

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

**THE EFFECT OF BRAND TRUST ON PURCHASING  
BEHAVIOR OF YANGOODS CUSTOMERS**

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**MBA II – 84**

**MBA 23<sup>rd</sup> BATCH**

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**ACADEMIC YEAR (2017 – 2019)**

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

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## **ACCEPTANCE**

This is to certify that the thesis entitled "**The Effect of Brand Trust on Purchasing Behavior of Yangoods Customers**" has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

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**AUGUST, 2019**

## **ABSTRACT**

The study aims to analyze the factors influencing on cognitive and affective brand trust, and to investigate the effect of cognitive and affective brand trust on purchasing behavior of Yangoods customers. In order to meet research objectives, both primary data and secondary data are used. The primary data are collected from 297 respondents who actually purchase Yangoods products by following its facebook page. The secondary data are collected from relevant textbooks, articles, and previous research papers and from the published papers and from related websites. The findings indicate that the influences of all three factors such as social factors, cultural factors and social responsibility factors have the strongly effect on brand trust. It is also found that both cognitive and affective brand trust have the positive effect on purchasing behavior of Yangoods customers. It can be assumed that brand trust can lead to purchasing behavior of Yangoods customers. As the suggestions for the company, it could make more effort in renovation of Burmese (Myanmar) cultural designs and try to keep the present achievements in social influence and social responsibilities.

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# **CHAPTER 1**

## **INTRODUCTION**

This chapter starts with a general introduction about the concept of social factors, cultural factors and social responsibility factors which are influencing brand trust and purchasing behavior. Especially Yangoods is a cultural brand in Myanmar fashion trend. Customer attitude towards this brand can be influenced by variables as the social, cultural and social responsibility. The main purpose of this research is to study the effect of brand trust on purchasing behavior of Yangoods customers.

Information provided by people can have a great effect on customers is known as social influence. Social factor plays an essential role in influencing the purchasing behavior of customers. Human beings are social animals. We need people around to talk and discuss various issues to get the better solutions and ideas. We all live in a society and it is really important for individuals to adhere and behave to the laws and regulations of society. According to Ryan (2001), social dynamic refers to association among an individual with other people. People can gain knowledge from social context such as friends, co-workers, family members and reference group and can discuss with them about the product or brand. Social factors can lead to a big shifting in purchasing behavior of customers. In these days, social media becomes an important one that influence brand trust and purchasing behavior of customers.

Culture is an extremely important concept to understand customer purchasing behavior and that needs to be examined. In the context of customer behavior, culture is defined as the sum total of learned beliefs, values, and customs that serve to regulate the customer behavior of members of a particular society. The basis reason of person's desire or determination is culture. Myanmar is a country that especially value to the traditions and customs. People can see the pictures of Burmese ladies and Royal building in Yangoods brand. These cultural themes can attract both local customers and foreign customers. Nowadays, cultural problems have caught attention not only for worldwide citizens however also companies and institutions. In this study, concept as culture, how to influence customers' purchasing behavior has been investigated.

Will Kenton (2019) identify the social responsibility meaning as the idea that businesses should balance profit-making activities that benefit society and positive relationship to the society where they operate. Nowadays, most companies follow social responsibility activities in order to improve their brand reputation in the market. Improvement of brand image in the minds of customer can affect the overall perception of a customer towards a brand. Tian & Yuan (2013) defined that the companies who incorporate CSR activities in their business can gain customers' trust. Philanthropy is one of the social responsibility activities. It is a company's act of giving away charity or providing the public with any facility at the hour of need.

Trust is one of the key requirements to build a long-term and good relationship between customer and brand. Brand trust is a customer judgment reliability of a specific brand. Brand trust is an important contributor in attaching a kind of emotional commitment that leads to repurchase. Brand trust occurs when the brand's value and functions meet customers' expectations.

In this study, brand trust can be influenced by only three factors (social factors, cultural factors & social responsibility factors) and it is measured by the cognitive and affective based. Understanding customers' purchasing behavior is especially important for the company to gain the competitive advantage in the market. This study analyzes the factors influencing brand trust and investigates the effect of brand trust on purchasing behavior of Yangoods customers.

## **1.1 Rationale of the Study**

Yangoods figures out the demand on the changing fashion trend. Therefore, Yangoods took a different position in the current market situation against competitors. By offering the unique combination of culture, sense of tradition and innovated technology in every product, the customers can be able to feel the uniqueness.

A brand is a name, term, sign, symbol, design, or some combination of these elements, intended to identify the goods and services of one seller or group of sellers and to differentiate them from competitors (Kotler, 2012). Brands are valuable intangible assets that deal a number of benefits to customers and enterprises and need to be managed. In these days, companies need to have a strong relationship between customers and brand to build the trust among other competitors. There are many factors influencing

brand trust. In this study, factors such as social factors, cultural factors and social responsibility factors are mainly affecting on brand trust and purchasing behavior according to nature of Yangoods.

Social factors as friends, colleagues, family members, peers, co-workers and reference group play an essential role which influence brand trust on customers' purchasing behavior. They have many experiences about the product or brand because of purchasing or using those earlier. They know what the product or brand is all about. They have complete knowledge about the features and functions of the brand. In these days, social media or social networking tools such as Facebook, Instagram, Twitter, LinkedIn, YouTube and other social media significantly influence on customers purchasing behavior. Sharing information, giving feedback and comments about the brand in social media especially influence on brand trust and purchasing behavior.

Yangoods carries on traditions and iconic art from Myanmar, and it creates the products by blending the land's unique culture with stylish 21<sup>st</sup> century sensibilities. Its target market is the customers who like Burmese cultural themes such as lady from Kong Baung era or Bagan era and the beauties of ancient Burma. It also sells the drawing embedded with signatures of Burmese heritage. These facts are intended not only for the customers with strong cultural attitudes from Myanmar however also for the tourists as souvenirs. The cultural impulse of customers in Myanmar as remembering the golden age of Myanmar history or its evolutionary history and the beauties of ancient Myanmar are strongly related with the purchasing behavior of Yangoods brand.

Social responsibility factors are also an important one to be in the good image in the customers' minds. Yangoods arranges some donations in orphanges and plans to enhance career development of their employees. These activities increase the level of trust the customers have in the brand. Society accepted opinions, norms and cultural values have pivoted role in beliefs, trust in brand and purchasing behavior.

Many people purchase the brand for their various purposes such as personal use, gifts to others, size, quality and design and so on. Most customers are not considered the price when make purchasing, they are actually interested in cultural themes of Yangoods. Therefore, this study intended what are the factors that influence on brand trust and how much relate the brand trust with purchasing behavior.

This study aims to fill the gap by conducting a research to find out the purchasing behavior of fashion products of Yangoods customers. This research helps to understand

deeply about the social factors, cultural factors and social responsibility factors and their relations on brand trust, and the effect of brand trust on purchasing behavior.

## **1.2 Objectives of the Study**

The study mainly intends to analyze the effect of brand trust on purchasing behavior of Yangoods customers. Specifically, the objectives of the study are as follows:

- (1) To analyze the factors influencing cognitive brand trust of Yangoods customers.
- (2) To evaluate the factors influencing affective brand trust of Yangoods customers.
- (3) To investigate the effect of cognitive and affective brand trust on purchasing behavior of Yangoods customers.

## **1.3 Scope and Method of the Study**

There are over 120,000 followers in Yagoods facebook page. Out of sample 383, in this study, 297 respondents are actual customers of Yangoods. As limitation, the research is conducted only the customers who actually purchase the products from Yangoods by following facebook page. Sample size is calculated by using Sample Size Calculator (Raosoft). Online questionnaires are used in this study. To discover the factors influencing on brand trust and how brand trust link to purchasing behavior, a structured questionnaires with a five-point Likert Scale method had been used. To analyze data, Linear Regression method is applied.

To collect primary data, simple random sampling method is practiced. Academic research papers, text books and internet webpages are used as secondary data sources.

## **1.4 Organization of the Study**

This study consists of five chapters. Chapter one is the introduction of this study. It consists of rationale of the study, objectives of the study, scope and method of the study. Chapter two consists of theoretical background of influencing factors on brand trust, purchasing behavior and conceptual framework of the study. Chapter three includes the profile of Yangoods and marketing practices of Yangoods towards customers. Chapter four contains analysis of brand trust on purchasing behavior of Yangoods customers. Chapter five concludes with the key findings, discussions, suggestions, recommendations, limitations and needs for further research.

## **CHAPTER 2**

### **THEORETICAL BACKGROUND**

This chapter provides the theoretical background of factors that influence brand trust on purchasing behavior towards Yangoods brand. The purpose is to further define the term and the characteristics of the topic related in respectively. Firstly, the general discussion of factors influencing brand trust is presented. After that, brand trust and purchasing behavior are discussed and finally a good conceptual framework is developed to summarize the variables' effect with each other.

#### **2.1 Factors Influencing Brand Trust**

There are many factors that influence brand trust. In this study, three factors which social factors, cultural factors and social responsibility factors are presented in following paragraphs according to the nature of Yangoods. Yangoods is a unique brand which is blended Myanmar traditions and today's fashion trend.

##### **2.1.1 Social Factors**

Social factor has been considered as one of the important factors that influence brand trust and an individual's purchasing behavior. According to Ryan (2001), social factors can be defined as an individual shares their beliefs, thoughts and values with other people that he or she communicated with. Man is a social being. Therefore, trust on brand is influenced by the people around us to a great extent. People always seek information and confirmation from other people and seldom do things that are not socially acceptable. Social factor involves the factors that are prevalent in the society of several individuals that have different perspectives, preferences, beliefs and behavior.

Kalafatis et al. (1999) identified that “social norm is whether an action should or should not be performed by a respondent in a referent’s point of view.” The perspectives of the referents in this could be defined as the perspectives of friends, colleagues, neighbors, family members or other referents. There are numerous reasons why people

permit social factors to affect their thoughts, trust and behavior. One reason is that people often conform and respect to the norms of a group to gain acceptance of its members.

It is clearly to show that the information provided by people is not enough to change their behavior. Bearden and Etzel (1982), Moore, Wilkie, and Lutz (2002), Price, Feick, and Higie (1987), and Ward and Reingen (1990) have described that social factor is an important one on customers' products evaluation and products choice. According to Coulter, Price & Feick (2003), social network and product involvement are related with each other. Social context of customers, for instance friends, co-workers, and family which provide essential influence and feedback on their consumption will finally affected their decision on product and brand choice.

Social media plays a critical role in today's world. In these days, everyone rely on social media or social networking to know about the various issues. According to Wire (2009), social media or social networking tools like Facebook, Twitter, LinkedIn, Instagram, YouTube, and other social media have significant impact on purchasing behavior. By using social media tools, there can be an opportunity for both positive and negative feedbacks about the product or brand. At least, people can think about the brand whether he or she should or shouldn't believe in this brand by seeing the comments on social media. Social media's influence can have a great effect on brand trust.

### **2.1.2 Cultural Factors**

Culture is a total way of life of people living together. Bello stated the culture as a set of values, ideas, artifacts, and other meaningful symbol that help individuals to connect, interpret, and evaluate as a member of wider society (Bello, 2008). Culture is the sum total of learned beliefs, values, and customs that serve to direct the customer behavior of member of a particular society (Leon and Leslie, 2003). Cultural values express the collective principles, norms, and primary concerns of a community. Cultural and its values are transmitted from one generation to another, and individuals learn values and culture through socialization and acculturation.

Culture is a people's double edged reality. It is the material and non-material aspects of a people's way of life consisting of their tools, weapons, crafts and their shared ideas, norms, values, beliefs. Material culture involves the visible aspect of culture like folk behaviors, techniques, skills, housing, clothing, cuisine, tools, furniture and utensils.

The non-material components of culture concerned with the inner behaviors, attributes, ideas, desires, values, norms (Ogundipe, 2003). The frontiers set by culture on behaviors are referred to as norms, derived from the culture values and are the rules permitting or prohibiting certain types of behavior in specific situations. The core values of a society can be described as how products are used, with regard to their practical form, and meaning.

Regarding the commercialization of material culture to new modern business environments, the role of cultural designs as enhancement of product identity in the global market is very important in such cultural products. To make such cultural product design, according to Rungtai Lin, Ming-Xian Sun, Ya-Ping Chang, Yu-Ching Chan, Yi-Chen Hsieh, Yuan-Ching Huang ( 2007), there is the process of rethinking or reviewing cultural topographies and then to redefining the process in order to design a new product to fit into society and satisfy consumers with via culture and esthetic. Using Culture features to add extra value to a product can only benefit economic growth but also promote unique local culture in the global market. In the case of transferring of cultural features into a cultural product, cultural product design model includes three main parts: conceptual model, research method, and design process. The theoretical model focuses on how to extract cultural sorts from cultural objects and then transfer these sorts to a design model to design cultural products. The research method consists of three steps: identification, translation and implementation, to extract cultural features from original cultural objects (identification), transfer them to design information and design elements (translation), and finally design a cultural product (implementation). Based on this design, the cultural product was designed using scenario and story-telling approaches.

Cultural factor has a significant impact on purchasing behavior. The basis reason of person's desire or determination is culture. Taylor (1871) described that culture is a complex whole, which contains knowledge, beliefs, art, morals, customs, language and habits acquired by man as a member of society. The primary elements of culture are the values, language, myths, customs, rituals, laws, and the artifacts, or products that are conveyed from one generation to the next (Lamb, Hair and Daniel, 2011: 371). Culture makes order, direction, and guidance to members within the society in all cases of human problem solving. Culture gradually changes to achieve the needs of society.

Culture is interconnected to members within the society through a common language and through commonly shared codes. Because people have the capacity to

absorb and process symbolic communications, companies need to understand cultural norms to be successful in today's business environment. According to House, Javidan and Dorfman (2001), culture is distribution of motives, values, beliefs, identities, and interpretations or meanings of substantial events that resulted from common experiences of associates of collectives and are transmitted across phases.

The other important concept of culture examined in terms of marketing management is subculture. Sub culture is courses on culture and behavior of individuals with similar values organized smaller groups. Another notion is social class, this means the behavior of members of the social class structure, education levels, attitudes, values and communication styles are analogous, and these characteristics are different from other social class members.

