivals, encourage new customers, modify attitudes, build an image, encourage brand switching etc. (Kotler, Keller, Koshy, & Jha, 2007).

Figure 2.1: Five Major Promotional Tools



Source: Kotler & Armstrong, (2010).

A company’s total promotional mix or marketing communication mix comprises the specific blend of advertising, sale promotions, public relations, personal selling, and

direct marketing tools that the company uses to persuade and communicate customer value and build customer relationships (Kotler & Armstrong, 2010). The five major promotional tools are illustrated in (Figure 2.1). Companies use all or some activities together to communicate with existing customer and potential customers by its distinct features, its superior quality, what the price it offers, where they can be available at etc. The key objective of doing promotion by the companies is to motivate the consumers to purchase their product. Well planned and budgeted promotional mix can bring more customers to the company and can get more loyal customers. The promotion mix is one of the marketing strategies which is used to get eye-catching on their products as a result of increasing sale during that short period of time. Sale promotion can motivate consumers to buy their products but it does not relate to the brand equity.

2.1.1 Advertising

Advertising is a dominant way of communicating a brand's functional and emotional value (Buil , Chernatony, & Martinez, 2010). The usefulness of this communication tool depends on its content message, the implementation or how the advertisement convey the message, and the rate of which a consumer sees the advertisement. Advertising creates brand awareness, links strong, favorable, a unique association to the brand in consumers' memory, and the elicits positive brand judgements and feelings. (Keller, 2007). However, to achieve this result, the advertising requires a appropriate design and execution. (Kotler & Armstrong, 2010) described advertising as any paid form of non-personal presentation and promotion of ideas, goods and services and it is required price. Advertising can reduce knowledge barrier of the customers or potential customers about products or services. Advertising strategy consists of two major elements. They are creating messages and selecting media. The advertising are meant to prohibit the misunderstanding of the customers and to build a good understanding about various marketing mix such product, price, place, and promotions of the brand or product to customers. Advertising includes the Internet, television, radio, newspapers, magazines, roadside billboard and so on. Different media can give different effectiveness in distribution messages about the brand to different targeted customers.

2.1.2 Sale Promotions

Sales promotions is one of the important elements of marketing promotion. Consumer promotion (e.g. coupons, contests, samples, price packs & sweepstakes) is a

component of sales promotion that is targeted towards the ultimate buyers of consumer products (Kotler & Armstrong, 2010). Sales promotion is basically a marketing procedure engaged in maximized increase in sales within a period of time (Kotler & Armstrong, 2010) emphasized that sales promotions consist of a short time enticement to promote purchase or sales of a good or service. Sale promotion contains a set of various and often short motive tools which is used for consumer's or buyer's provocation to buy more and faster (Gupta, 1988). Similarly, (Brassington & Pettit, 2000) defined sale promotion as tactical marketing procedures with mostly short-term incentives, which are to enhance the product or service, in order to accomplish particular sales or marketing objectives.

While talking about promotions, there are two types of promotions which all companies use in real life: consumer promotion and trade promotion. Mainly fast moving consumer goods companies rarely sell directly to the end users. They must have mediums such as distributors, wholesalers and retailer. There are two types of sale promotion: consumer promotion and trade promotion. Objective of consumer promotion is to increase short term customer buying or to enhance customer brand involvement. And companies use trade promotions for getting wholesales and retails to bring new products and keep more inventory, buy more to promote company's products and give the products more shelf space (Kotler & Armstrong, 2010).

2.1.3 Direct Marketing

According to (Kotler & Armstrong, 2010), direct marketing includes connecting directly with targeted individual consumers carefully to obtain an immediate response and develop lasting customer relationships. Marketers communicate directly with customers, often on a one to one, interactive basis. Using detailed customers' databases, they modify their marketing offers and communications to the needs of defined segments or even individual buyers. Similarly, (Brassington & Pettit, 2000) defined direct marketing as an intelligent system of advertising, using at least one advertising media to accomplish measurable reaction anywhere, shaping a bases for making and further building up an on-going direct relationship between an organization and its clients, to have the capacity to make and manage quality organization with sometimes hundreds or thousands of individual clients, an organization needs to have as much information as possible about each one and needs to be able to access, control and investigate that information, subsequently the database is essential to the process of building the relationship.

Direct marketing is interactive and immediate that buyers can communicate with sellers by phone or on the seller's Web site to create the configuration of information, products, or services they desire, and then order them on the spot. Moreover, direct marketing gives consumers a great measure of control. Consumers choose which catalogs they will search and which Web sites they will visit. Direct marketing also has the advantages of low cost, speedy and efficient alternative for sellers. Direct marketing has grown rapidly in business to business marketing. Direct marketing has lower cost per contact media such as telephone selling, direct mail, and company Web sites. Similarly, online direct marketing results in lower costs, improved efficiencies, and quicker handling of channels and logistics functions, such as ordering process, inventory handling, and delivery (Kotler & Armstrong, 2010).

2.1.4 Personal Selling

According to Reece et al., (2007), personal selling included person to person communication with a prospect thereby, creating relations, finding needs, matching the appropriate products with these requirements and communicating benefits through educating, reminding or persuading. Personal selling is one of the traditional components of promotional mix. In this approach, products or brands characteristics are represented by a sale person to the consumers for the purpose of making sales. Therefore, the success in this method lies in the capacity of the sale person to persuade the regulars to buy the brands (Sontakki, 2012). Characteristics and personality measures are important components of personal selling as these have an influence on the consumers (Lamont & Lundstrom, 1977).

This demanded for ethics and ethical training to the sale persons along with personal characteristics (Donoho et al., 2013). (Kim & Hyun, 2011) suggested that frequency of visit, personality, information as important characteristics of personal selling. Personal selling via over the counter and face to face contact is instrumental in offering information tailored to the different needs of customers. Initial awareness about the brand, development of brand image, association, perceived quality and loyalty about the brand is dependent on the influence of sale persons which are the important facilitators of brand choice (Mudambi, 2002).

2.1.5 Public Relations

Public relations is another effective promotional mix that can be used to influence brand equity. According to (Kotler & Armstrong, 2010), public relations was defined as building good relations with the company's various publics by obtaining favorable publicity, making up a good corporate image, and handling or avoiding unfavorable rumors, stories, and events. Public relations functions includes generating and delivering interesting information in the media to attract attention to a person, product or service, publicizing specific products, building and maintaining relationships with shareholders and others in the financial community, and/or development public relations with donors or members of nonprofit organization to gain financial or volunteer support. Sponsorship is one of the good ways of public relations promotional tools that is also a good way to attract the customer's attention.

When a company gives sponsorship in events, customers generally have good and positive view about sponsorship. Sponsorship can sometimes be used as corporate social responsibility by the company. Public relations, a part of promotional mix, is a strategy of building and maintaining company's image and goodwill through non-paid communication media. The ultimate objectives of public relations are to keep a positive status of the brand and maintain a strategic relationship with the public, prospective customers, partners, investors, employees and other stakeholders which leads to a positive image of the brand and makes it seem honest, successful, important, and relevant.

2.2 Brand Equity

The American Marketing Association defines a brand as a name, term, sign, symbol or design or a combination of them, intended the goods or services of one seller or group of sellers and to differentiate them from those of competitors. Thus, a brand is product or service that make different in some way from other competitors' ones. A creditable brand can get a certain level of quality and customers will purchase again if they satisfy. Branding is all about encouraging to buy its products and services with the power of brand equity. Nowadays, companies are trying to build brand equity for their products by making their products easy memorable, and easily recognized among competitors' products and services. (Aaker, 1996) defined brand equity from an organizational perspective, as a set of assets linked to a brand's name, symbol that adds to

the value provided by a product or service to the firm and/or firm's customers. Brand equity is built and measured by brand awareness, perceived quality, brand association, and brand loyalty (Aaker, 1991).

Advertising and word of mouth are the best way to create brand awareness and brand association (Jing Bill Xu and Andrew Chan: 2009). Brand equity includes brand strength and brand value. Brand strength is the set of associations and behaviors on the part of the brand's customers, channel members. Brand value is the financial result of management's ability to influence brand strength via planned and strategic actions in delivering greater current and future profits and lowered risks (Rajendra, Srivastava, Allan, & Shocker, 1991). (Keller, 1993) said that the effect of brand equity can help consumer gain the effect of premium prices, or that consumers usually have grater product evaluation for brand products with high name recognition.

From consumer-based view, brand equity is the someone's willingness to continue to purchase the brand or not. Theoretical background for measures of brand equity are brand awareness, brand association, perceived quality and brand loyalty.

2.2.1 Brand Awareness

(Aaker, 1991) defined brand awareness as the ability of a potential buyer to recognize or remember that a brand is a member of a certain category. Brand awareness represents the presence of the brand in the mind of the customers (Keller, 1993). There is two dimensions that comprised in the brand awareness. These are brand recognition and brand recall. Brand recognition can be defined as the ability of consumers to remember prior experiences with the brand when given the brand as a cue (Keller, 1993).

Keller described that brand awareness was essential because it boosted the possibility of brand selection due to the saliency of the brand in the memory of the consumers especially under low involvement of conditions. Brand awareness has a direct impact on brand image. (Yoo & Donthu, 2001) proved that the level of brand equity was positively related to the extent to which brand awareness is evident in the product. In order to have positive associations for a brand the consumer must have a level of brand awareness for that brand in his or her mind. Without awareness, it will be impossible to get any additional value for the consumers or the brand over basic need satisfaction. The higher awareness level increased the likelihood of considering brand and the effect of awareness on buying decision. (Runndle & Benett, 2001).

2.2.2 Brand Associations

Brand associations consist of all brand-related thoughts, feelings, perceptions, smells, colors, music, images, experiences, beliefs, and attitudes (Kotler & Keller, 2009). And a brand association can be anything connected in memory to a brand (Aaker, 1991). (Keller, 1993) defined brand associations as “a set of associations linked to the brand that consumers hold in memory”. Brand associations includes memory in the top of the mind, the perceptions of consumers about a brand in the mind set is brand image (Keller, 1993). The brand image can be either negative or positive. Positive brand image provided to a favorable behavior, especially in the process of purchase decision by the consumer, as it differentiate product, brand name extension, and create a positive feeling about the brand (Aaker, 1996). (Keller, 1993) described that certain intangible and tangible traits for measuring the brand image established in consumer’s mind set.

2.2.3 Perceived Quality

Perceived quality was defined as the consumer's opinion of the overall quality or value of the product or service regarding to its intended purpose, relative to options (Keller, 2007). Perceived quality was defined as the perception of functional excellence on behalf of the consumer (Aaker, 1996). Consumers often express their perceptions about the quality of product or service on the basis of a variety of informational hints that they associate with the product (Schiffman & Kanuk, 2000). Perceived quality does not directly link with actual/objective quality, product quality, or the manufacturing quality but is merely an intangible overall feeling about a brand (Aaker, 1991). Intrinsic cues are related to physical characteristics of the product itself, such as color, flavor, form and appearance, while extrinsic cues are related to the product but not in the physical part such as brand name, quality, country of origin, packaging, advertising and product information.

2.2.4 Brand Loyalty

Brand loyalty, a core dimension of (Aaker, 1991) brand equity model, was defined as the affection that a customer has to a brand. Behavioral loyalty is related to consumer behavior in the market and can be suggested by the number of repeated purchases (Keller, 1993). Similarly, brand loyalty can be defined as commitment to repetitively purchase the brand as the first choice in spite of the marketing efforts of other brands and loyalty is a intensely held promise to re-buy or support a preferred product or

service consistently in the future, thereby causing repeated same brand or similar brand set purchase pattern (Oliver, 1999) Brand loyalty comprises of two dimensions: behaviors and attitudes. Behavioral dimension is characterized by significant actions resulting from loyalty, while attitudinal dimension indicates to formative manners as commitment i.e. a desire to sustain a cherished relationship (Chen & Chang, 2008). Brand loyalty is the final preferred result of consumer knowledge (Schiffman & Kanuk, 2000). According to (Rowley & Dawes, 1999) brand loyalty is the possibility of affirmative attitudes and behaviors of customers towards a specific brand; this could lead to repeat obtain and affirmative word of mouth.

2.3 Brand Resonance

(Keller, 1993) defined brand resonance as that the customers devote deep feeling to the brand, even seeing it as a life partner. Thus, when consumers purchase the brand willingly, it expresses personal consciousness and style and it must be connected to self-image of consumers. (Chen & Chang, 2008) explained that the brand resonance has a positive effect on consumers such as high loyalty toward a brand, easier development of new products under that brand, causing consumers to have more accommodation for the brand. Brand resonance would establish psychological attachment, in turn protecting behavioral loyalty, which affects purchase retention.

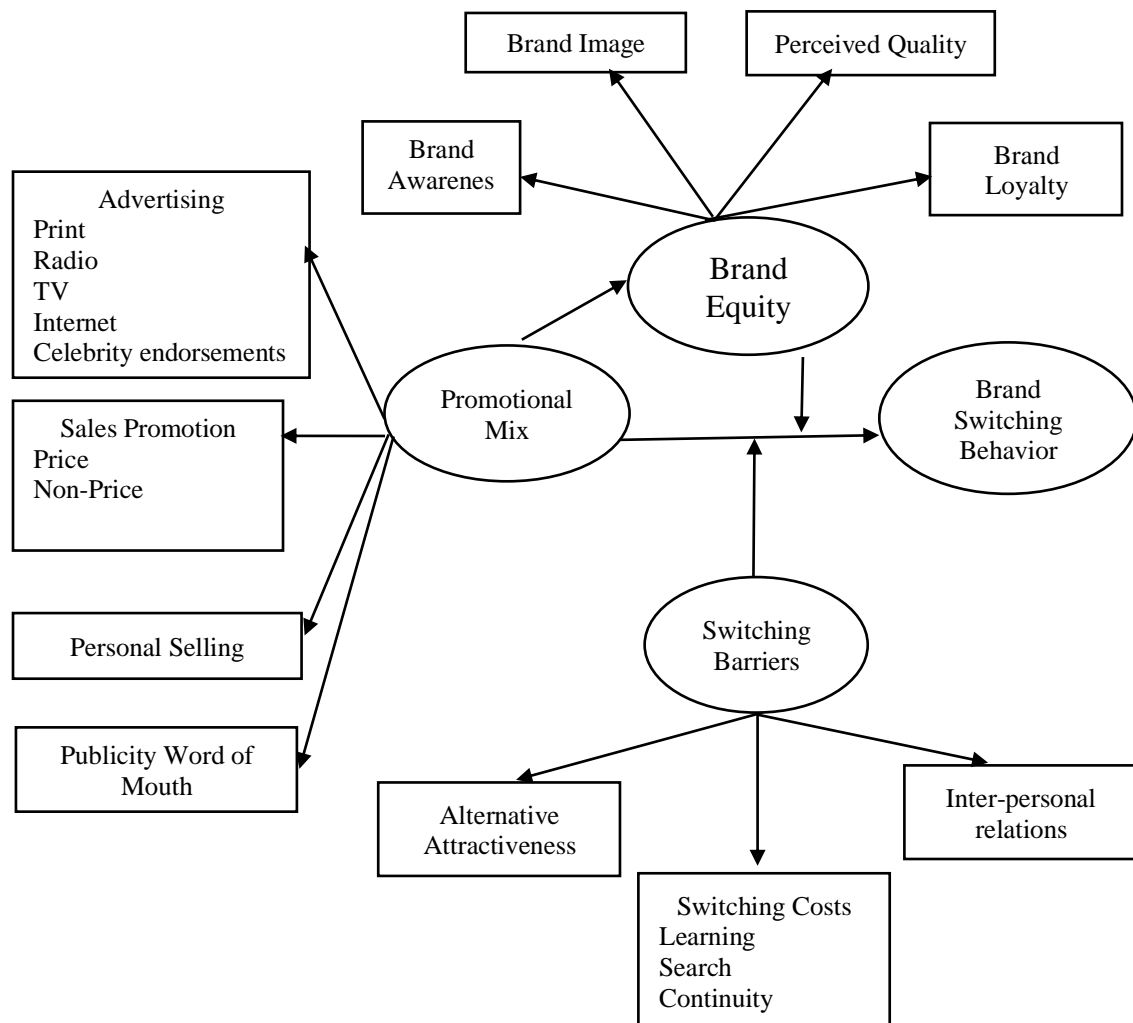
In the customer-based brand equity (CBBE) model proposed by (Keller, 1993), the brand resonance was officially proposed. Later, (Keller, 2001) defined brand resonance as the relationship between consumers and brands, or the extent to which consumers sense the brands, and there are differences in the potency consumers' emotional resonance with brands, which can be divided into four levels, which are attachment, behavioral loyalty, sense of community, and active engagement. (Keller, 1993) indicated that in order to resonate with a certain brand, consumers need to not only frequently use products of the brand, but also need to actively be concerned about information relating to the brand. (Chen & Chang, 2008) further explained brand resonance, believing that consumer loyalty caused by brand resonance can be expressed in two ways, which are behavioral loyalty and emotional loyalty.

2.4 Pervious Studies

Many previous researches which focus on the analysis of the effect of promotional mix on brand equity, show that there is positive relationship between the promotional mix in building brand equity.

Studies strongly argue that as consumers are exposed to a brand's advertising more frequently, they develop not only higher brand awareness and stronger associations other than positive acuity of the brand quality (Yoo, Donthu, & Lee, 2000). Promotional mix especially advertising spend on a brand can increase scope and frequency of the brand; the level of brand awareness (Keller, 2007). Based on the study results (Buil , Chernatony, & Martinez, 2010), there are several managerial implications.

Figure (2.2) Conceptual Framework of the Study by Gupta



Source: Gupta, (2017)

Advertising is one of the important marketing mix tool for companies influencing brand equity dimensions. However, due to the growing number of brands competing in

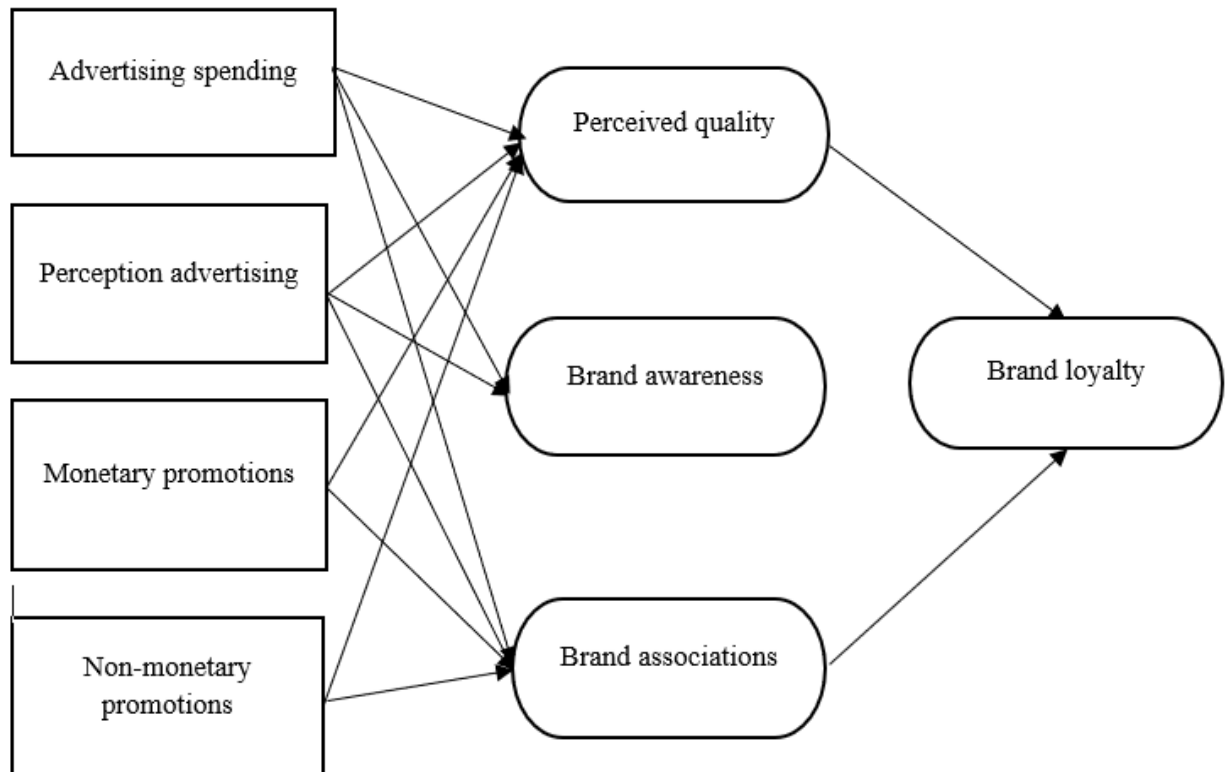
the markets with the same elements, advertising spend perceived by consumers improve awareness but it is not enough to positively impact the associations correlated to the brand. Companies should pay special attention to those aspects relating to the design of their advertising campaigns in the media, trying to develop original creative strategies.

Advertising is the most costing tools among others promotional tools. Thus, the higher the spend in advertising, the higher the level of brand awareness are likely to be. Positive, strong and distinctive brand associations can also be created by advertising (Keller, 2007). Like brand awareness, brand associations comes from consumer brand interaction. Thus, advertising can promote brand association through capability to create, modify or reinforce associations with new contact. Hence, the higher advertising spending on the brand, the stronger will be the associations in the consumers' mind.

Emphasizing on brand equity and dimensions of brand equity, various promotional tools, such as price promotions of price discounts have a direct effect on them. Researches prove that price promotions have an unenthusiastic impact on brand image. Hence, not all promotional tools, but some tools such as frequent price or monetary promotions can have negative influence on perception of quality and brand loyalty because these promotional tools make consumers to think about the price in priority not to think about the brand and quality first. But non price promotions have positive effect on brand image, perceived quality and brand loyalty and brand awareness can be increased by both price and non price promotions (Hawley & Tong, 2009).