To obtain a common culture, the members of a society must be able to converse with each other through a common language. Today's marketers use the signs to convey desired product or brand images or characteristics. Marketers can predict customers' acceptance of their brand or product by considering various cultures. Many international companies now appreciate that to position their brands successfully worldwide, they must analyze the morals of the respective local culture and familiarize their own marketing strategies according to that.

### **2.1.3 Social Responsibility Factors**

Many companies have become increasingly involved in social responsibility activities. When customers make purchases, they consider social responsibility of the company as an important factor. According to Lee & Lee (2015), CSR exercises essentially add to business organizations' image, customers' buy goal, and company's long haul execution. Will Kenton (2019) identifies the social responsibility definition as the idea that businesses should balance profit-making activities that benefit society and have positive relationship to the society where they operate.

Organizations are incorporating CSR into their businesses to develop amiable relations with the stakeholders and to gain competitive edge (Ali, 2011). Wong Pitch et al.(2016) explained that the attitude of the customers towards the firm is majorly affected by the incorporation of CSR activities and initiatives that in turn positively impacts the

customer purchasing behavior and purchase intention (Wongpitch, Minakan, Powpaka, & Laohavichien, 2016).

CSR definition used by business for social responsibility is “operating a business in a manner that meets or exceeds the ethical, legal, commercial and public expectations that society has of business. The most earliest and prominent meanings ascribed to CSR is the one by Howard Bowen who (Carroll, 1999) refer to as the father of corporate social responsibility “the obligations of businessmen to pursue those policies, to make those decisions, or to follow those lines of action which are desirable in terms of objectives and values of our society” (Bowen, 1953).

Many scholars argued that customers are willing to give incentives to socially responsible corporations (Brown & Dacin, 1997; Creyer & Ross, 1997; Ellen, Mohr, & Webb, 2000; Muny & Vogel, 1997; Nelson, 2004; Sen & Bhattacharya, 2001). For example, customers are willing to pay higher prices for products made by an ethical company (Creyer & Ross, 1997), to switch brands, to support companies that make donations to non-profit organizations, and to purchase products from a company simply because it supports charitable causes. The idea that socially responsible behavior is good market practice and that it generates positive consequences for the business is increasingly accepted, but there is still a lack of research on the potential impacts of social responsible from the marketing perspective (Maignan et al., 1999).

Regarding a theory developed by Spence (1974), customer purchase intention can be weighted by a company's CSR activities as it reduces the inherent uncertainty in any transaction. Morgan and Hunt (1994) claimed that the effect of customers' trust is derived from existing values that customers and the company share with each other. Thus, customers' trust can be defined as joint beliefs, regarding whether certain kinds of behaviors, goals and policies are significant, appropriate or good. A company can gain benefits from CSR activities through customer loyalty, positive brand attitude, customer trust, increased profits. In addition, there is much research supporting the idea that CSR activities increase repurchases intention, customer loyalty and trust (Yoon, 2006). Some of evidences indicate that the companies are supporting CSR initiatives like philanthropy, relationship-based marketing, and plan for the protection of minorities, employment and production of social responsibility over the past few years (Sen et al., 2006).s

There are many core characteristics of CSR. Among them, Yangoods act some activities such as philanthropy or donations and career development training program for their employees. Philanthropy is a company's act of giving away charity or to provide the public with any facility at the hour of need. Training is planned, organized experiences that assist in the gaining or expansion of key competencies (Hammer, 2000). These experiences are intended to build needed competencies in order to achieve mission success and performance objectives. They also help prepare individuals to take on new or expanded roles, supporting better succession planning. Career development involves continual learning, seeking opportunities, taking risks, and finding ways to contribute to the organization in a productive and motivated manner.

## **2.2 Brand Trust**

Brand is a name, sign, symbol or design or the combination of all which means as an identification of a product or service and make it difference from the competitor (Kotler, 2012). Trust is the hope of the agents included in a transaction and the risk which related with the expectation and manner (Rai and Medha, 2013; Atkinson Rosenthal, 2014). Trust is very important necessary in the relationship within persons and brands itself.

Chaudhuri and Holbrook (2001) identified “the willingness of the average customer to rely on the ability of the brand to perform its stated function” as brand trust. Brand trust arises after customers’ evaluation of businesses’ offerings. If the firms provide beliefs of safety, honesty and reliability about their brands to customers, brand trust will be generated consequently (Doney & Cannon, 1997).

Lau and Lee (2000) stated brand trust is what a mediating variable which related brand predictability, brand competency, brand reputation, brand satisfaction, brand experience, brand linking with brand loyalty and trust in company. Customer’s trust in the marketing literature is idea which has a strong association with customer’s perception. One of it is the theory proposed by Assael (1998).

According to Gurviez and Korchia (2003), there are several things could be celebrated from trust. In the first place, trust and commitment are the most vital variables in maintaining long term relationship among partners in the business and industry. Additional, explanation from trust and commitment in the relationship between company

and customers give complement for business theory especially transaction cost. Third, the biggest difficulties of constructing the trust concept are in the cognitive and affective based. Several factors, such as brand, trust, commitment and satisfaction give effect on loyalty (Tezinde et al, 2001; Lassoued and Hobbs, 2015; Joo, 2015). Brand trust is affected by customers directly (e.g.: trial, usage) and indirectly (e.g.: advertising, worth of mouth) with the brand. So, it could be said that brand trust is a sophisticated attribute (Keller, 1993).

The studies on the brand trust can be divided into two categories, which are cognitive and affective brand trust. Cognitive and Affective brand trust are defined as distinguishable constructs just the once these dimensions affect customer-brand relationship differently with unique antecedents (Srivastava *et al.*, 2016). This approach is complete since the time it considers both technically and emotionally constituents of brand trust (Srivastava *et al.*, 2016). The main difference between brand trust and brand affect is; brand trust is viewed as a lengthy course which can be occurred by thoughts and consideration of customer experiences about store and brand affect is consisted of spontaneous feelings which can be formed, impulsively (Chaudhuri & Holbrook, 2001). Therefore brand trust can be discussed as a cognitive component (Casalo et, 2007) which may encourage emotional response, namely brand affect.

### **2.2.1 Cognitive Brand Trust**

Cognitive and Affective brand trust are reflected as distinct constructs when these dimensions affect customer-brand relationship differently with unique pasts (Srivastava *et al.*, 2016). Cognitive trust was introduced in the marketing literature by Johnson and Grayson (2005) in their study on service relationship. Cognitive brand trust emerges from an accumulated knowledge and rationales that allows customers to make predictions, with some extent of confidence, and also allows them to shape confidence that the brand will implement on its obligations (Johnson and Grayson, 2005). Although cognitive trust is knowledge-driven, the need to trust assumes a state of inadequate information. A state of complete certainty regarding a partner's future actions implies that risk is eliminated and trust is redundant. Williamson (1993) argues this viewpoint by suggesting that trust between firms is best labeled calculative trust, since firms can minimize uncertainty and devious behavior through due diligence and contractual safeguards.

Cognitive trust has a “customer’s confidence or willingness to rely on a service supplier’s competency and reliability”. At the product brand level, Srivastava *et al.* (2016) defines the cognitive brand trust as the knowledge driven trust in a brand, where the customer has “good motives” to have reliance in the brand. Srivastava *et al.* (2016) points the concept of liableness, based on a “leap of faith”. It refers to the assurance that a customer has for a brand competency and reliability. Reliability is the perceived trustworthiness on the brand’s functional performance (Almeida, 2013). In terms of customer brand relations, there are customer’s expectation and requirements to be accomplished and satisfied by the brand. Therefore, brand reliability represents a set of methodological or competency-based nature items. This dimension is indispensable because it provides to customers a certain confidence about future happiness (Delgado-Ballester, 2004).

### **2.2.2 Affective Brand Trust**

Affective brand trust originates from social interaction with others (NG & Chua, 2006). Since the cognitive brand trust provides the basis for it, the affective brand trust should be established after the cognitive brand trust (Lewis and Weigert, 1985). Affective trust is the assurance one places in a partner on the basis of feelings generated by the level of attention and concern the companion exhibits (Johnson-George and Swap, 1982; Rempel *et al.*, 1985). It is categorized by feelings of security and perceived strength of the affiliation. Reputation effects also influence affective brand trust; however affective trust is decidedly more confined to personal experiences with the focal partner than cognitive trust. The essence of affective trust is that dependence on a partner based on emotions. As emotional connections deepen, trust in a partner may venture beyond that which is justified by available information. This emotion-driven component of trust creates the relationship less transparent to objective risk assessments prescribed by the economists.

However, there are some previous researchers that believe that the affiliation between cognition and affect in attitude development should work in same directions (Johnson and Grayson, 2005). Affective brand trust can also lead customer belief in a brand to be more than which is justified by available knowledge (Srivastava *et al.*, 2016). This is the emotional dimension of trust, it “is reliance on a partner based on emotions” (Johnson and Grayson, 2005, p.501). Customers might build positive opinions about the

brand based on affective indications (Srivastava *et al.*, 2016). Affective brand trust echoes the customer apparent strength of the customer-brand relationship (Johnson and Grayson, 2005). It designates confidence based on the level of care and concern exhibited by the brand (Srivastava *et al.*, 2016). Cognitive brand trust is a precursor of Affective brand trust in most cases. Affective trust is strictly related to the perception that a partner's engagements are intrinsically motivated (Rempel *et al.*, 1985).

### **2.3 Purchasing Behavior**

It is the main subject of the interest for researchers who conduct in marketing. It refers to the selection, acquisition and consumption of goods and services to meet their needs. Customer behavior refers to the study of purchase tendencies of customers. Customer purchasing behavior is the study of customer's actions during searching for, purchasing, using of product that will be fulfilled their needs and wants for healthy. The customer behavior describes what kind of product they want to purchase, why purchase them, how often they use them, how they evaluate them after purchase, and whether or not they purchase them repeatedly.

Customer purchase behavior is the total of a customer's attitudes, preferences, intention and decision related to the customer behavior in the market to place when makes purchasing. Customer purchasing is fundamental one to the marketer for the success, for achieving the objectives, and far formulating competitive strategies against competitors. For purchasing, customers have to think about many reasons such as the quality of brand, the size and design, cultural norms behind the design and they also consider for personal use or the gifts to others.

Purchase behavior is defined as relational asset market implications for the development and maintenance of trust that is at the core of the brand, because it is a key feature of successful long-term relationships (Morgan & Hunt, 1994). The idea used in this study is that trust is a key driver of purchase behavior because it creates a valuable transactional relationship. In such a context, buying behavior is not exclusively focused on the purchase alone, however in an internal position or behavior towards the brand, cannot show a sufficient basis for a complete understanding of the brand-customer relationship. Purchase behavior highlights the ongoing process and maintenance of prominent relationships that are created on the existence of a trust (Chaudhuri &

Holbrook, 2001). Customer market has a lot of anonymous customers, making it difficult to launch the company into a more intimate relationship with each customer. The task to generate the strong relationship between brands and customers is a core what marketing need to fullfil, and the main basis underlying this relationship is trust. Based on this idea, Delgado et al. (2005) contended the hypothesis which assumes that the emergence of brand trust affects purchasing behavior as expression of successful relationships between customers and brands.

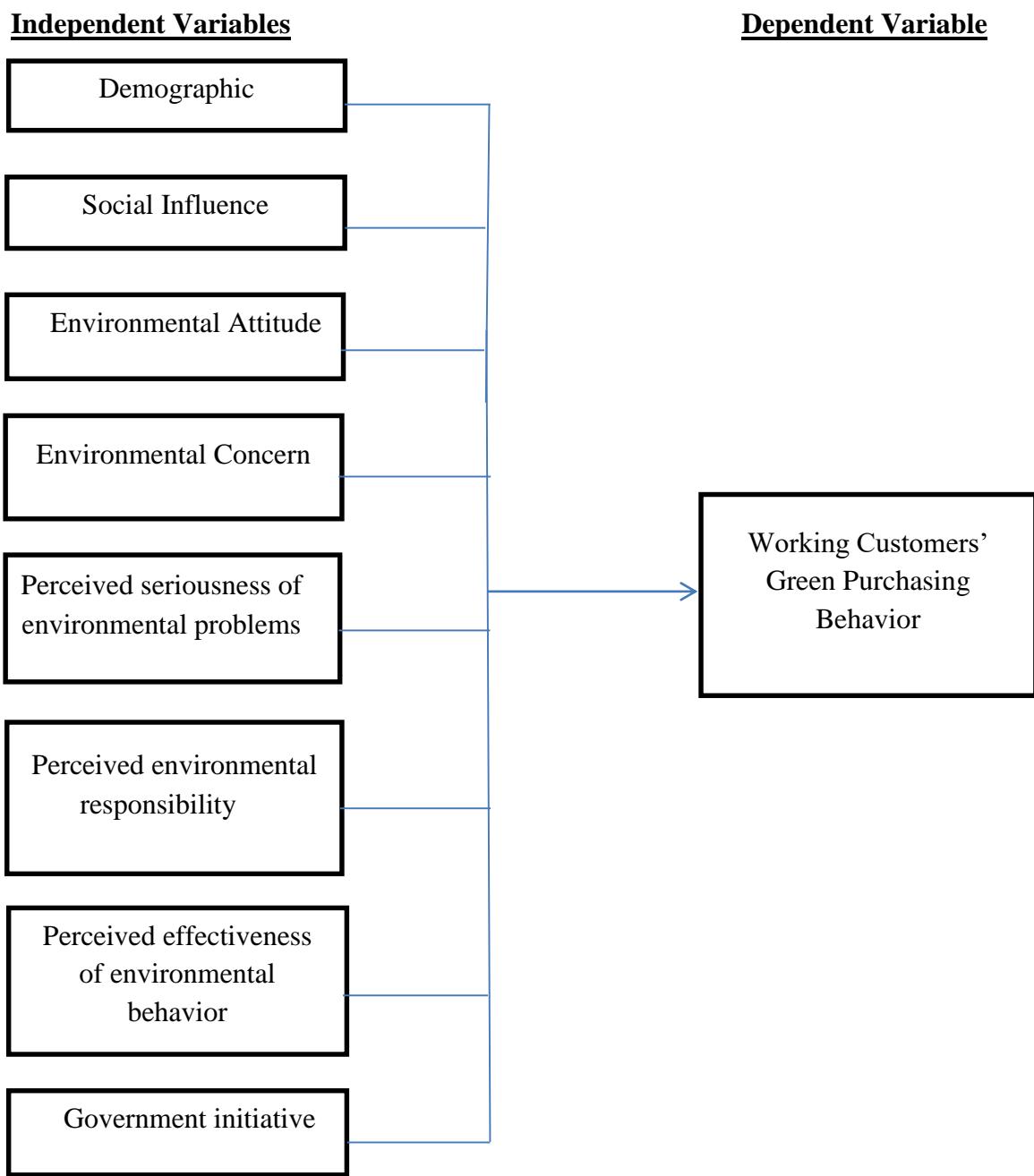
Customers consider some features of a product before making a decision in the light of purchase (Schiffman & Kanuk, 2010). Customer perspective to a collection of some of the brand generates an overview of the product (Hawkins, Best, & Coney, 2004). The view of customers about a product is a collection of attributes that has a lot of benefits to meet their wants (Assael, 2004). The picture that is created is a representation of the variety of experience that is used as a basis for consideration from the effect of customer perceptions of a product at the same election on the irregularities or the superiority of the product (Cannon, Perreault, & McCarthy, 2009). Assael (2004) defines purchase behavior as the tendency to act on the object. According to Schiffman and Kanuk (2010), purchase behavior is the stage prior to purchasing decisions in the purchase decision process. According to Assael (2004), marketers are always testing the elements of the marketing mix that may influence buying behavior, for example by testing product concepts, advertising strategy, packing or brand. Marketers should strive to measure intention to purchase by the customer and determine the factors that influence these intentions. When customers have a good attitude towards the delivered product or service, customers tend to have a positive interest to behave so as to strengthen the customer relationship with the company (Assael, 2004). Schiffman & Kanuk (2010); Hawkins, Best & Coney (2004) and Assael (2004) mentioned that the customer made the purchase decision is influenced by several measurements, namely (i) the measurement of culture, which has the most influence and the most extensive in the behavior of customers so that marketers need to understand the influences of culture, sub-culture, and social class of customers; (ii) social measurement, which need to be considered when designing a marketing strategy because these factors can affect customer responses; (iii) personal measurements, which consists of the age and stage of life cycle, occupation, economic situation, lifestyle, personality, and self-concept affects the customer on what is

purchased; and (iv) psychological measurement, include motivation, perception, learning and beliefs and attitudes also influence the selection of customer purchases

## 2.4 Empirical Studies

This study mainly based on many previous researcher papers.

**Figure (2.1) Factors that Influence Green Purchase Behavior of Malaysian Customers**



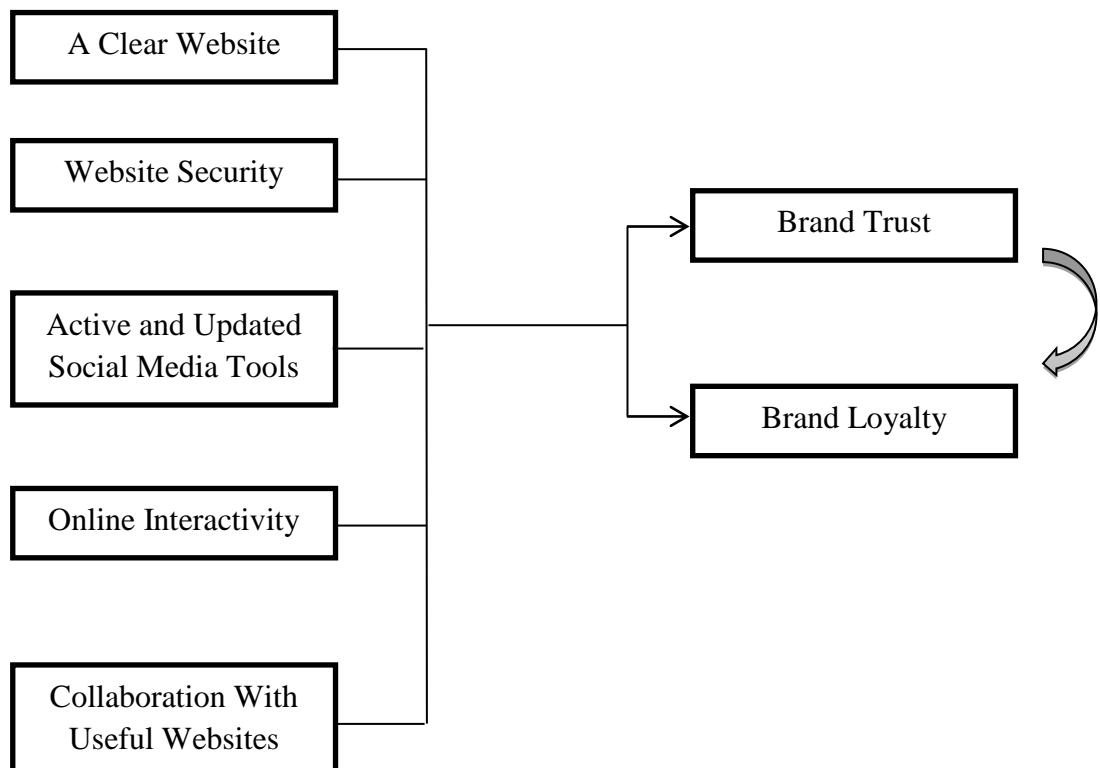
Source: Tang Sook Mum, (2014)

The first previous research paper is “Factors that Influence Green Purchase Behavior of Malaysian Customers.” This paper is developed by Tang Sook Mun in 2014.

Seven independent variables were used in this research to identify the factors that influence working customers’ purchasing behavior toward green products; social influences, environmental attitudes, environmental concern, and perceived effectiveness of environmental problems, perceived effectiveness of environmental behavior, perceived environmental responsibility, and government initiative. Customers’ purchase behavior of green product was positively influenced by these eight variables.

Another previous research study is “The Effect of Social Media Marketing on Brand Trust and Brand Loyalty for Hotels.” This research is conducted by Tatar & Eren-Erdogmus, 2016. The aim of this study is to identify the effect of social media marketing efforts on brand loyalty and brand trust for hotels, especially on hotel’s own websites.

**Figure (2.2) Effect of Social Media Marketing on Brand Trust and Brand Loyalty for Hotels**



Source: Tatar & Eren-Erdogmus, 2016

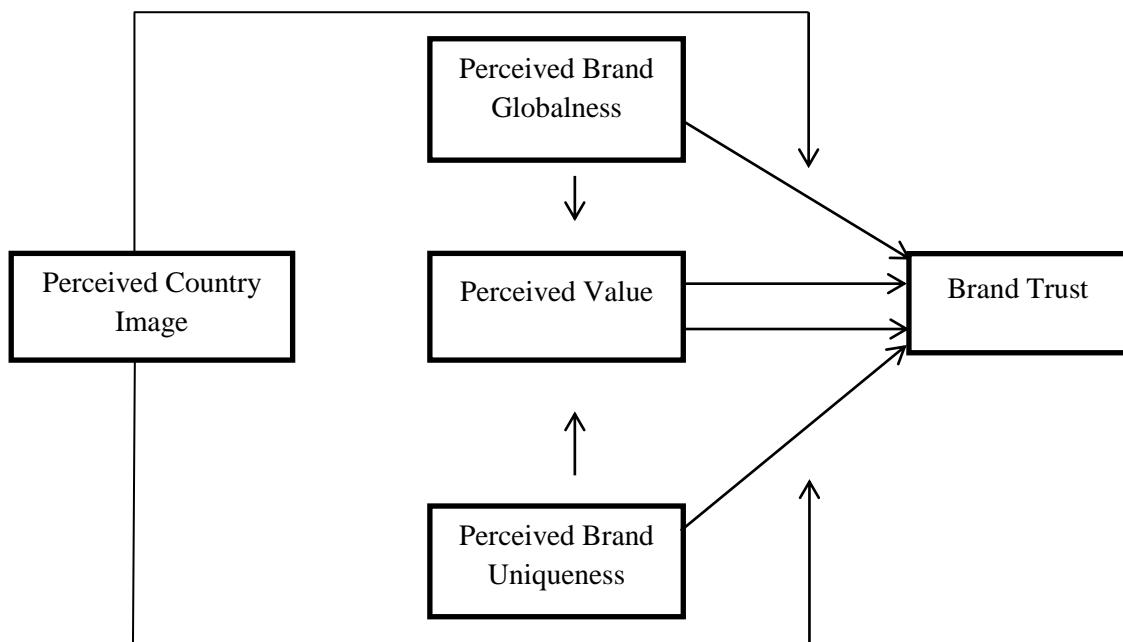
In this research, it is found that positive effect of a clear website, website security, online interactivity and collaboration with other useful websites on brand trust and the effect of brand trust on brand loyalty.

The next research paper is developed by Qianwen Zhou (2016). The title is “The Effect of Customer Perceptions on Brand Trust in Emerging Market Multinationals.”

This study shows that the joint effect of perceived brand globalness and perceived brand uniqueness either directly influence brand trust or through the effect of perceived value. Perceived country image is hypothesized to enhance the association between the independent variables and the dependent variable, without the mediator of perceived value.

The next one that is related with social responsibility influence is written by three authors in 2017. Their names are Irum Khan, Dr. Neeti Kasliwal and Dr. Mahesh Chandra Joshi.

**Figure (2.3) Effect of Customer Perceptions on Brand Trust in Emerging Market Multinationals**



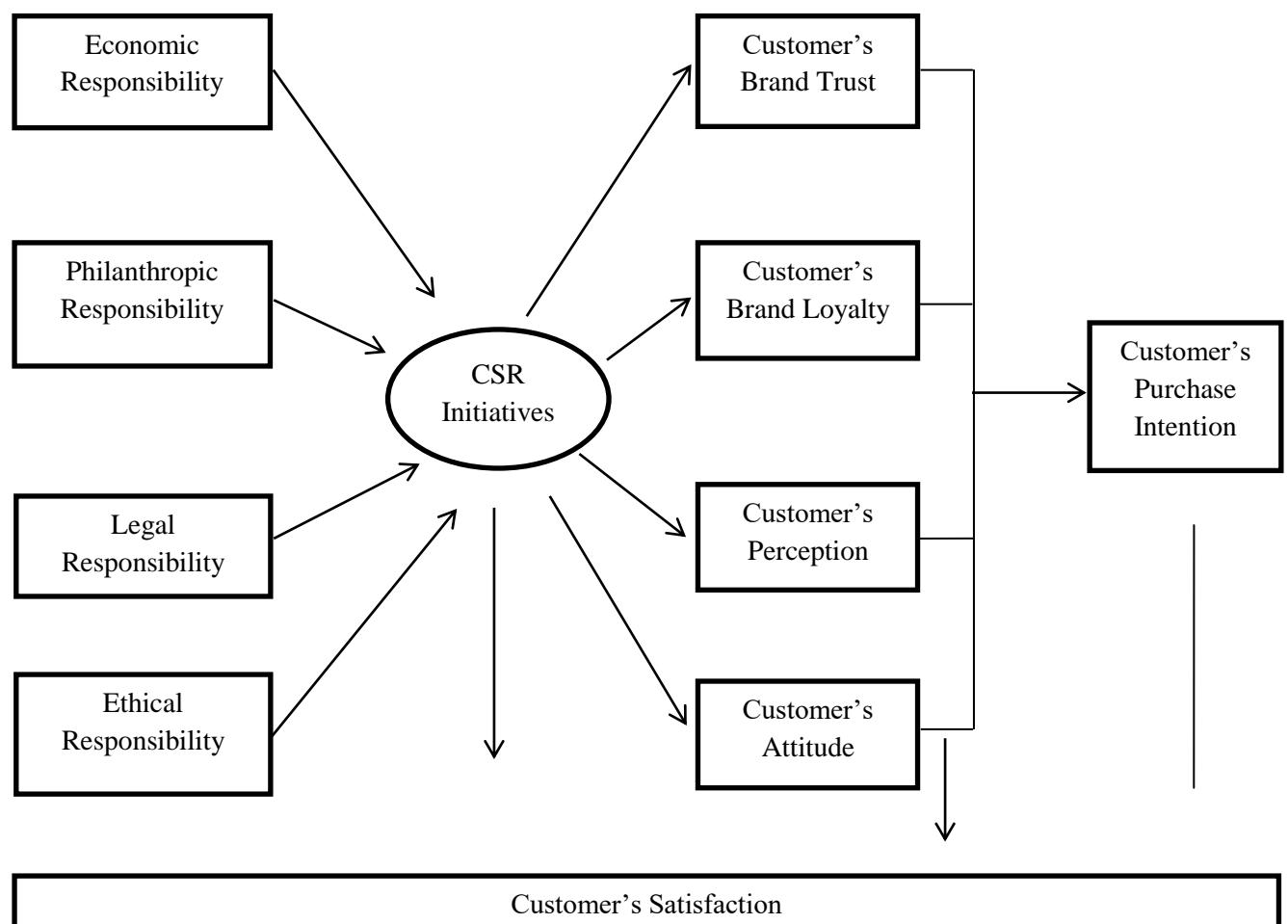
Source: Qianwen Zhou, 2016

This study shows that the joint effect of perceived brand globalness and perceived brand uniqueness either directly influence brand trust or through the effect of perceived value. Perceived country image is hypothesized to enhance the association between the

independent variables and the dependent variable, without the mediator of perceived value.

The next one that is related with social responsibility influence is written by three authors in 2017. Their names are Irum Khan, Dr. Neeti Kasliwal and Dr. Mahesh Chandra Joshi. This study aims to advance the scientific study of the influence of social responsibility on customer behavior. With this in mind, they argue that CSR improves customer's attitude and perception through several routes. First, CSR should obviously improve corporate image, which is a primary antecedent of perception by creating awareness. In addition, they argue that CSR may encourage the customer to believe that the firm is benevolent towards him or her, increasing trust, which is an antecedent of attitude. After all, one explanation for the extra effort involved in CSR is the attribution of motives to the firm. Finally, they argue for a direct effect of CSR as difficult to replace with another provider.