According to the research (Buil , Chernatony, & Martinez, 2010), marketing managers should be aware of the effects that promotional actions have on consumers perceptions. While price promotions are common, the result of this study indicated that frequent use of monetary promotions dilutes some brand equity dimensions. Consequently, brand managers should be aware of the dangers of using this type of promotions. By contrast, it would be wiser to use non monetary promotional tools, since they appeared to be more consistent with the brand equity creation strategies.

Figure (2.3) Conceptual Framework of the Study by Buil et al.,



Source: Buil et al., (2010)

Price is one of the most important cues used by consumers to compare the quality of a product. Price promotions may reduce reference prices, which in turn can lead to unfavorable quality evaluation (Mela, Gupta, & Jedidi, 1998). In addition, this kind of sale promotions are not long enough to establish long term brand associations and can create uncertainty about brand quality (Winner, 1986), which results in negative brand perceptions. In addition, repetitive monetary promotions may pull the low quality of the brand that in long term period because consumer may think of that brand has unstable quality. Expecting to expected price and actual price negatively affect on brand equity, selection decisions, and perceived quality which is resulted the reduction of brand equity. Also, monetary promotions are not enough for providing brand awareness (Shimp & Terence, 1997).

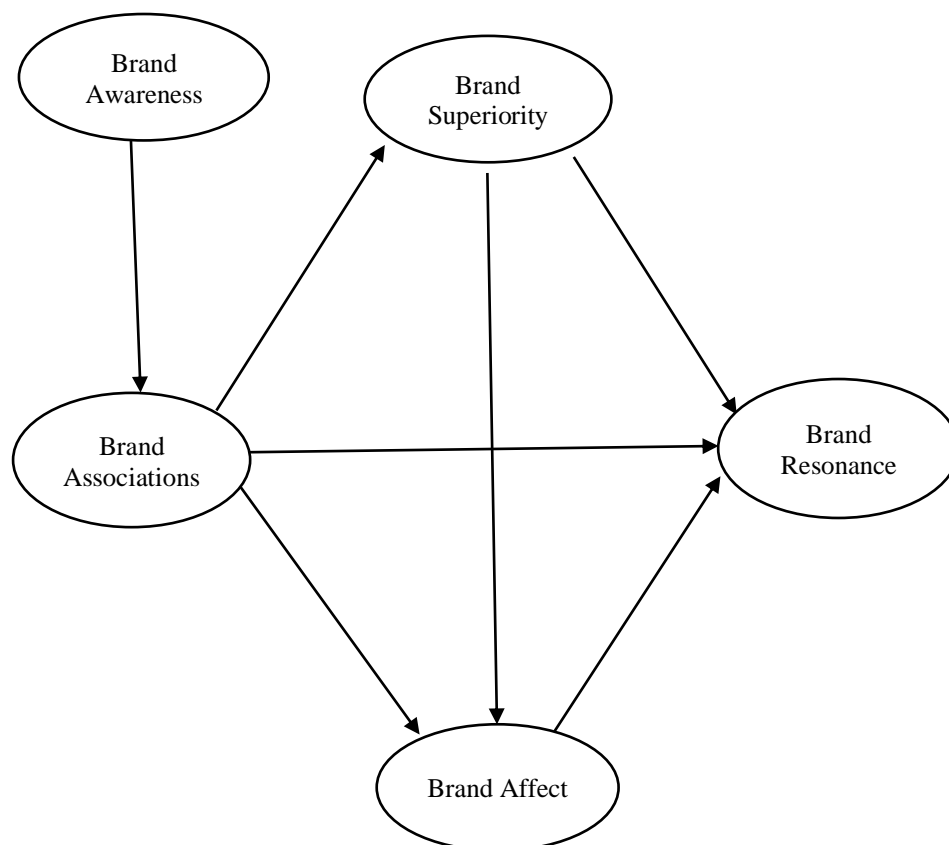
Research studies on word of mouth which is one of the tools in direct marketing, have highlighted its influence on brand awareness, brand image, brand associations, brand loyalty and perceived quality (Murtiasih, 2002). Also the information provided by a family, friends and others can affect the formation about brand equity (Matos & Rossi, 2008). Consumers rely on information about the brand that represents the experiences of

others and only search information is perceived as credible (Chattopadhyay, Dutta, & Sivani, 2010).

By direct marketing, the marketers can offer specific promotional offer to a particular set of target audience. It is the effective way to get benefits from potential customers. Customers generally have less time to explore in the market and want to save time and energy as well. That is how and what direct marketing targets to give more and specific benefits that are suitable to customers.

Personal selling is instrumental to offering information about the products tailored to the different needs that each member in an organization buying center has. (Mudambi, 2002), argued preference, initial awareness and associations of a brand are often achieved by direct contacts with sale persons in business markets. These consultants and sale representatives are the most effective avenues for achieving brand awareness and brand choice.

Figure (2.4) Conceptual Framework of the Study by Gordan



Source: Gordan (2010).

The results of previous study (Gordan, 2010) provided empirical evidence of the importance that brand associations which is one of the dimensions of brand equity, play in the overall brand building process. Studies have also empirically proved that celebrities endorsements if use appropriately can serve as a valuable role in developing brand equity by developing a higher degree of attention and recall, perceptions of image and quality and enhancing the brand's competitive position (Hawley & Tong, 2009).

The previous study has showed that brand associations directly influence customers' cognitive evaluations and effective responses to the brand and high brand resonance. From a practical point of view, the results highlight the importance of imparting brand association into the mind of the consumer through the marketing messages. The study suggested that dimensions of brand equity will impact how consumer feel about the brand, brand feeling included in the brand resonance model.

2.5 Conceptual Framework of the Study

This conceptual framework is designed to analyze the effect of promotional mix on brand equity and brand resonance of Clear Shampoo in Yangon. Thus, the independent variables are the promotional mix: advertising, promotions, direct marketing, personal selling, and public relations, the mediating variables is measures of brand equity: brand awareness, brand associations, perceived quality and brand loyalty, and dependent variable in this will be brand resonance. In the conceptual framework, the relationship between the five independent variables such as: advertising, promotions, direct marketing, personal selling, and public relations and the dependent variable, brand equity and brand resonance has been conceptualized. The conceptual framework of this study is shown in the Figure (2.4).

Figure (2.5) Conceptual Framework



Source: Own Compilation (2019)

In this conceptual framework, brand equity – in terms of brand awareness, brand association, perceived quality and brand loyalty- is the key factors that are influenced by advertising, sale promotions, direct marketing, personal selling, and public relations and finally stimulates brand resonance. Conclusion, this study investigates whether brand resonance and brand equity are associated with promotional mix of Clear Shampoo in Yangon.

CHAPTER 3

PROFILE AND PROMOTIONAL MIX OF CLEAR SHAMPOO IN YANGON

This chapter includes the profile of Clear Shampoo in Myanmar, descriptive and analysis study of the respondents – Research Design, Reliability Analysis, profile of the respondents and Descriptive explanation of the variables.

3.1 Background of Unilever Myanmar

Clear Shampoo is one of the brands of Unilever. Unilever is a British-Dutch transnational consumer goods company co-headquartered in London, United Kingdom and Rotterdam, Netherlands. Its products include food and beverages, home care and beauty & personal care products. Unilever is one of the oldest multinational companies; its products are available in around 190 countries. Unilever owns over 400 brands, and thirteen brands with sales of over one billion euros: Axe/Lynx, Dove, Omo, Heartbrand ice creams, Hellmann's, Knorr, Lipton, Lux, Magnum, Rexona/Degree, Sunsilk and Surf. The two companies operate as a single business, with a common board of directors. Unilever is organized into four main divisions – Foods, Refreshment, Home Care, and Beauty & Personal Care.

Unilever is coming into the Myanmar market with the launch of full business operations including a new manufacturing facility and new headquarters in Yangon. Unilever, whose roots in the country go back over 80 years, will execute a sustainable growth business model based on its Sustainable Living Plan, and will work with Myanmar's government, key stakeholders and civil society. Unilever has made a 'significant financial investment' to build its new factory in Yangon and aims to build up its team of staff to 150 local employees by the end of June 2013. As part of its long-term commitment to South East Asia and Myanmar, Unilever today declared a joint venture with Europe & Asia Commercial Company (EAC) Ltd to build on its current operations in the country.

Unilever Myanmar and Europe & Asia Commercial Company (EAC) Ltd will combine their respective Personal Care & Home Care businesses, forming Unilever EAC

Myanmar Company Limited. The joint entity, with annual sales in excess of €100 Million, will manufacture, market and distribute Home & Personal Care products in Myanmar.

As Unilever is one of the fast moving consumer goods companies and it manufactures many products which concerned with food and beverages, home care and personal care products.

Table (3.1) Products of Unilever EAC Myanmar

No	Categories	Brand Name
1	Food	Knorr
2	Skin Cleansing	Lux, Lifebuoy, Family Care, Domi, Misss Bar
3	Skin Care	Pond's, Fair & Lovely, Vaseline, Citra
4	Oral Care	Signal, Close Up, 3D
5	Hair Care	Clear, Sunsilk, Dove, Misss, O2, Bon
6	Deodorant	Rexona
7	Household Care	Sunlight, Mr. Care, E-Lan Dish Wash
8	Fabric Wash	E-Lan, E-Co, Rose, Win,
9	Fabric Conditioner	Fino

Source: Data from Unilever Myanmar (2019)

In Myanmar, Unilever Myanmar has successfully created its own market segmentation and target in personal care market from the perspective of market share and awareness. Clear Shampoo is introduced in Myanmar in 2012 by Unilever Myanmar. Both product line for unisex and for men only has been sold since that time. All size of sachet and bottle has been available. Other variants of Sakura, Herbal and Natural are introduced newly. There are various sizes in Clear Shampoo: 9ml, 20ml, 80ml, 170ml, 340ml and 480ml. There are four colors in each size: pink, blue, sakura and men. Herbal variant is available in two size: 310ml and 450ml. Clear Shampoo is one of the one billion brands of Unilever Myanmar. The brand value proposition of is anti-dandruff. Clear has comparative price and comparative benefit compared to other Unilever EAC

products such as Dove, Sunsilk, O2, and Misss and other competitors' brands: Pantene, Head & Shoulders, Eushido, etc.

3.2 Research Design

This study aims to examine the promotional mix of Clear Shampoo and analyzing the effect of promotional mix on brand equity and brand resonance of Clear Shampoo in Yangon. To achieve these objectives, both primary and secondary data are used. Secondary data are obtained from text books, previous research papers and internet websites.

3.2.1 Sample Selection

When deciding to calculate the sample size, firstly population is needed to know. To get the population for the study, one downtown of Yangon was chosen among six downtowns by using simple random sampling method. The sample size was calculated based on the population of people in Botahtaung (40,995) (2014 Myanmar Census).

To determine the sample size of this study, Yamane's Sampling Formula was used,

$$n = \frac{N}{1+(Ne^2)}$$

n = Sample size

N = population size

e = level of precision or sampling of Error

According to the calculation result, the sample size for this study was 396 respondents. To obtain the primary data, 396 respondents of each household out of 8,397 household in Botahtaung township were asked whether they have used Clear Shampoo or not by using simple random sampling method. The respondents were surveyed with the systematic survey question in Yangon. It is found 17 do not have valid data, out of 396 respondents, therefore, only 379 respondent's data can be obtained. The respondents were surveyed by simple random sampling method. SPSS (Statistical Package for the Social Scientists) is a data management and statistical analysis tool which has a very versatile data processing capability.

After the survey data were collected, these results will be entered SPSS to analyze the results and test the reliability analysis. Descriptive and analytical research method was used in this study. Descriptive research is aimed to describe characteristics of consumers, to estimate percentage in a specific population that has a certain form, and to count frequency in consumer behavior. The survey questions used for this study consist of three main parts; (1) Demographic information, (2) Promotional Mix and Brand Equity of Clear Shampoo, and (3) Brand Resonance of Clear Shampoo. The questions in part is closed questions and that are the respondents are required to choose one or more out of given possible answer. The questions in part 2 and 3 are measured with a five point of Likert scale ranging from “strongly disagree to strongly agree” (1= strongly disagree, 2= disagree, 3= neutral, 4= agree and 5= strongly disagree). In this chapter all parts of survey questions will be discussed by descriptive research method.

3.2.2 Reliability Analysis

Reliability analysis was undertaken in order to test the internal consistency of the variables in the questionnaire. Cronbach’s alpha is a measure of internal reliability of the questionnaire. Cronbach’s alpha was selected to conduct the reliability test as it is the most common tool for internal consistency coefficient in particular psychometric measurement.

Table (3.2) Reliability Analysis

Category	Cronbach’s Alpha	No of Items	Interpretation
Advertising	0.814	7	Good
Promotion	0.867	7	Good
Direct Marketing	0.861	7	Good
Personal Selling	0.893	7	Good
Public Relation	0.768	7	Acceptable
Brand Awareness	0.771	7	Acceptable
Brand Associations	0.912	7	Excellent
Perceived Quality	0.905	7	Excellent
Brand Loyalty	0.949	7	Excellent
Brand Resonance	0.965	20	Excellent

Source: Survey Data (2019)

The reliability test is a process of measuring the consistency of repeatability of the scale. Cronbach's alpha test to see if multiple question Likert scale surveys are reliable. These questions measure latent variables – hidden or unobservable variables like: a person's conscientiousness, openness. Cronbach's alpha will tell if the test is accurately measuring the variable of interest. (Tvaakol and Dennick, 2011). The standard minimum value is 0.7 according to Nunnally (1978) and Malhorta (2004). Table (3.2) showed that the Cronbach's Alpha of all the factors were more than 0.7. Therefore, it can be interpreted that the data is considered to be reliable and valid.

3.3 Profile of Respondents

According to the survey data, the respondent's demographic factors are classified into five categories such as gender, age, education, occupation and income. All of these topics will be discussed in the table as follows. The data are presented in terms of number and percentage of respondent as below Table (3.3).

According to the Table (3.3), the gender includes male and female. These respondents are the users of Clear Shampoo products and most respondents are female than male for this study. It can be seen that female respondents use personal care products especially shampoo products than male. For the age group, the range is from 20 to over 50 years old. The largest distribution of the respondents is the group of respondents who are 21 to 30 years old. The respondents who aged between 31 to 40 years old were ranking the second place. The third and fourth place occupied by the group of respondents who between below 20 years old and who between 41 to 50 years old. The smallest portion of distribution is age group over 50 years old. Therefore, it can be verified that that young adult group would like to use Clear Shampoo as personal care products more than older people and children as it is a beauty product and young adult people focus on beauty more.

Table (3.3) Demographic Factors of Respondents

Demographic Factors	Description	No of Respondents	Percentage (%)
	Total	379	100
Gender	Male	143	38
	Female	236	62
Age of Respondent	Under 20 Years	14	4
	21-30 years	340	90
	31-40 years	20	5
	41-50 years	3	1
	Above 50 years	2	1
Occupation	Employee	231	61
	Government Employee	11	3
	Own Business	39	10
	Student	98	26
Monthly Income (MMK)	Below 300,000 MMK	106	28
	300,001-400,000 MMK	74	20
	400,001-500,000 MMK	37	10
	500,001-600,000 MMK	28	7
	Above 600,000 MMK	134	35
Educational Background	High School	2	1
	College/University	66	17
	Graduated	195	51
	Post Graduated	116	31

Source: Survey Data (2019)

According to the Table (3.3), the gender includes male and female. These respondents are the users of Clear Shampoo products and most respondents are female

than male for this study. It can be seen that female respondents use personal care products especially shampoo products than male. For the age group, the range is from 20 to over 50 years old. The largest distribution of the respondents is the group of respondents who are 21 to 30 years old. The respondents who aged between 31 to 40 years old were ranking the second place. The third and fourth place occupied by the group of respondents who between below 20 years old and who between 41 to 50 years old. The smallest portion of distribution is age group over 50 years old. Therefore, it can be verified that that young adult group would like to use Clear Shampoo as personal care products more than older people and children as it is a beauty product and young adult people focus on beauty more.

The occupational level of the respondents is divided in to four group: As shown in the Table (3.3), the majority of respondents' occupations are private company employee by 231 respondents of total respondents. The minority of respondents' occupations are Government Employee and Own Business by 11 and 39 respectively. This research presents that a person who is private company's employee and student use Clear Shampoo.

This research shows that the largest percentage of respondents whose income range is above 600,000 MMK. The respondents group who get below 300,000 MMK and the range between 300,000 MMK and 400,000MMK are the second and third largest consumers group of this survey. The smallest distribution of the group of Clear Shampoo users is the ranges between 400,000 MMK and 600,000 MMK. In the result, the consumption is not very dependent on the rate of monthly income. It can be said that Clear Shampoo has low price with fair quality which is target to low income level consumer group and it also has high price with high quality product which is targeted to high income level consumer group.

The educational level is divided into four groups. As shown in Table (3.3), The majority group of the educational level in this study is graduate by 195 respondents with 51%. The second highest percentage is post graduate by 116 respondents with 31%. The minority group is high school educational level with 1%. In the result, the result shows that the graduate and post graduate respondents like to buy more products of Clear because most graduate people are employees and they pay more attention to their beauty and personal care.

3.4 Promotional Mix of Clear Shampoo

Today, Clear Shampoo is one of the reasonable price products and products having good quality. It is available in every area in Myanmar. Most consumers recognize Clear brand because of its effective promotional mix. There are many different tools in promotional mix by which Unilever Myanmar uses. All types of promotional mix, advertising, promotions, direct marketing, personal selling and public relations are also used for Clear Shampoo in Myanmar. Regarding to promotional tool of advertising, Clear Shampoo advertise its products, new product launch and promotions on TV, radio, magazine, etc. It is also advertised with attractive commercial video. And most people recognize that Clear Shampoo is advertised intensely. Since the beginning of product launch, Clear spends its budget in advertising.

Clear Shampoo uses both types of promotions – consumer promotions and trade promotions. From the perspective of consumer promotions, Clear Shampoo gives many types of sale promotions such as buy one get one free, price discount, gifts offered promotions and products offered promotions by cooperating with other brands. One of the attractive gifts offered promotions is that it gives football which is designed with the signature of Cristiano Ronaldo who is the most famous professional football player. Another gifts that offered by Clear Shampoo as promotions is iPhone X, mobile data, phone bill, Player Unknown's Battle Ground (PUBG) game items, and so on to get the awareness and sale growth in that period of time.

Direct marketing is also a good promotional tool to keep in touch with its customers. Social media marketing is included in direct marketing. Clear always uploads events news, promotions news, new product launch news, etc.. on social media like Facebook, Instagram, etc. Its customers can search about the products and recommendation from social influencers on social media at any time. Clear Shampoo has its own sale person at its sale counter in shopping mall who can listen its customers' problems, who can choose and advise the appropriate products for each customer and who can explain about the products clearly.

Clear Shampoo does many public relations activities such as sponsorship in singing competitions, donations across the country, hiring Myanmar and International brand ambassadors as public figure. By seeing hiring process of brand ambassador, Clear Shampoo really considers some facts like its target consumers are not only women also

men. Thus, it hires Cristiano Ronaldo who is the most famous professional football player and who is the idol person of most of the men all over the world as a brand ambassador to get the achievement of public interest. By hiring him as a Clear's brand ambassador, Clear can get customers who are not only football players, also athlete from various kind of sports.

The first brand ambassador Myanmar is May Myat Noe who is the Miss Asia Pacific World in 2014. Now Clear hires Shwe Hmone Yati who is one of the most famous actresses in Myanmar. It can be seen that Clear really takes care of the Myanmar people's interest. In singing competitions, Clear takes part as a sponsor. In sponsorship, advertising can be on air while the singing competition is playing on live. From the advertising on the sponsorship events, Clear can get awareness from the potential customers and people have positive perspective on events sponsorship. Clear Shampoo plays as a sponsor in Player Unknown's Battle Ground (PUBG) game contest in Yangon. From this event, Clear can get the awareness and positive perspectives from e-sports players. In this year, Clear Shampoo held an event named Clear New Generation Dance Party to get attention and awareness from Electro Dance Music (EDM) ravers. According to this public relations activities, Clear brand can take advantages by following trend in Myanmar.

CHAPTER 4

ANALYSIS ON THE EFFECT OF PROMOTIONAL MIX ON BRAND EQUITY AND BRAND RESONANCE OF CLEAR SHAMPOO IN YANGON

In this chapter, brand equity in this questionnaire was measured and analyzed by the mean and standard deviation of each dimensions in which – advertising, promotions, direct marketing, personal selling, and public relations. Moreover, the relationship between brand equity and brand resonance of consumers were analyzed by regression analysis.

4.1 Analysis on the Effect of Promotional Mix on Brand Equity of Clear Shampoo in Yangon

In this study, the promotional mix of Clear Shampoo is analyzed. The five variables of promotional mix are used as independent variables and each measures of brand equity and brand resonance as dependent variables, in this analysis. The results of the analysis are shown in the following tables.

4.1.1 Promotional Mix of Clear Shampoo

The promotional mix of Clear Shampoo is analyzed. The five variables of promotional mix are used as independent variables as advertising, promotions, direct marketing, personal selling and public relations. The results of the analysis are shown in the Table (4.1) which is presenting the mean value and standard deviation of promotional mix that influences on brand equity of Clear Shampoo in Yangon. The overall mean value of promotional mix is shown in Appendix III.