**Figure (2.4) Corporate Social Responsibility and Customer Behavior**

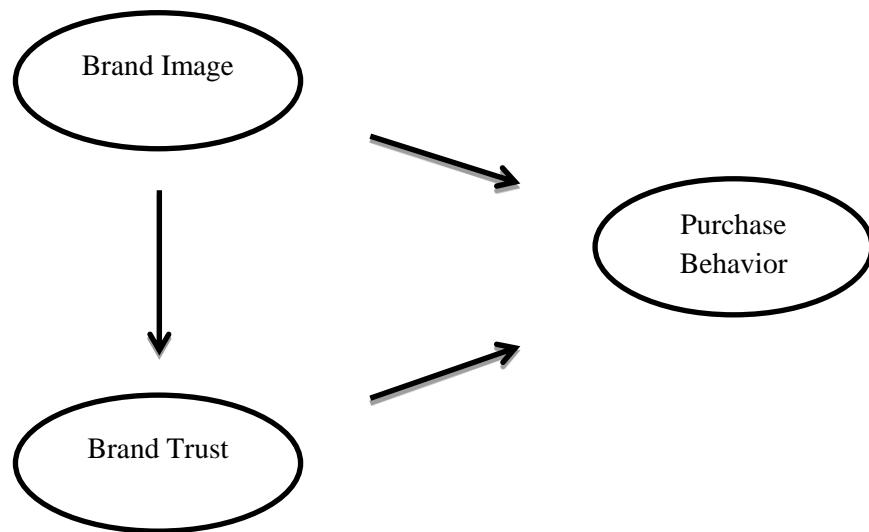


Source: Khan, Kasliwal & Joshi, 2017

Another study about the relation between brand trust and purchasing behavior is developed by Achmad Yanu Alif Fianto, Djumilah Hadiwidjojo, Sati Aisjah and Solimun in 2014. The title is “The Influence of Brand Image on Purchase Behavior through Brand Trust”.

This study is to identify and analyze the influence of brand image on purchase behavior as well as identifying and analyzing the mediating role of brand trust in the relationship between brand image with purchase behavior.

**Figure (2.5) Influence of Brand Image on Purchase Behavior through Brand Trust**



Source: Fianto, A. Y., Hadiwidjojo, D., Aisjah, S., & Solimun., 2014

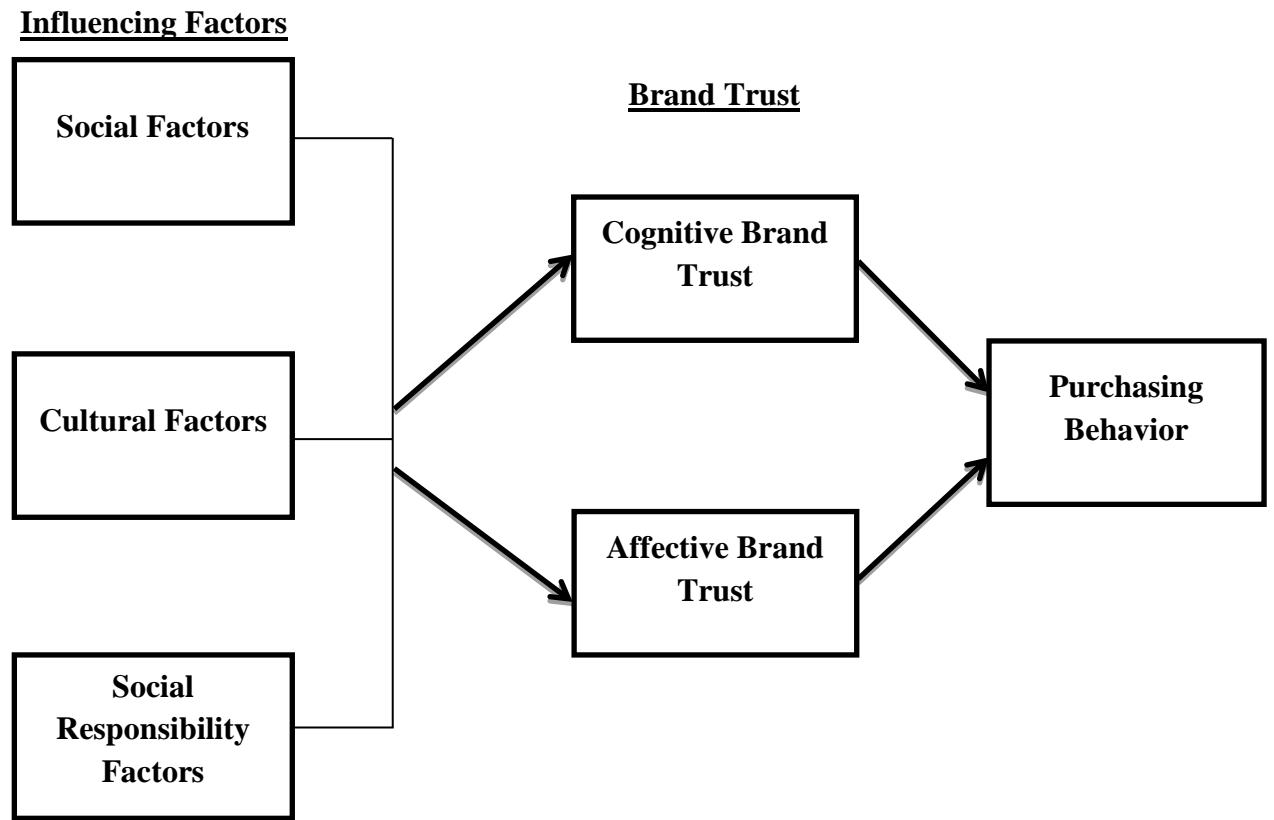
This study is to identify and analyze the influence of brand image on purchase behavior as well as identifying and analyzing the mediating role of brand trust in the relationship between brand image with purchase behavior.

## 2.5 Conceptual Framework of the Study

The conceptual framework is based on various past research papers. Especially this framework is based on above empirical studies and their encompassed relationships are taking into account. The integrated framework for this study incorporates social factors, cultural factors and social responsibility social responsibility factors which are expected to influence brand trust of Yangoods. The final part of the research examines the

relationship between brand trust and customers' purchasing behavior of Yangoods customers. The conceptual framework of this study is described in the following figure.

**Figure (2.6) Conceptual Framework of the Study**



Source: Own Compilation, 2019

The view of the conceptual framework and the relationship among variables are shown in Figure (2.6). In this study, only three variables such as social factors, cultural factors and social responsibility factors are considered to develop this framework according to Yangoods products nature. In this compilation, the components of previous above research frameworks are taking into account. This framework is based on the research paper of Tang Sook Mun (2014) for the element which shows the relationship between social influence and purchase behavior. Moreover, relating to social influence, by considering social media, it is taken from the research paper of Tatar & Eren-Erdogmus (2016) and its title is "The Effect of Social Media Marketing on Brand Trust and Brand Loyalty for Hotels". According to the Yangoods product nature, the important role of material culture, cultural components and sense of identity are considered by inspiring Qianwen Zhou (2016). The role of social responsibility factors on the brand trust is taken into part of this research by depending on Khan, Kasliwal & Joshi (2017).

As for the part of framework, the relationship between brand trust and purchasing behavior is formulated by considering the research paper, namely, “The Influence of Brand Image on Purchase Behavior through Brand Trust”.

The reason of developing cultural factors on brand trust in this study, clothing and fashion products as a form of material culture is especially suitable for studying the relationship between personal values and values attributed to material goods because of its closed association with perceptions of the self. As for the Yangoods (Fashion Brand based on Burmese Cultural), it provides its customers with Burmese material culture and it makes the sense of identity, and perceived country image. It shows that there are three main factors which influence on brand trust and purchasing behavior. Social factors such as friends, reference groups, colleagues, and social networking or media, cultural factors such as culture, subculture, social class, cultural themes, traditions and customs and social responsibility factors such as philanthropy and career development trainings are the main independent variables to study. Brand trust is a mediating variable towards purchasing behavior. The framework studies the influential factors on brand trust and the effect of brand trust on customer purchasing behavior of Yangoods customers.

# **CHAPTER 3**

## **PROFILE OF YANGOODS AND MARKETING PRACTICES OF YANGOODS**

This chapter consists of the factors influencing brand trust of their customers towards Yangoods. It includes about the profile of Yangoods, products items, its branches and the marketing practices.

### **3.1 Profile of Yangoods**

Yangoods is a pioneering Myanmar brand that set out to renovate Burmese design. It carries on traditions and iconic art from Myanmar History, by blending the land's unique culture with stylish 21<sup>st</sup> century sensibilities. Yangood tries to be part of lifestyles. Colorful and original Yangoods items take into the place of our everyday life, as fashion accessories, decoration and as memorable gifts.

Yangoods is defined as the name by the combination of two words. The first one is Yangon and the rest is “good”. The commercial city, capital city in previous decade, Yangon is the culture melting pot of Myanmar. It is a fast-moving modern city full of progressive art and fashion while hosting its cultural heritage with pride. Good is something that people find useful or desirable and make an effort to acquire. “Yangoods dream has always been to be the first international Myanmar fashion and accessories brand. They want the whole world to experience this amazing culture through our designs.” Its mission statement is all about love for culture and quality products. It strives to make products Myanmar people are proud of, to build up a better community engagement and keep on researching for new product designs for its customers. It started with a five-year plan, and Yangoods team modified it as they learned and developed. The statement is “Find the right balance between tradition and modernity is a constant challenge that we embrace”.

Yangoods is structured according to the services company can provide: Fashion Retail, B2B Service and Design Consulting. Fashion retail operates as a fashion, souvenir,

deco and lifestyle store. B2B and design consulting services offer a variety of unique gift items and design ideas that can be customized to the customer needs.

Myanmar has a rich history of inventive, sometimes iconic art, and the talented Yangoods team aims to continue the tradition, however with a twist. As Myanmar's tourism industry continues to flourish and its expat community thrives, the demand for unique, high-quality souvenirs, home decor and accessories is growing and Yangoods has heard the call. Whether we are the travelers on the hunt for souvenirs, like a bag or stationery, or a resident looking for some art to display, it offers an ever expanding product line for us to choose from.

As of May 2015, the first line-up of Yangoods products is available for purchase at a variety of Yangon's trendy hotels and restaurants. Other retail locations, including famous institutions like Bogyoke Market, were stocking Yangoods goodies in the future. It also successfully achieved "Winner of Public's Choice Award 2018" and "Young Entrepreneurs Awards by CCI France Myanmar-2018" as milestones.

### **3.1.1 Profile of Entrepreneurs**

In 2015, Yangoods was founded in Yangon by three entrepreneurs. They are Clara Baik, Delphine De Lorme and Htin Htin.

Clara Baik, from Seoul, began her career as a fashion designer. She worked her way up the ranks until she headed the China division of Korea's most famous fashion brand, 'Beanpole'. Clara brings her keen eye for business development and extensive experience in the world of merchandise and retail to the team. She contributed in Yangoods by bringing her experiences in fashion industry and retailing industry.

Creativity flows freely through the veins of prolific Parisian artist and interior decorator Delphine de Lorme. Delphine creates large-than-life pop art pieces for Yangoods, and her unique talent in blending styles and textures gives her work a distinctive stamp.

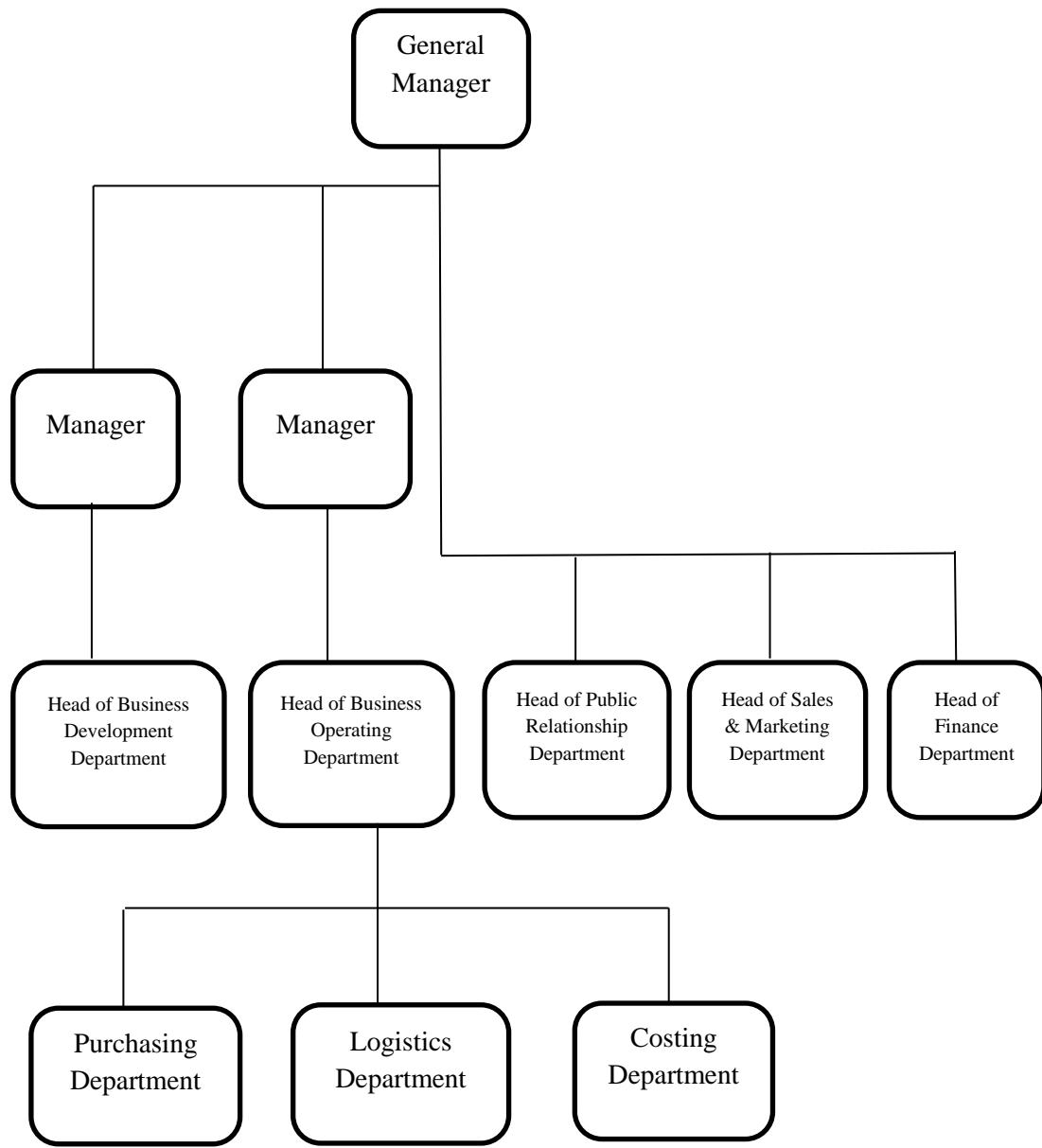
Htin Htin, a native of Yangon and Head of Public Relations for Yangoods, requires little introduction to Yangon's progressive, fashion-forward community. She comes with extensive knowledge of Myanmar's culture and changing trends as well as

her expansive network of friends in the fashion industry, the media, and in celebrity circles.