According to the Table (4.1), the overall mean value of advertising is 3.62 which is greater than the neutral score of 3. Among the questions of advertising, the highest mean value is 3.9. The lowest mean values of advertising is 3.35. It can be said that the advertising of Clear Shampoo is high. It can be interpreted that consumers have the strong awareness of Clear Shampoo's advertising and TV commercials. This mean that Clear brand does not spend very much on the road-side billboard ad and ad in shopping

mall, cinema, etc. In a result, the advertising of Clear Shampoo is effective to attract and stimulate the consumers.

Table (4.1) Promotional Mix

No	Description	Mean
1	Advertising	3.62
2	Sale Promotions	3.31
3	Direct Marketing	2.83
4	Personal Selling	3.20
5	Public Relations	3.22
	Overall Mean	3.24

Source: Survey Data (2019)

To analyze the sale promotions of Clear brand, seven different questions are asked to 379 respondents of Clear Shampoo users. The overall mean value of sale promotions which related to promotional mix of Clear Shampoo is 3.31 which is greater than the neutral score of 3. The highest mean value of sale promotions is 3.59. The lowest mean value of the sale promotions of Clear Shampoo is 3.16. The sale promotions awareness level of Clear Shampoo is high. The most effective sale promotion of Clear Shampoo is giving buy 1 get 1 free promotion. This kind of sale promotion can encourage the awareness of the brand and willingness to buy the Clear Shampoo. Although the mean value is higher than the neutral point, consumers analyze the sale promotions of Clear Shampoo is not very useful and attractive enough to purchase Clear Shampoo when its promotion is available. It can be concluded that consumers recognize the sale promotions of Clear Shampoo and some promotions of Clear Shampoo can drive consumers to purchase.

As shown in Table (4.1), the overall mean value of direct marketing related to promotional mix of Clear Shampoo is 2.83. The highest mean value of direct marketing of Clear Shampoo is 3.51. Although the lowest mean value is 2.45. The highest awareness level of the direct marketing is related to social media marketing in direct marketing. it can be interpreted that Clear brand has strong social media marketing in direct marketing. The questions about receiving information via mobile phone is strong question since it shows that Clear Shampoo is weak in direct marketing especially on mobile phone text message. As a result, consumers analyze that Clear brand is weak in

direct marketing of mobile text message and email but the social media marketing of Clear brand is strong.

According to the Table (4.1), overall mean value of personal selling is 3.20 which is higher than the neutral score of 3. The highest mean value of personal selling of Clear Shampoo is 3.38 and the lowest mean value is 3.00. It can be said that the personal selling of Clear Shampoo is effective. The highest mean value comes from confidence of sale person. It can be said that Clear Shampoo's sale persons have high confidence on their products what they are selling. On the other words, the feedback and quality of the product is trustable so that their confident level on their can be recognized by consumers.

The highest mean value related to public relations is 3.61. The lowest mean value of 2.93. The overall mean value of public relations which is related to promotional mix of Clear Shampoo is 3.22 which is greater than the neutral score of 3, as shown in Table (4.1). The highest acceptance level of public relations is about the awareness of ad and activities in some popular events. Consumers analyze that Clear brand has strong in public relation activities in popular events. The question about awareness of changes in brand ambassador Myanmar has low acceptance from respondents. The mean value of each question about public relations except recognition of changes in Clear Brand Ambassador Myanmar is high. It can be concluded that consumers recognize the advertising and activities of Clear brand in Yangon and they have the knowledge of public figure of Clear in Myanmar and International.

4.1.2 Brand Equity of Clear Shampoo

The brand equity of Clear Shampoo is analyzed in this study. The five measures of brand equity: brand awareness, brand associations, perceived quality and brand loyalty are used. The results of the analysis are shown in the Table (4.2) which is presenting the mean value and standard deviation of brand equity of Clear Shampoo in Yangon. Seven different questions are addressed to 379 respondents of Clear Shampoo's users. The overall mean value of brand equity is shown in Appendix III.

As shown in Table (4.2), the overall mean value of brand awareness is 3.48 which is greater than the neutral score of 3. The highest mean value of the brand awareness is 3.82 and the lowest mean value is 2.94. It can be interpreted that Clear brand has very high brand awareness. Consumers are highly aware of Clear brand because the score of recognition of brand by logo, symbol and color and the questions: easily recall features of

the brand and able to detect the brand in the shop and having knowledge of separate product line for men. It can be said that consumers recognize the brand's target customers of men separately. It can be concluded that overall mean value of brand awareness is high and consumers are highly aware of Clear Shampoo although they do not know exactly how many variants that Clear Shampoo has in each product line. It could be that they have their favorite variant when using it.

Table (4.2) Brand Equity

No	Description	Mean
1	Brand Awareness	3.48
2	Brand Associations	3.44
3	Perceived Quality	3.43
4	Brand Loyalty	3.20
	Overall Mean	3.39

Source: Survey Data (2019)

According to the result, overall mean value of that measure of brand equity is 3.44 which is greater than the neutral score of 3. Mean value of each question in brand associations is higher than the neutral score of 3. It is found that the respondents are highly associated with Clear Shampoo. The highest mean value comes from trust on the company, Unilever Myanmar, which produces Clear Shampoo. The question of believe in quality, brand has many fans, worthy to buy Clear Shampoo, and mainstream in industry get the high score.

Based on the study, overall mean value of perceived quality is 3.43 which is greater than the neutral score of neutral score of 3. The highest mean value of perceived quality 3.80 and the lowest mean value is 3.00. It can be generally interpreted that respondents are satisfied the perceived quality of Clear Shampoo. Highest mean value of perceived quality comes from the question of having stylish packaging design in the market. Clear Shampoo can attract respondents by packaging design and packaging quality especially. The second highest mean value comes from consistent quality and better benefits than expectation is third place that respondents are satisfied with.

According to the Table (4.2), all the mean value of measure of brand equity for seven questions of brand loyalty are higher than the neutral score of 3. Only brand loyalty of the respondents is low when other brands give promotions. Highest mean value of brand loyalty is 3.52 which comes from the recommendation to others. It can be interpreted that respondents highly recommend Clear brand to others, family, friends, colleagues and their environments. Overall mean value of brand loyalty is 3.20 which is greater than the neutral score of 3. It can be concluded that respondents have loyalty on Clear Shampoo.

4.1.3 Effect of Promotional Mix on Brand Awareness of Clear Shampoo

This section represents the analysis of promotional mix on brand equity of Clear Shampoo in Yangon. Table (4.3) shows the effect of independent variables (advertising, promotions, direct marketing, personal selling and public relations) on dependent variable (brand awareness). Linear regression model is used to know detail of it.

Table (4.3) Effect of Promotional Mix on Brand Awareness

Model	Unstandardized Coefficients		t	Sig.	VIF
	B	Std. Error			
(Constant)	1.176	.181	6.496	.000	
Advertising	.200***	.062	3.215	.001	1.996
Promotion	-.033	.055	-.601	.548	2.439
Direct Marketing	.017	.053	.312	.755	2.180
Personal Selling	.150***	.058	2.580	.010	1.900
Public Relations	.361***	.051	7.150	.000	1.621
R	.586				
R Square	.343				
Adjusted R Square	.334				
F Value	38.947***				
Durbin Watson	1.944				

Source: Survey Data (2019)

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

According to the result shown in Table (4.3), R square and adjusted R Square is at 34% and 33% respectively. This indicated that the model explains most of the variability of the response data around its mean. According to the result, advertising, personal selling and public relations have significant coefficient at 1% level and it has positive sign. Overall evaluation of the model explains that the promotional mix on brand awareness well since the estimation produced expected positive signs and highly significant coefficients for three elements out of five elements in this research. Every one unit increases in advertising, personal selling and public relations help brand awareness to increase.

The advertising of Clear Shampoo has high degree positivity on brand awareness because recognition of the advertising on TV commercial, radio, and on billboard of road-side, café, cinema, and shopping malls can increase the awareness of the brand. The personal selling of Clear Shampoo has high degree positivity on brand awareness because facts what sale persons talk about can increase how many product lines that Clear Shampoo has can increase the awareness level of consumers. Based on the result of analysis, public relation activities has high degree positivity on brand awareness because the use of public figure like brand ambassadors can increase the awareness level of Clear brand.

4.1.4 Effect of Promotional Mix on Brand Associations of Clear Shampoo

This section includes the effect of promotional mix on brand associations of Clear Shampoo. The independent variables are advertising, promotions, direct marketing, personal selling, and public relations and the dependent variable of brand equity is brand awareness. The following Table (4.4) shows the results of the analysis by using linear regression model.

According to the result shown in Table (4.4), R square and adjusted R Square is at 64% and 63% respectively. This indicated that the model explains most of the variability of the response data around its mean. All variables are strongly significant as stated by regression analysis table. Advertising, sale promotions, direct marketing, personal selling and public relations have significant coefficient at 1% level and it has positive sign. Every one unit increases in advertising, promotions, personal selling and public relations help brand associations to increase.

Table (4.4) Effect of Promotional Mix on Brand Associations

Model	Unstandardized Coefficients		t	Sig.	VIF
	B	Std. Error			
(Constant)	.074	.144	.514	.608	
Advertising	.279***	.049	5.651	.000	1.996
Promotion	.289***	.043	6.661	.000	2.439
Direct Marketing	-.132***	.042	-3.112	.002	2.180
Personal Selling	.242***	.046	5.222	.000	1.900
Public Relations	.309***	.040	7.701	.000	1.621
R	.798				
R Square	.637				
Adjusted R Square	.632				
F Value	131.091***				
Durbin Watson	1.898				

Source: Survey Data (2019)

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

Based on the result, advertising has high degree positivity on brand associations because the attractiveness of the commercial video can be recognized associated with the brand like the customers ask the brand at the retail shop as the brand how it is advertised on TV. The sale promotions has high impact on brand association positively because some promotions gifts can persuade the consumers. Direct marketing has high impact on brand associations. The increase in direct marketing can lead to decrease in brand associations. Consumers have a mindset that they have negative perceptive on direct marketing activities of direct phone call, heavy text message, etc. The negative sign explains that direct marketing needs to be improved and find more effective ways. Personal selling of the Clear Shampoo has high effect on the brand association because confidence and having knowledge about their products of sale persons of Clear Shampoo at the sale counter can influence on the brand associations. Based on the result, public relations has highest impact on the brand associations among others promotional mix of Clear Shampoo because consumers want to use the brand what their idols recommend or represent.

4.1.5 Effect of Promotional Mix on Perceived Quality of Clear Shampoo

Table (4.5) shows the result which related to the analysis on the effect of independent variables (advertising, promotions, direct marketing, personal selling, and public relations) on dependent variable (perceived quality) by using linear regression model.

According to the result shown in Table (4.5), R square and adjusted R Square is at 65% and 64% respectively. This indicated that the model explains most of the variability of the response data around its mean. Four variables out of five are strongly significant and personal selling is not significant as stated by regression analysis table. Advertising, sale promotions, direct marketing and public relations has significant coefficient at 1% level and it has positive sign. Every one unit increases in advertising, promotions, direct marketing and public relations help perceived quality to increase.

Table (4.5) Effect of Promotional Mix on Perceived Quality

Model	Unstandardized Coefficients		t	Sig.	VIF
	B	Std. Error			
(Constant)	-.030	.162	-.186	.853	
Advertising	.276***	.056	4.954	.000	1.996
Promotion	.439***	.049	8.950	.000	2.439
Direct Marketing	.184***	.048	3.866	.000	2.180
Personal Selling	.004	.052	.072	.943	1.900
Public Relations	.148***	.045	3.262	.001	1.621
R	.805				
R Square	.648				
Adjusted R Square	.643				
F Value	137.313***				
Durbin Watson	1.801				

Source: Survey Data (2019)

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

Based on the result, advertising can influence on the perceived quality of Clear Shampoo because advertising is the best tool to communicate its products with its

consumers. Advertising can express the promised quality that Clear brand can offer like anti-dandruff. Sale promotions has high impact on the perceived quality of Clear Shampoo because the quality of the products is consistent and the attractiveness of the packaging quality is good even when it gives promotions. Direct marketing because social influencers such as beauty bloggers, actors, and actress write recommendations of Clear Shampoo on social media and consumer believe the quality of the products. The public relations high effect on perceived quality because the public figures such as brand ambassadors who they like represent that brand.

4.1.6 Effect of Promotional Mix on Brand Loyalty of Clear Shampoo

According to the Table (4.6), the result is related to the analysis of the effect of independent variables (advertising, promotions, direct marketing, personal selling and brand loyalty) on the measure of brand equity (brand loyalty) by using linear regression model.

Table (4.6) Promotional Mix on Brand Loyalty

Model	Unstandardized Coefficients		t	Sig.	VIF
	B	Std. Error			
(Constant)	-.518	.201	-2.575	.010	
Advertising	.162**	.069	2.343	.020	1.996
Promotion	.657***	.061	10.823	.000	2.439
Direct Marketing	.261***	.059	4.412	.000	2.180
Personal Selling	-.023	.065	-.350	.726	1.900
Public Relations	.091	.056	1.612	.108	1.621
R	.791				
R Square	.625				
Adjusted R Square	.620				
F Value	124.353***				
Durbin Watson	1.851				

Source: Survey Data (2019)

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

According to the result shown in Table (4.6), R square and adjusted R Square is at 63% and 62% respectively. This indicated that the model explains most of the variability of the response data around its mean. Three variables out of five are strongly significant and personal selling and public relations are not significant as stated by regression analysis table. Based on the analysis as shown in Table (4.6), advertising has significant coefficient at 5% level and it has positive sign. Sale promotions and direct marketing have the significant coefficient at 1% level and it has positive sign. Every one unit increases in advertising, promotions, and direct marketing help brand loyalty to increase by 0.16, 0.66 and 0.26 respectively.

This means that the advertising has an impact on brand loyalty because consumer in rural area are loyal to purchase the products with its advertising. Sale promotions can effect positively and highly on brand loyalty because consumers want to switch brand when other brands give promotions but Clear does not offer the brand. Direct marketing activities based on customer relationship management such as using personal data of their like, birthday, favorite products, etc can have high impact to increase the brand loyalty because they will feel that the brand give favour and takes care of them.

4.2 Effect of Brand Equity on Brand Resonance of Clear Shampoo in Yangon

This section is related to the analysis of the effect of brand equity on brand resonance of Clear Shampoo in Yangon. Table (4.8) shows the effect of independent variables (brand equity) on dependent variable (brand resonance). Linear regression model is used to know detail of it.

4.2.1 Brand Resonance of Clear Shampoo

Brand resonance of Clear Shampoo is examined by addressing twenty different questions to 379 respondents of Clear Shampoo. The result of brand resonance is shown in the Table (4.7) with mean value and standard deviation.

Table (4.7) Brand Resonance

No	Description	Mean	Std. Deviation
1	First place in my mind	3.26	1.13
2	Recall symbol and logo of Clear Shampoo	3.63	1.03
3	Better quality compared to other brands	3.26	0.96
4	Satisfaction with basic needs	3.31	1.10
5	Fair price compared to other brands	3.11	0.98
6	Remember core message of Clear Shampoo	3.06	1.17
7	Recognize smell of Clear Shampoo	3.49	1.08
8	Good opinion on Clear Shampoo	3.54	0.92
9	Trust the brand	3.19	0.95
10	Consistent quality	3.41	0.91
11	Strongly recommend to others	3.35	0.99
12	Personally relevant to the brand	3.30	1.03
13	Having knowledgeable staff	3.33	0.82
14	Feeling of self-respect	3.08	0.97
15	Feeling of social approval	3.00	0.99
16	Feeling of security	3.18	0.99
17	Really love Clear Shampoo	3.21	1.03
18	The necessary brand	3.07	1.09
19	Proud to be Clear's customer	3.00	1.11
20	Loyalty to Clear Shampoo	3.01	1.10
	Overall Mean	3.24	

Source: Survey Data (2019)

According to the Table (4.7), each mean value of brand resonance for twenty different questions is greater than the neutral score of 3 except the questions of proud to

be Clear’s customers and feeling of social approval. It can be interpreted that Clear Shampoo has good brand resonance but respondents have low attitude on Clear Shampoo can get social approval from society. The three highest mean value of brand resonance are 3.63, 3.54, and 3.49. Those three highest mean values come from the questions of recall symbol and logo of Clear Shampoo, good opinion on Clear Shampoo, and recognize smell of Clear Shampoo. It can be said that respondents have high awareness of the brand and trust the brand. Overall mean value of brand resonance is 3.24 which is greater than the neutral score of 3. It can be concluded that respondents have high brand resonance on the Clear Brand. However, Clear should make to linkage with the society to get very strong impression from and influence on consumers.

Table (4.8) Effect of Brand Equity on Brand Resonance

Model	Unstandardized Coefficients		t	Sig.	VIF
	B	Std. Error			
(Constant)	.381	.086	4.437	.000	
Brand Awareness	.048*	.028	1.747	.082	1.555
Brand Associations	.267***	.036	7.369	.000	3.068
Perceived Quality	.099***	.037	2.698	.007	4.111
Brand Loyalty	.445***	.028	16.176	.000	3.354
R	.921				
R Square	.848				
Adjusted R Square	.847				
F Value	523.156***				
Durbin Watson	1.838				

Source: Survey Data (2019)

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

According to the Table (4.8), brand awareness is strongly significant and it has positive effect on brand resonance. Brand awareness has significant coefficient at 10% level. It shows that brand awareness increases brand resonance. The positive relationship

means that every one unit increase in brand awareness increase help to increase brand resonance by 0.05.

As it can be seen in Table (4.8), brand associations has positive effect on brand resonance and it is strongly significant. Brand associations has significant coefficient at 1%. It shows that brand associations increases brand resonance. Every one unit brand associations increase helps to increase 0.27 in brand resonance.

And perceived quality has positive sign and it has highly significant coefficient at 1% level. It can be interpreted that it has positive relationship with brand resonance. Positive relationship means that every one unit increase of perceived quality helps to increase brand resonance by 0.1.

As shown in Table (4.8), brand loyalty has positive sign and it has strongly significant coefficient at 1% level. It can be said that brand loyalty has positive impact on brand resonance. It indicates that every one unit increase in brand loyalty leads to increase 0.45 in brand resonance.

To sum up, the evaluation of the model explains that the promotional mix on brand loyalty well since the estimation produced expected positive signs and highly significant coefficients for all elements in this research. As the result as shown in Table (4.8), R square and adjusted R Square is at 84% and 84% respectively. This indicated that the model explains most of the variability of the response data around its mean. All variables has positive sign and strongly significant. Moreover, according to regression coefficient (beta), brand loyalty is at the first place of brand equity, brand associations as second place, perceived quality as third place on brand resonance, and brand awareness as last place. According to t-text result that explains the significant of coefficients, brand loyalty has most positive impact on brand equity.

CHAPTER 5

CONCLUSION

This chapter concludes the whole study of the effect of promotional mix (advertising, promotions, direct marketing, personal selling and public relations) of Clear Shampoo on brand equity (measures of brand equity are brand awareness, brand associations, perceived quality and brand loyalty) and brand resonance of Clear Shampoo in Yangon. In this chapter, all aspects of the study are included. This chapter describes finding and discussion, suggestions and recommendations, and needs for further study for promotional mix, brand equity and brand resonance.

5.1 Findings and Discussions

According to the result of the research, the profile of respondents shows that both female and male respondents use Clear Shampoo and percentage of women's purchase is higher than percentage of men's purchase. Almost all age group of intervals use Clear Shampoo. Adult age group would like to use Clear Shampoo mostly. Most Clear Shampoo's users are private company employees with high income level and mainly come from graduated and post graduated.

According to the result of the research, in the effect of the promotional mix on brand awareness, promotional mix of advertising, promotions and public relations have a significant relationship with brand awareness. Since advertising, sale promotions and public relations have a positive impact on the brand awareness, the increase in these promotional tools can lead to increase in brand awareness especially in public relations. Although the brand awareness of the Clear Shampoo is high, the awareness level can be increase by spending more in public relations because public relations tool of promotional mix has positive significant effect and the most effective tools on brand awareness compared to other tools.

As the result of the study, all of the promotional tools: advertising, sale promotions, direct marketing, personal selling, and public relations have significant effect on the brand associations. Advertising, promotions, personal selling and public relations has positive impact on the brand associations highly. The increase in advertising, sale

promotions, personal selling and public relations can lead to increase in brand associations. Although the brand associations of Clear Shampoo is high according to the research in this study, Clear should increase the activities on all types of promotional mix to get more brand associations from its consumers. There is one thing in the result that direct marketing has negative impact on the brand associations and it is highly significant. The increase in direct marketing can make brand associations decrease. But the awareness level of social media marketing which is included in the direct marketing is high, other direct marketing activities such as direct email, direct phone call and direct text message to its potential customers, have negative perceptiveness.

Personal selling has a significant impact on both brand awareness and brand associations. And as the mean value can be seen in the result, respondents agree the usefulness of Clear's personal selling because the overall mean value is higher than the neutral score. There are some weaknesses in personal selling of Clear Shampoo. They are few or no tester in the Clear Shampoo sale counter, and sales persons' weaknesses in listening carefully to customers' problems and to needs and wants of customers. Hospitality, product knowledge and confidence on products of sales persons are very good.

It can be seen in the result of the research, perceived quality is impacted by sales promotions, advertising, direct marketing, and public relations. Promotions, advertising, direct marketing, and public relations have positive impact on the perceived quality of Clear Shampoo and it is significant. Perceived quality of Clear Shampoo is high. To get more perceived quality of Clear, advertising can increase the perceived quality. The result shows that Clear Shampoo has high effectiveness in advertising. Respondents recognize Clear Shampoo advertising among advertising of competitor products. Respondents recognize especially TV commercial with attractive commercial video which are intensely advertised by spending advertising budget highly. But respondents do not recognize the road-side billboards advertising and advertising in shopping malls, cinemas, and cafés.