### 3.1.2 Organizational Structure

Organization structure of Yangoods is shown in Figure (3.1).

**Figure (3.1) Organizational Structure**



Source: Yangoods Public Relation Department, 2019

In Figure (3.1), there are two managers and three heads of departments under general manager. Under each manager, there is head of business development and head of

business operating department. Under head of business operating department, there are three groups as purchasing department, logistics and costing departments.

The business development is led by Lorme, the Parisian artist, and the business operating department is led by Clara Baik, the Korean fashion designer. The Public Relation department and sales and marketing department are led by Htin Htin. All of the leaders have enough experiences and skills in their respective fields.

### **3.1.3 Products Offered by Yangoods**

There are many products offered by Yangoods. These products are shown in Table (3.1).

**Table (3.1) Products offered by Yangoods**

Sr No	Products	Categories
1	Fashion	Bags
		Jewelry
		Fashion Accessories
2	Souvenir	Gift
		Postcard
		Luggage Tot
		Magnets
3	Decoration	Hand Craft Ornament
		Wall Art

Source: Yangoods, 2019

There are three main product lines such as fashion, souvenir and decoration. In fashion products, the main items are bags, jewelry, and fashion accessories. In souvenir products, Yangoods offered such items including gifts, postcards, luggage tot, and magnets. In decoration, hand craft ornament and wall art are the main categories. Moreover, Yangoods recently launched new item like lifestyle products. In lifestyle products, it offered stationary and kitchenware products.

Yangoods creates and sells its products that reflect the life style in current situations and at the same time it conveys the spirit of nation and culture and traditions. Currently, Yangoods has three product lines. For each product, it targeted to the different

segments. For the fashion products, it mainly focuses on girls and women especially between 20 and 45 years old, who want to show unique combination of art and culture. For the souvenirs, it mainly targets to the foreigners who want to pay to others as the gifts and who want to keep memory of their travelling. For decoration products, it primarily focuses on people who want to show elegant, traditional art and beauties of Burma (ancient and current). For lifestyle products, it mainly targets people who want to show the spirit of the nation. Among the four product lines, the fashion products such as bags, jewelry and fashion accessories are the most popular and the best-selling products in the current situation.

### **3.1.4 Branches of Yangoods**

Yangoods opened many branches in different locations of Myanamar within a few years. These branches of Yangoods are presented in Table (3.2).

**Table (3.2) Branches of Yangoods**

Sr. No	No. of Shops	Location	Name
1	11	Yangon	<ul style="list-style-type: none"> <li>▪ Shan Gone Shop</li> <li>▪ Bogyoke Market Shop</li> <li>▪ Le Planteur Shop</li> <li>▪ Myanmar Plaza Boutique</li> <li>▪ City Mall Shop</li> <li>▪ Karaweil Arts &amp; Crafts</li> <li>▪ Sule Shangri-La Hotel</li> <li>▪ The Loft Hotel</li> <li>▪ Hotel G</li> <li>▪ Ten Mile Cuisine</li> <li>▪ MAI On Board</li> </ul>
2	2	Mandalay	<ul style="list-style-type: none"> <li>▪ Mandalay Shop</li> <li>▪ Hyper Power Duty Free Shop</li> </ul>
3	1	Nay Pyi Taw	<ul style="list-style-type: none"> <li>▪ Park Royal Hotel</li> </ul>
4	1	Bagan	<ul style="list-style-type: none"> <li>▪ Bagan (Naung-U Shop)</li> </ul>
5	3	Shan State	<ul style="list-style-type: none"> <li>▪ Sofitel Inle Lake Myat Min Hotel</li> <li>▪ Kalaw Heritage</li> <li>▪ Inle Viewpoint</li> </ul>

Source: Yangoods, 2019

Yangoods opened new branches in hotels, airport and cruise around Myanmar. Yangoods has its own website and uses digital marketing. It has facebook pages, fan page, customer service page and customer suggestion page in facebook. Yangoods has own Instagram and uses messenger to response customer inquiries. The customers can make online order and can get delivery service.

### **3.2 Marketing Practices of Yangoods**

Yangoods always carries out and initiates the practices such as promotional activities, quality practices, values of the brand, cultural values and social responsibilities to build the trust with the customers.

#### **3.2.1 Promotional Activities**

Yangoods is performing the various promotional activities to increase the sales and brand awareness, to get brand recall, to accept the brand by the customers in the positive ways, to get better communication with the customers, to get the intangible benefits such as using word of mouth advertising by the customers, etc.

In the introduction stage, Yangoods makes so many promotional activities to educate the potential customers about the brand's products and to make familiar the customers with its products. The main reason of these activities is to get the brand awareness. Yangoods mainly focuses on the digital channels to advertise including social media such as Facebook, Instagram, and its own website. Yangoods is currently using two social media channels; Facebook and Instagram to communicate with the customers.

In 2015, Yangoods firstly launched an event at the Yangon Gallery featured on MRTV-4. In 2016, Yangoods secondly launched that event. It packed with a whole new collection of fashion, decor, art and gift products, it showed Myanmar's Art and Fashion like never before. Yangoods invited the customers to participate in Season 2 collection along with a visit to the "Yangoods Pop-cities". In addition, customers can get the products with unexpected prices at its Pop-up Shop at the event.

Middle of the year 2018, Yangoods collaborated with Phway Phway, the three-time Myanmar Academy Award winner and one of the top well-known actresses in Myanmar. A lover of freedom and self-expression, her fashion has always been about

representing who she is. It was one of the milestones of Yangoods in its fashion industry. The idea of creating her own collection fascinated “Phway Sein” and that year, she found her common love with Yangoods. Acting both as a muse and designer, Phway Phway creates her own hand bag collection filled with style and personality. Yangoods collaborated with Phway Phway to be a well-known and popular brand among customers. Yangoods always provide the products that are equal in its advertisements and in reality.

In the early of 2019, Yangoods Academy was opened. The purpose of this course is to offer a wider perspective of fashion and to introduce how fashion functions on an international level. This course is tailored for people who interest in fashion and to succeed a career in the fashion trend. This course is a milestone to promote its brand name and to know its products in the local and the abroad.

Yangoods held the competition for its customers as another event. The customers can participate in the photo contest of Yangoods. They can participate in this competition by sending their photos together with Yangoods products. The contestant who got highest like and shares in facebook would be the winner. The winner intended to be given the prizes. For all those activities, the potential customers and current customers can access through social media including Facebook, Instagram, Linked In and YouTube channels.

Recently, Yangoods made the group, namely “Yangoods Insiders.” For the members in this group, it offered special promotional plans such as point method and discount plans.

### **3.2.2 Quality Practices**

Yangoods places the utmost importance in its products from design, materials to customer service. Yangoods team shares the unique Myanmar experiences to the world by setting up a high quality standard.

With over many products and diverse artworks, Yangoods takes inspiration from different periods throughout Myanmer’s rich history and cultural heritage. Its designs reflect the essence that emanates from the land’s soul. There are three types of design such as (Myanmar) POP, (Burmese) VINTAGE and ETHNIC. Burmese vintage is for rejuvenation of Myanmar heritage and Myanmar Pop which is with colorful characteristics.

Yangoods offers the products to customers with best quality and best price according to the words “value for money”. Unique yet fashionable designs and durable quality makes Yangoods most favorite brand of all time. They spend the time around 6 months to one year just for the one design. They save the photos in the Burmese history, sometimes one century ago, for being retouch as some of them are insufficient to be commercialized designs. It can realize the quality of design of Yangoods.

As raw material, Yangoods use cotton leather for bags and vegan leather for water proof items. They always check their products’ durability from the customers’ feedbacks. They always work carefully for quality assurance. Accordingly, they try to sell with suitable price for high quality products.

### **3.2.3 Activities for Brand Value**

Yangoods represents the unique experience of Myanmar, filled with iconic imaginary and art. It began as an attempt to fill a growing niche in the tourism industry. When foreigners came to Myanmar, many were seeking mementos to bring home or as a gift for the friends. There were not too many choices a few years ago. At that time, foreigners bought Myanmar longyies and thanaka as mementos or gifts. Yangoods is a brand which values self-expression. It is significant and encouraging to the niche market. Yangoods is unique due to its identity such as brand culture, positioning, personality, relationships, and presentations. Its identity is the noticeable elements of a brand (for instance - color, logo, name and symbol) that identify and differentiates a brand in target audience mind. It is a crucial mean to grow the company’s product and image. Yangoods celebrate growth of Myanmar by striving to share its beauty all around the world. It values the most importance in its products from design and materials to customer services.

Yangoods sets the high prices on its products because of fashion icon. It creates the product designs by taking ancient Myanmar (Burmese) traditions and beauties to get the attention of local and foreign customers. Yangoods decorates its retail shops with the unique designs to attract the potential and current customers. Yangoods want its customers wherever they go to get interesting by other people with its products.

### **3.2.4 Activities for Cultural Values**

Inspired by Myanmar's heroes, famous symbols and relics, Yangoods products celebrate the country's deep and diverse culture, artistic history, traditions and custom, while also reinvigorating it through its eclectic product line. Visitors to Myanmar find that Yangoods has taken standard souvenirs, such as post cards and magnets, beyond the blasé through the use of abstract patterns and original art. Pouches, scarves, jewelry and other handicrafts that combine aspects of Myanmar's heritage with contemporary Asian designs are also available for purchase.

Lifelong locals and expats alike find an array of Yangoods products to brighten up both their home and office. Items like Chin themed cushions, abstract Aung San Suu Kyi artwork and wood and aluminum pop art posters and paintings spice up just about any given space. Handcrafted soaps, candleholders, and miscellaneous accessories can be found to accompany each of the aforementioned styles.

Yangoods, as the line is called, combines images from colonial-era Burma with 21st century sensibilities through high-quality products. For one, there's a cotton canvas pouch printed with the characteristic leg-rowing fishermen of Inle Lake, the floating market and Kayan ladies. There's also the metal Blue Bus clock, which features Myanmar's old-school public bus.

### **3.2.5 Activities for Social Responsibilities**

One of its corporate social responsibility activities is that Yangoods often makes some donations as philanthropy. Another activity is it develops its business and administrative skills and also helps to improve their employees' talents by providing design insights and training programs of CCI (French- Myanmar chamber of commerce and Industry). Other activity is that it delivers the values of the brand through social media such as Facebook, Instagram and Websites etc. Yangoods always update the new information for the public awareness. It always tries to satisfy the customers by answering the questions that the customers ask or by giving suggestions how to get the service. Yangoods stands in the market as a brand that offers high quality products and those are reflected to the life style and show Myanmar culture.

### 3.3 Profile of Respondents

In this study, there are five items of demographic characteristics to describe the demographic profile of the respondents

**Table (3.3) Profile of Respondents**

Factors		No. of Respondents	Percentage
<b>Total</b>		297	100.00
Gender	Male	71	23.91
	Female	226	76.09
Age (years)	18 – 23	96	32.32
	24 – 29	114	38.38
	30 – 35	41	13.80
	Above 35	46	15.49
Occupation	Student	98	33.00
	Employed	148	49.83
	Unemployed	6	2.02
	Business Owner	27	9.09
	Others	18	6.06
Income Level	Less than 100,000 kyats	32	10.77
	100,000 to 300,000 kyats	100	33.67
	300,000 to 500,000 kyats	50	16.84
	500,000 to 700,000 kyats	35	11.78
	700,000 to 1,000,000 kyats	17	5.72
	More than 1,000,000 kyats	63	21.21
Education level	Below High School		0.00
	High School		0.00
	Undergraduate	18	6.06
	Bachelor Degree	121	40.74
	Master Degree	152	51.18
	Doctorate	5	1.68
	Others	1	0.34

Source: Survey Result, 2019

They are gender, age, occupation, income level, and education through structured questionnaires (Likert Scale – 5 points). All the respondents are the customers who bought the Yangoods products. The above table shows the numbers and percentages of the respondents with different demographic factors.

The sample size for this study is 95% of confidence level with total population 120,000 from facebook page. The 383 respondents are invited to participate, however 297 respondents completed the survey by calculating the sample size as Roasoft calculator. For each question, respondents are given multiple choices, out of which the respondents have to choose the most relevant one. Above Table (3.3) presents the demographic data of the respondents.

According to the Table (3.3) based on demographic factors, most of the respondents are females as females like to shop more and like purchasing fashionable products. Male respondents are less than female due to the nature of Yangoods products. Females are more interesting in fashionable products than males.

The largest group between respondents is between 24 and 29 years old. According to the survey results, most respondents are young people. Most of the respondents are educated, employed and they are master degree holders. Mostly the respondents' income level is between 100,000 & 300,000 kyats.

# **CHAPTER 4**

## **ANALYSIS ON BRAND TRUST AND PURCHASING BEHAVIOR OF YANGOODS CUSTOMERS**

This chapter consists of two main parts. The first part includes the level of influencing factors on brand trust, brand trust (cognitive and affective brand trust), and purchasing behavior. The second part presents the analysis on the effect of brand trust on purchasing behavior of Yangoods customers. The analysis data are based on the result of questionnaires.

### **4.1 Factors Influencing Brand Trust**

In this study, the data collected through the survey questionnaires from the Yangoods facebook page followers will be worked out in this section. In addition, those data will be analyzed. There are three main factors which can influence on brand trust. They are social factors, cultural factors, and social responsibility factors.

#### **4.1.1 Social Factors**

In this study, the social factors on brand trust may include friends, family members, reference groups, roles and status. The respondents are asked whether they agree or not according to the scale of strongly disagree, disagree, neutral, agree or strongly agree. Then the results are calculated and drawn on the following table. The mean values give the information on how friends, family members, reference groups, social media, roles and status can influence on brand trust towards purchasing behavior of Yangoods customers. Social factors are especially important for customers to have the trust on brand. Potential customers have to rely on the information from the actual customers before making the purchase. Actual customers may be their family members, friends, and colleagues.

There are seven questions to examine social factors influencing brand trust towards Yangoods customers. The survey data are as shown in Table (4.1).

**Table (4.1) Social Factors**

	<b>Factors</b>	<b>Mean</b>	<b>Std. Deviation</b>
1.	Cultural products from friends, colleagues and family members	3.37	0.865
2.	Cultural issues from friends, colleagues and family members	3.35	0.921
3.	Trust the brands that are recommended by friends, colleagues and family members	3.81	0.810
4.	Take suggestions from family members, friends and colleagues before purchase	3.58	1.075
5.	Using the products by this brand be high to status	3.49	1.014
6.	Trust on the cultural products which are advertised on social media	3.26	0.961
7.	Trust on the brand which has good reviews on social media	3.62	0.911
	<b>Overall Mean</b>	3.49	

Source: Survey Result, 2019

In Table (4.1), among of these social factors statements, Yangoods customers have a good feeling about recommendations from their friends, family members and their colleagues. Because they think that other people will have some experiences about the product. Therefore, they trust the product or brand that is recommended by their friends, family members and colleagues. However, most customers are not trusted on the products which are advertised on social media because advertising on social media is not reliable. They have the feeling like they cannot see and also check the product quality and the flaws. For these reasons, they are not trusted advertising on social media.

#### 4.1.2 Cultural Factors

In this study, the cultural factors on brand trust may include culture values, subculture, traditions and heritage of Myanmar. Marketers and strategists must consider cultural factors as the main point. Because people attitudes, opinions, believes, and behaviors are initially developed based on the cultural.

There are totally seven questions to explore cultural factors. The result data are as shown in Table (4.2).

**Table (4.2) Cultural Factors**

No	Factors	Mean Value	Std. Deviation
1.	Promote traditions and heritage in Myanmar	4.24	0.867
2.	More cultural protection works	4.32	0.807
3.	Raise cultural awareness among Myanmar	4.40	0.770
4.	Cultural protection issues are none of business.	4.00	1.059
5.	Unwise for Myanmar to spend a vast amount of money on promoting cultural protection	3.39	1.092
6.	Encourage Myanmar cultural and sub-culture	3.78	0.783
7.	Designs are closely related with Burmese heritage and traditions	3.78	0.930
	<b>Overall Mean</b>	3.98	

Source: Survey Result, 2019

According to Table (4.2), among of these cultural factors statements, Yangoods customers are strongly agreed that it is very important to raise cultural awareness among Myanmar with the highest mean value. It means that customers trust the products or brands which innovates or renovates Myanmar culture and heritage to be popular as protecting and encouraging own culture. However, most of respondents are not strongly agreed that it is unwise for Myanmar to spend a vast amount of money on promoting cultural protection with the lowest mean value. Because they think that promoting cultural protection is very important and also Yangoods should spend a vast amount of money on this.

#### 4.1.3 Social Responsibility Factors

Social responsibility factors are also essential for businesses because they can get so many benefits from the society. Social responsibility is the duty of every business for the society but not to do the harm. Therefore, almost every business does the social responsibility activities in today's business environment.

There are six questions to analyze social responsibility factors influencing brand trust. The mean values give the information of those making social responsibility activities may influence the brand trust on purchasing behavior. Survey data are shown in Table (4.3).

**Table (4.3) Social Responsibility Factors**

No	Factors	Mean Value	Std. Deviation
1.	Trust in brands that practice social responsibility activities	3.56	0.884
2.	Strong CSR like donations would be first choice	3.38	0.885
3.	Raise the profile of brand in customers' mind	3.81	0.820
4.	Not purchase other brands if similar brand, which is associated with CSR activities, is visible	3.26	0.921
5.	Increase the level of trust in a brand	3.64	s0.859
6.	View and trust the companies that practice good CSR (especially donations) in a more positive manners	3.71	0.864
	<b>Overall Mean</b>	<b>3.56</b>	

Source: Survey Result, 2019

According to Table (4.3), among of these social responsibility factors statements, most customers are strongly agreed that social responsibility activities raise the profile of brand in their minds because they think that making these activities is a good thing and Yangoods supports to the society. However, some of the respondents have slightly negative perspective about the statement that they will not purchase other brands if similar brand, which is associates with CSR activities, is visible. It means that they will purchase other brands.

## 4.2 Brand Trust

Brand trust can reach to customers purchasing behavior and can get the customers loyalty. Thus, every business is trying to build the good relationship with customers to have the trust. Brand trust can reflect the customers' expectations, that is the business or company can make the brand's products, service, or more broadly as its promises.

There are totally ten questions. In brand trust section, there are two sections as cognitive and affective brand trust. Each section contains five questions. The respondents are asked whether they agree or not according to the scale of strongly disagree, disagree, neutral, agree or strongly agree. Then, the results are calculated and drawn on the following table (4.4).

**Table (4.4) Brand Trust of Yangoods Customers**

No	Factors	Mean Value	Std. Deviation
	<b>Cognitive Brand Trust</b>		
1	Presents products that have been committed in its advertisements	3.66	0.747
2	Quality is good and durable	3.62	0.767
3	Website and Facebook page have a good reputation	3.85	0.785
4	Usually provide necessary information	3.80	0.858
5	Say positive things to other people	3.73	0.772
	Overall Mean	3.73	
	<b>Affective Brand Trust</b>		
1	Trustworthy impression	3.72	0.758
2	Trust the brand completely	3.65	0.837
3	Design of products take into account of Myanmar heritage and renovate it	3.83	0.806
4	Amazed responsive behavior of Yangoods	3.80	0.784
5	Buy the same brand	3.59	0.896
	Overall Mean	3.71	

Source: Survey Result, 2019

According to the overall mean value, cognitive brand trust has the higher mean value than affective brand trust. Among the cognitive brand trust statements, most customers are strongly agreed that Yangoods website and the facebook page have a good reputation. Because they think that Yangoods usually update the products and price on its own website and facebook. Moreover, it can also provide accurate and reliable information about its products and price through social media. However, most customers are not strongly agreed that quality is good and durable. Although they like the quality, Yangoods needs to promote the quality of its products. Otherwise, most customers have the feeling like that some products have poor quality and they are not durable.

Among the affective brand trust statements, most customers are strongly agreed that they like the design of Yangoods. Because Yangoods makes its product design based on Myanmar cultural design by taking into account of heritage. However, most customers will not purchase the same brand's products for the next time with the lowest mean value. It means that they may purchase other brand or product for different reasons.

### 4.3 Analysis on Factors Influencing Cognitive Brand Trust

This section analyses the influencing factors such as social, cultural and social responsibility on cognitive brand trust towards Yangoods. In this study, linear regression is used to test the influencing between independent variable (social factors, cultural factors, and social responsibility factors) and dependent variable (cognitive brand trust). The output from generating linear regression model is shown in shown in Table (4.5).

**Table (4.5) Analysis on Factors Influencing Cognitive Brand Trust**

Variable	Unstandardized Coefficients		Beta	t	Sig	VIF
	B	Std. Error				
(Constant)	0.661	0.210		3.142	0.002	
Social Factors	0.348***	0.050	0.345	6.995	0.000	1.332
Cultural Factors	0.188***	0.049	0.178	3.797	0.000	1.204
Social Responsibility Factors	0.309***	0.046	0.340	6.737	0.000	1.396
R Square	0.464					
Adjusted R Square	0.459					
F-value	84.622***					
Durbin- Watson	2.079					

Source: Survey Data, 2019

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

As shown in Table (4.5), the power of the models to explain variables supposed to factors influencing on cognitive brand trust is considered moderate as value of R Square is 0.464. Thus, the linear regression model in this case can explain 46.4% about the relationship between independent variables (social factors, cultural factors, and social responsibility factors) and dependent variable (cognitive brand trust). According to the significant values, it is found that there is a positive relationship between influencing factors such as social factors, cultural factors and social responsibility factors) and cognitive brand trust at 99% significant level. All VIF values are less than 10. Thus, there is no problem of multicollinearity among independent variables. Durbin Watson value

2.079 is between the range of 1.5 and 2.5. Therefore, the sample is enough. Significant value is out of range of 0.06 – 0.08. Therefore, it doesn't exist marginally correlated.

The value of F test, the overall significant of the model is highly significant at 1 percent level. This specified model can be said valid. According to the survey results, the significant value of social factors is less than 0.01. Therefore, this variables influence on cognitive brand trust at 99 percent confidence interval. On the other hand, these factors are positive relationship with cognitive brand trust. One unit increase in social factors will also raise the effect of brand trust by 0.348 units.

Moreover, the significant value of cultural factors is less than 0.01. This cultural influence on cognitive brand trust is at 99 percent confidence interval. This cultural influence is positive relationship with cognitive brand trust. On unit increase in cultural factors will also increase the effect of cognitive brand trust by 0.188 units.

The significant value of social responsibility factors is also less than 0.01. Social responsibility factors have positive relationship with cognitive brand trust. One unit increase in social responsibility factors will also raise the effect of cognitive brand trust by 0.309 units. All these independent variables such as social, cultural and social responsibility factors have positive relationship with cognitive brand trust.

In terms of the standardized coefficients (Beta), social factors and social responsibility factors are relatively the most important in explaining cognitive brand trust on purchasing behavior of Yangoods. Therefore, among three of influencing factors, social factors and social responsibility factors are the key determinants of cognitive brand trust.

To explain the reason of causing significant relationship with social, cultural and social responsibility factors with cognitive brand trust, it needs to clarify the cognitive brand trust in the first place. The Cognitive brand trust is provoked by accumulated knowledge of prediction or expectation which influenced by social, cultural and corporate social responsibility factors.

By considering on research results, the social interactions with family members, friends and colleagues help to receive the sufficient information about the reliability of the brand's products. This justifiable information is able to build the brand that it will be matched with the obligations we expected. So, the family members, friends and colleagues caused the cognitive brand trust. Nowadays, the immense usage of social

media provokes the good accessibility of information of whichever products from wherever in Myanmar. So customer's brand trusts are being shaped inevitably by social media as Facebook, Instagram and so on. The comments of current customers and good reviews on such specific brand in social media cause the cognitive brand trust of customers. Yangood is the one brand among them.

By the research outputs, occurring cognitive brand trust is strong relationship with not only the influences of stated social spheres however also cultural influence. Consciousness of Yangoods customers on the need of protection of Myanmar material culture is high. For that reason, most of the customers interest in the Yangoods products. The influence of culture on cognitive brand trust is that concerning on the threats of Burmese cultural heritages.

At the last however not least, the awareness on social responsibilities stimulate the consideration on social obligation of this brand. Social Responsibilities issues are most contentious one at contemporary business studies. Implementing more social responsibilities (CSR) makes obviously the good reputation of the brand and increases the level of trust on Yangoods. The philanthropic activities and career development for employers of this brand have the significant influence on the forming of cognitive brand trust. The confidence on the brand is raised by constructed knowledge of customers on brand which influenced by social, cultural and CSR realm.

#### **4.4 Analysis on Factors Influencing Affective Brand Trust**

This section analyses the influencing factors such as social, cultural and social responsibility on affective brand trust towards Yangoods. In this study, linear regression is used to test the influencing between independent variable (social factors, cultural factors, and social responsibility factors) and dependent variable (affective brand trust). The output from generating linear regression model is shown in shown in Table (4.6).

As shown in Table (4.6), the power of the models to explain variables supposed to factors influencing on affective brand trust is considered moderate as value of R Square is 0.478. Thus, the linear regression model in this case can explain 47.8% about the relationship between independent variables (social factors, cultural factors, and social responsibility factors) and dependent variable (affective brand trust).

**Table (4.6) Analysis on Factors Influencing Affective Brand Trust**

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig	VIF
	B	Std. Error	Beta			
(Constant)	0.570	0.211		2.704	0.007	
Social Factors	0.390***	0.050	0.381	7.818	0.000	1.332
Cultural Factors	0.182***	0.050	0.170	3.669	0.000	1.204
Social Responsibility Factors	0.297***	0.046	0.322	6.460	0.000	1.396
R Square			0.478			
Adjusted R Square			0.472			
F-value			89.372***			
Durbin- Watson			2.004			

Source: Survey Data, 2019

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

According to the significant values, it is found that there is a positive relationship between influencing factors such as social factors, cultural factors, and social responsibility factors and affective brand trust at 99% significant level. All VIF values are less than 10. Thus, there is no problem of multicollinearity among independent variables. Durbin Watson value 2.044 is between the range of 1.5 and 2.5. Therefore, the sample is enough. Significant value is out of range of 0.06 – 0.08. Therefore, it doesn't exist marginally correlated.

The value of F test, the overall significant of the model is highly significant at 1 percent level. This specified model can be said valid. According to the survey results, the significant value of social factors is less than 0.01. Therefore, this variables influence on affective brand trust at 99 percent confidence interval. On the other hand, these factors are positive relationship with affective brand trust. One unit increase in social factors will also raise the effect of affective brand trust by 0.390 units.

Moreover, the significant value of cultural factors is less than 0.01. This cultural factor influencing affective brand trust is at 99 percent confidence interval. This cultural

factor is positive relationship with affective brand trust. On unit increase in cultural factors will also increase the effect of affective brand trust by 0.182 units.

The significant value of social responsibility factors is also less than 0.01. Social responsibility factors have positive relationship with affective brand trust. One unit increase in social responsibility factors will also raise the effect of affective brand trust by 0.297 units. All these independent variables such as social, cultural and social responsibility factors have positive relationship with cognitive brand trust.