In the result of the study, brand loyalty is affected by sales promotions, direct marketing, and public relations. Sales promotions, direct marketing, and public relations have significant impact on the brand loyalty and they have positive impact. Thus, the increase in these variables can lead to increase in brand loyalty. According to the result of the research, Clear Shampoo has high level of brand loyalty. According to the finding of

the study, brand resonance of the Clear Shampoo is quite good especially in that Clear brand is the first choice of the consumers. All of the measures of brand equity, brand awareness, brand association, perceived quality and brand loyalty, have significant effect on the brand resonance of Clear Shampoo and have positive impact on brand resonance. Brand loyalty, perceived quality and brand associations can positively impact more on brand resonance than brand awareness and perceived quality. The increase in brand loyalty and association can lead to increase in brand resonance. The brand loyalty can be increased by increasing the promotion. The mean value of the promotions shows that the promotions of the Clear Shampoo are recognized well. And respondents are willing to buy Clear Shampoo more when it gives buy one get one promotions and price discounts than when gifts offered promotions. They are aware of the promotion news in newspapers, journals, magazines, etc. But the frequency of promotions offered by Clear Shampoo is low and the frequency of gifts offered promotion is also low.

5.2 Suggestions and Recommendations

According to the finding of the study, public relations is the most effective tool that can impact on the brand awareness. Although the awareness of public relations activities is high, Clear should increase its public relations activities in corporate social responsibility. Because of the awareness of corporate social responsibility activities done by Clear is low, corporate social responsibility like brand with purpose, should be done more than corporate social responsibility of donation to charity. Clear should take care of the consumer's scalp and hair health by spending its budget in some activities such as giving speech for hair and scalp health, free testing dandruff activities, etc.

According to the finding of the study, direct marketing is significant at 1% level and it is negative impact on brand associations. Since direct marketing has negative impact, Clear must find new way in direct marketing carefully to avoid getting low brand associations. Because of the low effectiveness in direct marketing, Clear Shampoo should emphasize on direct marketing by using customer relationship management. It seems that Clear brand only spend in other promotional tools such as advertising, promotions, etc. Engagement with separate products and its targeted customers should be done by more linkage promotional tools.

According to the finding, both brand awareness and brand associations are affected by good personal selling of Clear Shampoo. Although the sale persons have high confidence and ability to explain about their products, they are weak in listening to what customers want to tell. Thus, Clear should give training to sale persons to solve that issue. And it should assess the sale persons' performance by hiring agency and some bonus should be given if the sale person is qualified.

According to the finding of the study, Clear Shampoo has good perceived quality. Although Clear Shampoo has good perceived quality, it can be increased by spending more budget on advertising. Clear Shampoo has effective advertising promotional tool especially TV commercials. But Clear Shampoo is weak in billboard advertising. Although billboard advertising in cinema, café, and restaurants are not very much necessary, billboard advertising must be placed in shopping mall and markets. Visibility can increase rate of purchasing especially in Fast Moving Consumer Goods industry. Thus, instead of spending in billboard on the road-side, Clear should spend its budget in advertising in the markets and shopping malls. Not only on that but also, by using advertising Clear Shampoo should attract men to buy only Clear Shampoo by pointing out that the separate product line for men is modified to be compatible with the scalp of men since the scalp of men and woman is quite different because of having separate product line for Men. Herbal product of Clear Shampoo more emphasize on natural ingredients. Therefore, it can keep touch old people to reach these natural ingredients based herbal products.

According to the finding of the study, brand loyalty of Clear Shampoo can be increased by promotions mostly. As described in the finding, to increase the brand resonance via increasing brand loyalty of Clear Shampoo, it should spend more budget in promotions. Clear Shampoo has quite effective promotions and respondents are aware of the promotion news. But according to the research, the gifts offered promotions by Clear Shampoo is not very attractive and consumers are not very interested in those gifts offered. Therefore, Clear should give promotion with buy one get one free and price discount which can increase consumers' willingness to purchase.

5.3 Needs for Further Study

This study focuses only on the effect of promotional mix on brand equity and brand resonance of Clear Shampoo in Yangon. Among two types of promotions, consumer promotions and trade promotions, this study do research on consumer promotions only. Thus, the other thing is that further study could be directed at the effect of trade promotions on brand equity and brand resonance of the brand. The target population is limited in this study because this study focuses only on Yangon area. But Clear is sold in the whole country not only in Yangon. Thus, further research should target the whole country, Myanmar to know the Clear Shampoo still have high brand equity and brand resonance all over the Myanmar country. Instead of studying only Clear brand, further study should examine the comparative brand equity between Clear brand and other major competitors' brand in the hair care industry.

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Appendix- I

Questionnaires

This questionnaire is a part of MBA program from Yangon University of Economic. This is designed for the study of **the Effect of Promotional Mix on Brand Equity and Brand Resonance of Clear Shampoo in Yangon**. It is granted that your specific data will not be sold or announced to public.

There are questions to answer. Please help to finish all questions and return the questionnaire to us. Your privacy data are fully secured with us. I am very thankful for your time and participation.

Section (A) Please choose one answer.

- (1) Gender
 Male Female
- (2) Age of Respondents:
 Under 20 years 21-30 years 31-40 years
 41-50 years Above 50 years
- (3) Occupation
 Students Employees Gov. Employees
 Own Business Others
- (4) Monthly Income
 Below 300,000 MMK 300,001-400,000 MMK
 400,001-500,000MMK 500,001-600,000 MMK
 Above 600,000 MMK
- (5) Educational Background
 High School College/University Graduated
 Post Graduated

Section (B) Promotional Mix

Please describe your perception on the relevant box. Please tick under the scale number according to your perceptions.

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

No	Promotional Mix	1	2	3	4	5
	Measurement of Advertising					
1	I can recognize the Clear Shampoo advertising among competitive brands.					
2	I can recognize Clear Shampoo in TVC frequently.					
3	I feel Clear Shampoo commercial video advertising is very attractive.					
4	I am aware of Clear Shampoo ad at Road-side Billboard, posters and LED signboards frequently.					
5	I am aware of Clear Shampoo ad at bus-stop, café-shops, cinema and shopping mall frequently.					
6	Clear Shampoo is intensively advertised.					
7	Clear Shampoo seems to spend a lot on its advertising compared to advertising for competing shampoo brands.					
	Measurement of Promotions					
8	I aware Clear Shampoo sales promotion event news at journals, newspaper and magazines.					
9	I will buy one of product of Clear Shampoo if there is price discounts promotion,					
10	I will buy one of product of Clear Shampoo if there is buy-one-get-one-free promotion.					
11	Clear Shampoo frequently offers gifts.					

12	The gifts given from sale promotion of Clear Shampoo events are useful and attractive.					
13	Clear Shampoo gives promotions more frequently than competing brands of shampoo.					
14	I will buy only Clear Shampoo when Clear Shampoo and other brands give promotions at the same time.					
	Measurement of Social Media Marketing					
15	I can get new products and promotional news at Clear Shampoo social media websites up to date.					
16	I have ever received notifications from Clear Shampoo for new products to my emails.					
17	I have ever received information for new products to my mobile phone as text message.					
18	I have ever received information for sales promotion to my mobile phone as text message.					
19	I have received personal contact (phone call) with Clear Shampoo.					
20	I have seen beauty bloggers' recommendation on social media.					
21	I can easily search on Facebook when I want to know about the Clear Products.					
	Measurement of Personal Selling					
22	Tester of Clear Shampoo products at supermarket and convenience store and promotions encourages me to buy.					
23	Sale person at Clear Shampoo can explain product ingredients and effects well.					
24	Sale persons at Clear Shampoo counter gives you warm greeting and hospitality.					
25	Sale persons always listen your needs and wants.					
26	Sale persons always care about your problems.					
27	I am satisfied the quality of service provided by Clear Sale persons.					
28	Sale persons of Clear have confident about the products that are being sold.					

	Measurement of Public Relation					
29	I am awareness of public related CSR activities about Clear Shampoo frequently on TVC and journals.					
30	I am aware of Clear Shampoo ad at Stage-Show, Music festivals and sport events frequently.					
31	I am aware of Clear Shampoo ad at singing competition.					
32	I am aware of Clear Shampoo ad at Myanmar traditional festival. (eg.,Thingyan Festival)					
33	I am aware the change of Clear Brand Ambassador Myanmar.					
34	I know the Clear Brand Ambassador Myanmar.					
35	I know the Clear Brand Ambassador International.					
	Brand Equity					
	Measurement of Brand Awareness					
36	I recognize the symbol/logo/color of Clear Shampoo brand.					
37	I can easily recall some of the features of Clear Shampoo.					
38	At the place of purchase, I could visually detect Clear Shampoo brand without much effort					
39	I know the Clear Shampoo's motto.					
40	I know Clear has separate line of products for Men.					
41	I know Clear Shampoo has 2 colors for Men					
42	I know Clear Shampoo has 4 colors for unisex.					
	Measurement of Brand Association					
43	I know that Clear Shampoo has many "fans."					
44	Clear Shampoo products are the mainstream in its industry.					
45	I believe that Clear Shampoo products have considerable quality.					
46	Considering what I would pay for Clear Shampoo, I would get much more than my money's worth.					
47	I trust the company which makes Clear Shampoo.					
48	I can get better benefits from Clear Shampoo when					

	compared to other brands.					
49	Within shampoo products I consider Clear Shampoo a good buy.					
	Measurement of Perceived Quality					
50	Clear Shampoo maintains consistent quality.					
51	The packaging design of Clear Shampoo is stylish.					
52	Clear Shampoo offers many benefits as I expected.					
53	Using Clear Shampoo can reflect personal taste.					
54	I would regularly take note of new Clear Shampoo products.					
55	I would specifically go to specialized stores or counters to purchase.					
56	Using Clear Shampoo is a symbol of social status.					
	Measurement of Brand Loyalty					
57	I would like to recommend Clear Shampoo to others.					
58	When I buy shampoo, Clear Shampoo would be my first choice.					
59	I am still willing to buy this brand even if its price is a little higher than that of its competitors.					
60	I will not buy other brands if Clear Shampoo is not available at the store.					
61	I am still willing to buy Clear Shampoo even if another brand has the same attributes and features.					
62	Even if other brands give promotions, I will buy Clear Shampoo.					
63	I am still willing to buy even if Clear Shampoo does not give promotions.					

Section (C) Brand Resonance

Please describe your perception on the relevant box. Please tick under the scale number according to your perceptions.

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

No	Brand Resonance	1	2	3	4	5
1.	When I think about shampoo, Clear Shampoo comes to my mind first.					
2.	I can quickly recall the symbol and logo of Clear Brand.					
3.	Compared to other shampoo brands, Clear gives a better quality.					
4.	Compared to other shampoo brands, Clear satisfies my basic needs.					
5.	Compared to other brands, Clear price is high.					
6.	I remember the core message of Clear Shampoo.					
7.	I can recognize the smell of Clear Shampoo.					
8.	My overall opinion of Clear Shampoo is good.					
9.	I trust Clear Shampoo so much.					
10.	The quality of Clear Shampoo is consistent.					
11.	I am likely to recommend Clear Shampoo to others.					
12.	Personally, Clear Shampoo is relevant to me.					
13.	The staffs of Clear Shampoo are knowledgeable.					
14.	Clear Shampoo gives me a feeling of self-respect.					
15.	Clear Shampoo gives me a feeling of social approval.					
16.	Clear Shampoo gives me a feeling of security.					
17.	I really love Clear Shampoo.					
18.	Clear Shampoo is the one brand that I need.					
19.	I am proud to have others know that I am customer of Clear Shampoo.					
20.	I consider myself loyal to Clear Shampoo.					