In terms of the standardized coefficients (Beta), social factors and social responsibility factors are relatively the most important in explaining affective brand trust on purchasing behavior of Yangoods. Therefore, among three of influencing factors, social factors and social responsibility factors are the key determinants of affective brand trust.

It is same for the affective brand trust too, firstly it need to recall on the clarification of affective brand trust. It started from social interaction with other. Prevalently cognitive brand trust is prior than affective brand trust. Cognitive brand trust is formed as the basic for affective brand trust. It means that the technical basic of trust needs for more emotional trust of brand. In more clear way, emotional based trust does not depend on the knowledge or information given from three realms. Thus, its characteristics is less transparent than affective brand trust.

For the significant relationship between three independent variables and brand trust, there are several reasons. The preference on the brand, responsive social media and being high status cause the specific level of trust on the brand. These factors show the role of social media in affective brand trust, in other way emotional trust. In social environment, consideration about owing this brand may be high social status causes high affective brand trust. Easiness to access the information of Yangoods from social interaction such as family members, friends, colleagues and other reference groups initiate the affective brand trust of it. Visual assessment on Yangoods in social media can spark the impetus for increasing affective brand trust of customers.

In the case of culture, the remarkable relationship between cultural influence and affective brand trust explain about the existence of Burmese spirit in Yangoods customers. The fondness of Burmese cultural design is happened when customer see the design of Yangoods products. The inner perception of love upon such design set up

affective brand trust upon Yangoods. The Burmese cultural design of Yangoods can forge the affective brand trust of customers.

According to the findings which show a good relationship of social responsibilities of Yangoods and affective brand trust, customers preference of CSR activities on the business create the emotional trust on the brand. Philanthropic activities and employer's career enhancement programs of Yangoods display about the stand of Yangoods related to communities. This is in the important role in which initiating of affective brand trust.

## **4.5 Analysis on the Effect of Brand Trust on Purchasing Behavior**

This section presents the mean values of purchasing behavior resulted from survey data and the effect of brand trust on purchasing behavior of Yangoods customers.

### **4.5.1 Purchasing Behavior of Yangoods Customers**

In this study, the combination of ten questions is used to explore customers' purchasing behavior. Table (4.7) illustrates the analytical result.

**Table (4.7) Purchasing Behavior of Yangoods Customers**

No	Factors	Mean Value	Std. Deviation
1.	Personal use	3.74	0.895
2.	Pay as the gift to others	3.63	0.964
3.	Unique style adapted to needs	3.66	0.856
4.	Unique among other brands	3.74	0.839
5.	Interested in the design of this brand	3.93	0.839
6.	Love Myanmar cultural norms	3.99	0.801
7.	Size of the brand	3.68	0.835
8.	Fashionable	3.70	0.818
9.	Quality of product is fixed to needs & expectation	4.08	0.799
10.	Unplanned decisions	3.11	1.068
	<b>Overall Mean</b>	3.72	

Source: Survey Result, 2019

According to the analytical result on mean value in purchasing behavior of 297 respondents, customers are more prefer to purchase Yangoods products based on the quality. The reason is that the product quality can fulfill the customers' needs and expectations. Table (4.7) shows other information that customers purchase Yangoods products as they love Myanmar cultural norms and interested in the design of Yangoods. Unplanned decision has the lowest mean value. It means customers purchase this brand's products by planning. The overall mean value is positive for purchasing behavior.

#### **4.5.2 The Effect of Brand Trust on Purchasing Behavior**

To investigate the brand trust on purchasing behavior, the effect of brand trust on purchasing behavior is explored. As analytical tool, simple linear regression model is applied to the analysis of the effect brand trust on purchasing behavior of Yangoods. The result from generation this model is shown in the following table (4.8).

**Table (4.8) The Effect of Brand Trust on Purchasing Behavior of Yangoods**

**Customers**

<b>Variable</b>	<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>	<b>t</b>	<b>Sig</b>	<b>VIF</b>
	<b>B</b>	<b>Std. Error</b>	<b>Beta</b>			
(Constant)	1.127	0.143		7.861	0.000	
Cognitive Brand Trust	0.345***	0.062	0.377	5.546	0.000	2.911
Affective Brand Trust	0.353***	0.061	0.392	5.767	0.000	2.911
R Square	0.534					
Adjusted R Square	0.531					
F-value	168.642***					
Durbin- Watson	1.889					

Source: Survey Data, 2019

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

As shown in Table (4.8), the coefficient value of determination (R Square) is 0.534. Thus, the linear regression model in this case can explain 53.4% about the

relationship between independent variable (brand trust) and dependent variable (purchasing behavior).

According to significant value, it is found that there is a positive relationship between brand trust and purchasing behavior at 99% significant level. VIF value is less than 10. Thus, there is no problem of multicollinearity. Durbin Watson value is 1.889 and it is between 1.5 and 2.5. Thus, the sample is enough. The value of F test, the overall significance of the model, is highly significant at 1 percent level. The specified model can be said valid. Significant value is out of range of 0.06 – 0.08. Therefore, it doesn't exist marginally correlated.

Both cognitive brand trust and affective brand trust have the expected positive sign and are significant value at 1 percent level. The positive relationship means that the increase in brand trust leads to more effect on purchasing behavior. The increase in cognitive brand trust by 1 unit will also raise the effect on purchasing behavior by 0.345 units. The increase in affective brand trust by 1 unit will also raise the effect on purchasing behavior by 0.353 units. The standardized coefficient (Beta) of cognitive brand trust has the value 0.377 and affective brand trust has the value 0.392.

According to the analysis output, the information customer get from various sources influences construct cognitive brand trust on Yangoods and it make to confirm the purchase by recommendation of other persons, self-experiences and rational thinking with reasons. The customers also purchase this brand relying on their memory and predetermined expectations by social media, websites, and advertising of it. So cognitive brand trust has strongly influence on purchasing behavior of Yangoods.

By this research, findings show about the important role of emotional issues of customers on Yangoods products. Customers purchase this brand due to their subjective feelings based on their emotions and unexpected conscious about it. The purchasing behavior is caused by the impulse relating to trustworthiness, styles of cultural designs, easiness to make decision by full information and unexpected fondness upon the Yangoods products. So affective brand trust has also significantly influence on purchasing behavior of Yangoods.

A customer could still be lost between brand trust and purchasing behavior. Brand trust is just as important during the customers actively consider to purchase the products. The reasons of purchasing Yangoods products as customers are that they think it has good

quality, good reputation in Website and other social media. Most customers considered. They also trust in Yangoods because it always presents products that have been advertised in social media. So they can see the same feature online and outside. Only if customers trust in the brand's products, they will purchase the products. Most customers purchase Yangoods for many reasons as having unique style, cultural norms, different sizes and being fashionable. They also purchase for using presents or gifts or souvenirs to friends and others.

## **CHAPTER 5**

### **CONCLUSION**

This chapter is composed with three parts; findings and discussion, suggestions and recommendations, and the needs for further researches. This study explores the factors influencing brand trust towards Yangoods customers and points out the effect of brand trust on purchasing behavior. This study is expected to help marketing executives to improve in their decision making on Yangoods by means of customers' purchasing behavior.

#### **5.1 Findings and Discussions**

According to the survey data, it highlights that most customers trust the products that are recommended by their family members, friends and colleagues. This is the most important influencing factor in social factor. Another factor is that most customers trust the products and brands which have good reviews than advertising in social media. It is found that these two factors are major influencing factors on social factors towards brand trust of Yangoods customers.

In cultural factors, most customers agree with the factor as raising cultural awareness among Myanmar which is followed by cultural protection is needed. Respondents trust the brand which innovates and encourages Myanmar culture, traditions and heritage. They also think that more cultural protection like Yangoods is needed to take Myanmar fashions to the world.

Most respondents approve that their mind and attitude towards the profile of brand may be raised by making social responsibility activities. Most companies often make CSR activities as donations, and upgrading their employees' skills and so on. Most customers have the positive mindset with these activities and they trust these companies and its brand and products which make social responsibility activities according to the survey result.

In brand trust section, it is found that customers trust the brands which have good reputation in social media as website and facebook page. For the companies, reputation is

especially important to have the customers' trust. Customers also love and trust Yangoods as innovating traditions and heritage, encouraging culture and sub- culture. Most customers trust the brand that is some brands' facebook page and social media always respect their customers' comments. Yangoods always try to improve the responses to the customers' comments. Customers trust the brands like Yagoods because they can easily get the information that they want from the website and facebook page.

After analyzing the survey data, based on the outcomes of mean value, it can assume that customers purchase Yangoods products because of good quality. The product quality can fulfill their needs and expectations. Moreover, the brand's cultural norms are the attractive factors for the Yangoods customers. They also purchase because the brand's design. Otherwise, respondents who purchase Yangoods products are mostly educated and have low to high income levels. It is also found that respondents who have master degree level mostly purchase and use this brand.

According to the results of the analysis on factors influencing cognitive brand trust by linear regression model, three influencing factors have positive relationship with cognitive brand trust. The analysis of factors influencing cognitive brand trust shows that all of the factors re above "Average" which leads to "Agree". Interestingly, all factors are significant. Therefore these three factors have positive relationship with cognitive brand trust. In social influence, customers always take suggestions and recommendations from their friends, family members and colleagues to get reliable and sufficient information about the products they want. They also use social media to know about the products' information. They applied such information to build the trust in brand or product. Most customers trust in the products that have good reviews in Facebook, Website, Instagram and so on. In details for cultural influence, customers are well known to protect own culture and cultural themes in Myanmar. They accepted to raise the cultural protection issues. Customers think that Yangoods protect and promote own traditions, culture and heritage to take the world. In a relationship between social responsibility factors and cognitive brand trust, customers trust the companies' products that make social responsibility activities such as donations and career development training for employers. These activities make the good reputation for the companies' products and increase the level of trust on products for customers.

According to the results of the analysis on factors influencing affective brand trust by linear regression model, all factors also have positive relationship with affective brand

trust. All factors are above “Average” and significant. These three factors have positive relationship with affective brand trust. In social factors, easiness to access the information of Yangoods from their social environment initiates the affective brand trust of customers. Moreover customers get the quick responses of Yangoods from social media. This fact increases the level of trust on product. In customers’ minds, owing Yangoods products may be high social status and it impacts on affective brand trust. In cultural factors, customers have the feeling of the fondness of ancient and burmese cultural design and it is happened when customers see the design of Yangoods products. The ancient and traditional, Burmese cultural design of Yangoods can cause the affective brand trust of customers. In social responsibility factors, customers’ preference of CSR activities on the business creates the emotional trust on the brand. Customers like the activities as career enhancement programs for employees and making donations in needed area. These are an emotional role in which initiating of affective brand trust. Most customers compare the brands and products every aspects of social responsibility activities, including donations and enhancing the employees’ career life by giving training program. Even though the customers may be sure of what they want, the customers still want to compare other options to ensure their decision is the right one.

According to the results of analysis on the effect of brand trust on purchasing behavior by linear regression model, there is a positive relationship between them. Customers purchase Yangoods products relying on their memory and predicted expectations by social media, websites and advertising of it. Customers get the information they want from various sources. Thus, they applied this information as recommendations of others, self- experiences and rational thinking with reasons to make purchase. Customers purchase the products due to their subjective feelings based on their emotions and unexpected conscious about it. Most customers said positive things about Yangoods to other people because they had the feeling of trust in this brand. Having the trust in brand makes most customers to purchase the products or brands for different reasons. They love the unique designs, different sizes, better quality and pay as the gifts to others.

As a summary, the findings of the factors influencing brand trust and purchasing behavior are very useful tools for marketers. This study helps the markers to utilize the factors influencing brand trust and purchasing behavior and to develop different and unique marketing strategies to increase sales of Yangoods products.

## **5.2 Suggestions and Recommendations**

According to the analysis, the major factor of influencing purchasing behavior of Yangoods customers, the followings state the suggestions on the points relating to social factors, cultural factors and social responsibility factors, brand trust and purchasing behavior.

According to survey results, most of the respondents have the trust on suggestions and recommendations from others, especially of their family members and friends before making the purchase. So words- of -mouth is especially important to be successful for the company in the long-term. For that reason, Yangoods should try to achieve the faith of the customer who has already penetrated and always makes the efforts to achieve this through the good responsive manners. The recommendations of other customers to the potential customers make the strong reason of brand trust on company products. On the other hand, most customers don't believe the advertising on social media. It has probably the persuasive senses to some extent. For that reason, the company should consider to make its advertisements which balance between on the side of informative; as adding accurate and reliable information of the brands, and persuasive characters. Moreover, the company should request the recommendations from the customers and those feedbacks should be published in its advertisements.

In case of the results regarding cultural factors, hoping to raise the cultural awareness of Myanmar has the important role in purchasing behavior of Yangoods. It is one of the competitive advantages of Yangoods though; the company needs to emphasize the reservation and development of Myanmar cultural designs. Innovative production mixing with other contemporary Myanmar cultural issues will be also great option for the company future plan. Moreover, the result showed that there was the need of cultural protection countrywide. In order that, the company should make the attempts to develop not only the Burmese cultural designs but also other Burmese sub-cultural items.

According to the results, conducting of social responsibility activities has the prominent role in the case of rising of profile in customers' minds. For that reasons, the company should make more community activities to help the society and to have strong customers' faithfulness. However, such activities should be really acceptable one for the loyal customers because the results have already proved that many CSR activities have sufficient possibilities to make purchase decision. In accordance with the results of the

lowest mean value in social responsibility factors, most customers will possibly make the purchase other brands which are also associated with similar CSR activities. In order that, the company ought to pay attentions not only on the social responsibility factors but also on the other criteria such as quality, price, packaging and so on. Company must do the CSR activities really effective and related to the cultural sectors of Myanmar.

As most of the customers answered the questions relating to cognitive brand trust, social media and website of Yangoods have good reputation and are reliable to certain extent in customers' minds. For that reasons, Yangoods should promote the brand image from the social media tools to easily achieve the cognitive trust of customers. On the other hand, the doubtfulness on the quality of products still exists. The company needs to make sure to have the best quality of products which can achieve the good impression of customers. The company should make the good operations in the quality control.