THANK YOU!

Appendix – II

Output of the SPSS

Regression Analysis on Promotional Mix (Advertising, Promotions, Direct Marketing, Personal selling and Public Relations), Measures of Brand Equity (Brand Awareness, Brand Associations, Perceived Quality and Brand Loyalty) and Brand Resonance.

(1) Promotional Mix on Brand Awareness

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	.586 ^a	.343	.334	.58593	.343	38.947	5	373	.000	1.944

- a. Predictors: (Constant), Advertising, Promotions, Direct Marketing, Personal Selling, Public Relations
- b. Dependent Variable: Brand Awareness

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	66.855	5	13.371	38.947	.000 ^b
Residual	128.057	373	.343		
Total	194.912	378			

- a. Dependent Variable: Brand Awareness
- b. Predictors: (Constant), Advertising, Promotions, Direct Marketing, Personal Selling, Public Relations

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.176	.181		6.496	.000		
Advertising	.200	.062	.191	3.215	.001	.501	1.996
Promotion	-.033	.055	-.039	-.601	.548	.410	2.439
Direct Marketing	.017	.053	.019	.312	.755	.459	2.180
Personal Selling	.150	.058	.149	2.580	.010	.526	1.900
Public Relations	.361	.051	.382	7.150	.000	.617	1.621

a. Dependent Variable: Brand Awareness

(2) Promotional Mix on Brand Associations

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	.798 ^a	.637	.632	.46615	.637	131.091	5	373	.000	1.898

a. Predictors: (Constant), Advertising, Promotions, Direct Marketing, Personal Selling, Public Relations

b. Dependent Variable: Brand Associations

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	142.429	5	28.486	131.091	.000 ^b
Residual	81.052	373	.217		
Total	223.481	378			

a. Dependent Variable: Brand Associations

b. Predictors: (Constant), Advertising, Promotions, Direct Marketing, Personal Selling, Public Relations

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.074	.144		.514	.608		
Advertising	.279	.049	.249	5.651	.000	.501	1.996
Promotion	.289	.043	.324	6.661	.000	.410	2.439
Direct Marketing	-.132	.042	-.143	-3.112	.002	.459	2.180
Personal Selling	.242	.046	.224	5.222	.000	.526	1.900
Public Relations	.309	.040	.306	7.701	.000	.617	1.621

a. Dependent Variable: Brand Associations

(3) Promotional Mix on Perceived Quality

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	.805 ^a	.648	.643	.52612	.648	137.313	5	373	.000	1.801

a. Predictors: (Constant), Advertising, Promotions, Direct Marketing, Personal Selling, Public Relations

b. Dependent Variable: Perceived Quality

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	190.040	5	38.008	137.313	.000 ^b
Residual	103.246	373	.277		
Total	293.286	378			

a. Dependent Variable: Perceived Quality

b. Predictors: (Constant), Advertising, Promotions, Direct Marketing, Personal Selling, Public Relations

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-.030	.162		-.186	.853		
Advertising	.276	.056	.215	4.954	.000	.501	1.996
Promotion	.439	.049	.429	8.950	.000	.410	2.439
Direct Marketing	.184	.048	.175	3.866	.000	.459	2.180
Personal Selling	.004	.052	.003	.072	.943	.526	1.900
Public Relations	.148	.045	.128	3.262	.001	.617	1.621

a. Dependent Variable: Perceived Quality

(4) Promotional Mix on Brand 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	.791 ^a	.625	.620	.65178	.625	124.353	5	373	.000	1.851

- a. Predictors: (Constant), Advertising, Promotions, Direct Marketing, Personal Selling, Public Relations
- b. Dependent Variable: Brand Loyalty

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	264.138	5	52.828	124.353	.000 ^b
Residual	158.459	373	.425		
Total	422.597	378			

- a. Dependent Variable: Brand Loyalty
- b. Predictors: (Constant), Advertising, Promotions, Direct Marketing, Personal Selling, Public Relations

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-.518	.210		-2.575	.010		
Advertising	.162	.069	.105	2.343	.020	.501	1.996
Promotion	.657	.061	.536	10.823	.000	.410	2.439
Direct Marketing	.261	.059	.207	4.412	.000	.459	2.180
Personal Selling	-.023	.065	-.015	-.350	.726	.526	1.900
Public Relations	.091	.056	.065	1.612	.108	.617	1.621

a. Dependent Variable: Brand loyalty

(5) Promotional Mix on Brand Equity

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	.851 ^a	.724	.720	.38798	.724	195.272	5	373	.000	1.947

a. Predictors: (Constant), Advertising, Promotions, Direct Marketing, Personal Selling, Public Relations

b. Dependent Variable: Brand Loyalty

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	146.970	5	29.394	195.272	.000 ^b
Residual	56.147	373	.151		
Total	203.118	378			

a. Dependent Variable: Brand Equity

b. Predictors: (Constant), Advertising, Promotions, Direct Marketing, Personal Selling, Public Relation

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.175	.120		1.460	.045		
Advertising	.229	.041	.214	5.573	.000	.501	1.996
Promotion	.338	.036	.398	9.355	.000	.410	2.439
Direct Marketing	.083	.035	.094	2.346	.020	.459	2.180
Personal Selling	.093	.039	.091	2.424	.016	.526	1.900
Public Relations	.227	.033	.236	6.796	.000	.617	1.621

a. Dependent Variable: Brand Equity

(6) Brand Equity on Brand Resonance

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	.921 ^a	.848	.847	.30869	.848	523.156	4	347	.000	1.870

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

b. Dependent Variable: Brand Resonance

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	199.411	4	49.853	523.156	.000 ^b
Residual	35.639	347	.095		
Total	235.050	378			

a. Dependent Variable: Brand Resonance

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

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.381	.086		4.437	.000		
Brand Awareness	.048	.028	.044	1.747	.082	.643	1.555
Brand Associations	.267	.036	.260	7.369	.000	.326	3.068
Perceived Quality	.099	.037	.110	2.698	.007	.243	4.111
Brand Loyalty	.445	.028	.596	16.176	.016	.298	3.354

a. Dependent Variable: Brand Resonance

APPENDIX – III

Promotional mix of Clear Shampoo

No	Advertising	Mean	Std. Deviation
1	Recognition of advertising	3.92	0.89
2	Recognition of TV Commercial	3.91	0.89
3	Attractiveness of commercial video	3.60	1.03
4	Awareness of ad at Road-side Billboard	3.38	1.10
5	Awareness of ad at bus-stop, cafe', cinema, and shopping	3.35	1.13
6	Intensiveness of ad	3.58	0.99
7	Spending in advertising	3.58	0.96
	Overall Mean	3.62	
	Promotions		
8	Awareness of promotion event news at journals, newspaper and magazines	3.24	1.16
9	Willingness to buy when price discount	3.49	1.14
10	Willingness to buy when buy 1 get 1 free	3.59	1.22
11	Frequency of gift offers	3.21	1.13
12	Usefulness and attractiveness of sale promotion gifts	3.16	1.17
13	Frequency of promotion	3.28	1.16
14	Willingness to buy when promotion at the same time	3.17	1.15
	Overall Mean	3.31	

	Direct Marketing		
15	Getting up-to-date news from social media website	3.27	0.90
16	Receiving of e-mail from Clear Shampoo	2.54	1.17
17	Receiving information about new product via mobile phone text message	2.45	1.20
18	Receiving information about sales promotion via mobile phone text message	2.76	1.23
19	Receiving personal contact (phone call)	2.50	1.29
20	Found of beauty bloggers' recommendation	2.78	1.15
21	Easy search on Facebook	3.51	0.99
	Overall Mean	2.83	
	Personal Selling		
22	Encourage of products tester at supermarket and convenience store	3.00	1.07
23	Sale person's ability to explain about products	3.24	0.98
24	Hospitality of sale person	3.33	0.82
25	Listen customer's needs and wants carefully	3.13	0.90
26	Caring about customer's problem	3.09	0.91
27	Satisfaction the quality of service provided by sale person	3.22	0.90
28	Confidence of sale person	3.38	0.85
	Overall Mean	3.20	
	Public Relations		
29	Awareness of CSR activity on TV and Journals	3.05	1.03
30	Awareness of ad at stage-show, festivals, sport events	3.61	0.99

31	Awareness of ad at singing competition	3.21	1.07
32	Awareness of ad at Myanmar Traditional Festival	3.33	1.06
33	Recognition of changes in Brand Ambassador	2.93	1.23
34	Having knowledge of Brand Ambassador Myanmar	3.12	1.41
35	Having knowledge of Brand Ambassador International	3.27	1.39
	Overall Mean	3.22	

Brand Equity of Clear Shampoo

No	Brand Awareness	Mean	Std. Deviation
36	Recognition of the Brand by logo, symbol, and color	3.82	0.99
37	Easily recall features of the Brand	3.72	0.99
38	Able to detect the brand in the place of purchase	3.72	0.94
39	Having the knowledge of brand's motto	3.03	1.35
40	Having the knowledge of separate product line for men	3.95	1.03
41	Having the knowledge of product variants for men	3.18	1.22
42	Having the knowledge of product variants for unisex	2.94	1.17
	Overall Mean	3.48	
	Brand Associations		
43	Brand has many fans	3.46	0.96
44	Mainstream in industry	3.40	0.95
45	Believe in quality	3.50	0.92

46	Get much more than money's worth	3.34	0.89
47	Trust on the company	3.58	0.99
48	Better benefits than other brands	3.33	0.99
49	Clear is worthy to buy	3.45	0.96
	Overall Mean	3.44	
	Perceived Quality		
50	Having consistent quality	3.71	0.84
51	Having stylish packaging design	3.80	0.98
52	Better benefits offer than expectation	3.63	1.08
53	Reflection of personal taste	3.58	1.05
54	Taking note when new product has been launched	3.10	1.19
55	Go directly to the specific counter to buy	3.20	1.29
56	Use for symbol of social status	3.00	1.27
	Overall Mean	3.43	
	Brand Loyalty		
57	Recommending to others	3.52	1.15
58	First choice	3.28	1.32
59	Willingness to buy if the price is higher	3.27	1.19
60	Will not buy other brands if Clear is unavailable	3.01	1.34
61	Willingness to buy if other brands have same attributes and features	3.20	1.13
62	Will buy Clear if other brands give promotions	3.00	1.15
63	Will buy Clear if it does not give promotions	3.11	1.20
	Overall Mean	3.20	