In case of affective brand trust, the trust of customers on the brand was relatively low comparing to the cognitive brand trust. Due to the highest mean value in affective brand section, most customers appreciate the significant role of the designs relating to the Myanmar heritage. Therefore, the company should consider the design development which has closely relatively to Myanmar heritage and cultural themes. On the other hand, customers have the doubts on the next-time purchase decision regarding their needs and problem recognitions. In order that, the company should try to understand the stimuli which escalates the customer purchase decisions.

Due to the survey results, most customers purchased Yangoods products for different reasons. Among them, product quality is the crucial one because it fixed to their needs and expectations. For that reason, the company should always maintain the quality of the products. To know the customers' needs and expectations, the company should pay attention to their suggestions and responses. On the other hand, they purchased Yangoods products because of embedding Myanmar cultural norms. Therefore, Yangoods should always take care of promoting Myanmar cultural designs and themes. Most customers purchased its products on unplanned decision, although it is relatively lower mean value among the answers. For that reason, Yangoods needs to attract the current and potential customers to make the actual purchase whether it is planned or unplanned.

In case of analyzing the factors influencing cognitive brand trust of Yangoods customers, the customers make the positive recommendation to their friends and relatives about the goodness of Yangoods. It describes as the best marketing tool for the company. Therefore, the company should accept the crucial role of their customers as the best marketing tool and should listen to the voices of them. Even though not the much value of accepting the good quality of product, the company should emphasize the product development for right price and right quantity, it is contentious one though. To establish the ground for the cognitive brand trust needs to be the better positioning of brand. In this case, Yangoods ought to try having the more rational incentives of customers in purchasing decision.

However, for analyzing the factors influencing affective brand trust, it is always needed to display the best image of product. The most interesting theme in the brand is the designs. So the company should emphasize the development of design in line with the historical development of Myanmar arts and cultures. Obviously, the impressive things are difficult to be interesting one for the next time. It is also the obstacle of the brand in this case. Product development, especially in designs will always be the good option for the company ever.

In investigating the effect of above mentioned brand trust on purchasing behavior, the company always should do the best quality of its outputs. In the result of studies, it witnesses the prominent role of quality in modern era. Having identical with the expectation and reality will always be the best and reasonable for purchasing decision. The company should make the right price for the good quality and it need to take care of having the exact same with the promised quality in the advertisement. On the other hand, as the one reason for why it is critical, most of the customers are purchasing the products for their own use, not for other as the gifts, relatively. So, improving the designs and the quality are the essential elements for building the strong image of brands.

### **5.3     Needs for Further Research**

This study focuses to analyze the influencing factors on brand trust and purchasing behavior Yangoods customers only in Yangoods Facebook Page. Although the survey data is collected from 383 followers from Yangoods Facebook Page, only 297 respondents among followers gave response back. The sample is so small. Therefore,

further studies that investigate all the influencing factors with larger sample size would be more fruitful research.

Although there are several influencing factors on purchasing behavior, this study only covers in social factors, cultural factors, and social responsibility factors. Further research can focus on more factors and find the relationship between them. It could be more useful for marketers, marketing executives and managers to develop some market strategy. In this study, data has been collected by using quantitative approach. In order to represent more comprehensiveness, other methods like qualitative or mixed method shall be considered as further research.

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## **Appendix - A**

### **Survey Questionnaire**

Dear Respondent,

I am a student from MBA programme at Yangon University of Economics carrying out a thesis on “Effect of Brand Trust on Purchasing Behavior of Yangoods Customers.” I would to request you to kindly spare some time to fill up this questionnaire. Thank you very much for you participation.

Please, keep in process only if you have experienced on purchasing the Yangoods products either for yourself or others.

**Please tick your response for each question.**

1. What is your gender?

- Male
- Female

2. What is your age?

- 18-23
- 24-29
- 30-35
- Above 35

3. What is your occupation?

- Student
- Employed
- Unemployed
- Business Owner
- Others

4. How much did you earn (Salary) per month?

No Income

- Less than 100,000 kyats
- 100,000 to 300,000 kyats
- 300,000 to 500,000 kyats
- 500,000 to 700,000 kyats
- 700,000 to 1,000,000 kyats
- More than 1,000,000 kyats

5. What is your education level?

- Below High School
- High School
- Undergraduate
- Bachelor Degree
- Master Degree
- Doctorate
- Others

#### **Part A: Influencing Factors on Brand Trust**

Please rate your agreement level upon these following statements in terms of  
**(Strongly Disagree=1, Disagree=2, Neutral=3, Agree=4, Strongly Agree=5).**

	Social Factors	1	2	3	4	5
1.	I learn so much about cultural products from friends, colleagues and family members.					
2.	I learn so much about cultural issues from my friends, colleagues and family members.					
3.	I trust the products that are recommended by my friends, colleagues & family members.					

4.	I always take suggestions from my family members, colleagues and friends before I purchase.					
5.	Using the products by this brand be high to my status.					
6.	I often trust on the cultural products which are advertised on social media.					
7.	I often trust on the product which has good review on social media.					

	Cultural Factors	1	2	3	4	5
1.	It is essential to promote traditions and heritage in Myanmar.					
2.	I strongly agree that more cultural protection works are needed in Myanmar.					
3.	It is very important to raise cultural awareness among Myanmar.					
4.	Cultural protection issues are none of my business.					
5.	It is unwise for Myanmar to spend a vast amount of money on promoting cultural protection like Yangoods.					
6.	I think Yangoods encourages Myanmar culture and sub-culture.					
7.	The reason why I like and trust this brand is that its designs are closely related with Burmese heritage to take Myanmar to the world.					

	<b>Social Responsibility Factors</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1.	I trust to brands that practice social responsibility activities as career advancement training for employees					
2.	A brand with strong CSR like donations and career advancement training on employees would be my first choice.					
3.	Social responsibility activities raise the profile of brand in customers' minds.					
4.	I will not purchase other brands if similar brand, which is associated with CSR activities, is visible.					
5.	Social responsibility activities increase the level of trust I have in a brand.					
6.	I view companies that practice good CSR (especially donations and career advancement training) in a more positive manner.					

### **Part B: Brand Trust**

Please rate your agreement level upon these following statements in terms of  
**(Strongly Disagree=1, Disagree=2, Neutral=3, Agree=4, Strongly Agree=5).**

	<b>Brand Trust</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1.	This brand gives me a trustworthy impression.					
2.	I feel that I can trust this brand completely.					
3.	This brand presents products that have been committed in its advertisements.					

4.	The quality of this brand is good and durable.					
5.	Brand's website and Facebook page have a good reputation.					
6.	Brand's website and Facebook page usually provide necessary information to me.					
7.	I feel the design of this products take into account of Myanmar heritage themes and renovate it.					
8.	I was amazed the responsive behavior of Yangoods.					
9.	I say positive things about this brand to other people.					
10.	If I need that product for the next time, I will buy the same brand.					

### **Part C: Purchasing Behavior**

Please rate you agreement level upon these following statements in terms of  
**(Strongly Disagree=1, Disagree=2, Neutral=3, Agree=4, Strongly Agree=5).**

	Purchasing Behavior	1	2	3	4	5
1.	I purchase this brand for personal use.					
2.	I purchase this brand to pay as the gift to others.					
3.	This brand provides unique style adapted to my needs.					
4.	This brand is unique among other brands.					
5.	I am interested in the design of this brand.					

6.	I love the Myanmar cultural norms behind the design of this brand.					
7.	The size of this brand is fixed with my needs.					
8.	The feel fashionable when I purchase this brand.					
9.	The quality of this brand's products is always consistent and meets my expectations.					
10.	I purchase this brand on unplanned decision.					

Thanks for your contribution!

## **Appendix – B**

### **SPSS Output**

#### **Descriptive Statistics**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
Cultural products from friends, colleagues and family members	297	3.37	0.865
Cultural issues from friends, colleagues and family members	297	3.35	0.921
Trust the brands that are recommended by friends, colleagues and family members	297	3.81	0.810
Take suggestions from family members, friends and colleagues before purchase	297	3.58	1.075
Using the products by this brand be high to status	297	3.49	1.014
Trust on the cultural products which are advertised on social media	297	3.26	0.961
Trust on the brand which has good reviews on social media	297	3.62	0.911
Valid N (listwise)	297		

### Descriptive Statistics

	N	Mean Value	Std. Deviation
Promote traditions and heritage in Myanmar	297	4.24	0.867
More cultural protection works	297	4.32	0.807
Raise cultural awareness among Myanmar	297	4.40	0.770
Cultural protection issues are none of business.	297	4.00	1.059
Unwise for Myanmar to spend a vast amount of money on promoting cultural protection	297	3.39	1.092
Encourage Myanmar cultural and sub-culture	297	3.78	0.783
Designs are closely related with Burmese heritage and traditions	297	3.78	0.930
<b>Valid N (listwise)</b>	<b>297</b>		

### Descriptive Statistics

	N	Mean Value	Std. Deviation
Trust in brands that practice social responsibility activities	297	3.56	0.884
Strong CSR like donations would be first choice	297	3.38	0.885
Raise the profile of brand in customers' mind	297	3.81	0.820
Not purchase other brands if similar brand, which is associated with CSR activities, is visible	297	3.26	0.921
Increase the level of trust in a brand	297	3.64	0.859
View and trust the companies that practice good CSR (especially donations) in a more positive manners	297	3.71	0.864
<b>Valid N (listwise)</b>	<b>297</b>		

### **Descriptive Statistics**

	<b>N</b>	<b>Mean Value</b>	<b>Std. Deviation</b>
Presents products that have been committed in its advertisements	297	3.66	0.747
Quality is good and durable	297	3.62	0.767
Website and Facebook page have a good reputation	297	3.85	0.785
Usually provide necessary information	297	3.80	0.858
Say positive things to other people	297	3.73	0.772
Valid N (listwise)	297		

### **Descriptive Statistics**

	<b>N</b>	<b>Mean Value</b>	<b>Std. Deviation</b>
Trustworthy impression	297	3.72	0.758
Trust the brand completely	297	3.65	0.837
Design of products take into account of Myanmar heritage themes	297	3.83	0.806
Amazed the responsive behavior of Yangoods	297	3.80	0.784
Buy the same brand	297	3.59	0.896
Valid N (listwise)	297		

### Descriptive Statistics

	<b>N</b>	<b>Mean Value</b>	<b>Std. Deviation</b>
Personal use	297	3.74	0.895
Pay as the gift to others	297	3.63	0.964
Unique style adapted to needs	297	3.66	0.856
Unique among other brands	297	3.74	0.839
Interested in the design of this brand	297	3.93	0.839
Love Myanmar cultural norms	297	3.99	0.801
Size of the brand	297	3.68	0.835
Fashionable	297	3.70	0.818
Quality of product is fixed to needs & expectation	297	4.08	0.799
Unplanned decision	297	3.11	1.068
<b>Valid N (listwise)</b>	297		

### Regression

#### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Social Influence Cultural Influence Social Responsibility Influence <sup>b</sup>		Enter

- a. Dependent Variable: Cognitive Brand Trust  
b. All requested variables entered.

#### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.681 <sup>a</sup>	.464	.459	.443	2.079

- a. Predictors: (Constant), Social Influence, Cultural Influence, Social Responsibility Influence  
b. Dependent Variable: Cognitive Brand Trust

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49.868	3	16.623	84.622	.000 <sup>b</sup>
	Residual	57.555	293	.196		
	Total	107.423	296			

- a. Dependent Variable: Cognitive Brand Trust  
b. Predictors: (Constant), Social Influence, Cultural Influence, Social Responsibility Influence

### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
1 (Constant)	.661	.210			3.142	0.002		
Social Influence	.348	.050	.345		6.995	0.000	.751	1.332
Cultural Influence	.188	.049	.178		3.797	0.000	.831	1.204
Social Responsibility Influence	.309	.046	.340		6.737	0.000	.761	1.396

- a. Dependent Variable: Cognitive Brand Trust

### Collinearity Diagnostics<sup>a</sup>

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Social Influence Mean	Cultural Influence Mean	Social Responsibility Influence Mean
1	1	3.955	1.000	.00	.00	.00	.00
	2	.019	14.247	.15	.08	.23	.58
	3	.016	15.660	.00	.84	.09	.41
	4	.010	20.118	.85	.08	.69	.01

- a. Dependent Variable: Cognitive Brand Trust

**Residual Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.92	4.74	3.73	.410	297
Residual	-1.569	1.381	.000	.441	297
Std. Predicted Value	-4.412	2.459	.000	1.000	297
Std. Residual	-3.541	3.116	.000	.995	297

- a. Dependent Variable: Cognitive Brand Trust

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Social Influence Cultural Influence Social Responsibility Influence <sup>b</sup>		Enter

- a. Dependent Variable: Affective Brand Trust

- b. All requested variables entered.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.691 <sup>a</sup>	.478	.472	.444	2.044

- a. Predictors: (Constant), Social Influence, Cultural Influence, Social Responsibility Influence

- b. Dependent Variable: Affective Brand Trust

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	52.864	3	17.621	89.372	0.000 <sup>b</sup>
Residual	57.771	293	.197		
Total	110.635	296			

- a. Dependent Variable: Affective Brand Trust

- b. Predictors: (Constant), Social Influence, Cultural Influence, Social Responsibility Influence

### Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	.570	.211		2.704	.007		
Social Influence	.390	.050	.381	7.818	.000	.751	1.332
Cultural Influence	.182	.050	.170	3.669	.000	.831	1.204
Social Responsibility Influence	.297	.046	.322	6.460	.000	.716	1.396

a. Dependent Variable: Affective Brand Trust

### Collinearity Diagnostics<sup>a</sup>

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Social Influence Mean	Cultural Influence Mean	Social Responsibility Influence Mean
1	1	3.955	1.000	.00	.00	.00	.00
	2	.019	14.247	.15	.08	.23	.58
	3	.016	15.660	.00	.84	.09	.41
	4	.010	20.118	.85	.08	.69	.01

b. Dependent Variable: Affective Brand Trust

### Residual Statistics<sup>a</sup>

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.87	4.75	3.72	.423	297
Residual	-1.910	1.461	.000	.442	297
Std. Predicted Value	-4.375	2.448	.000	1.000	297
Std. Residual	-4.301	3.189	.000	.995	297

a. Dependent Variable: Cognitive Brand Trust

### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Affective Brand Trust Cognitive Brand Trust <sup>b</sup>		Enter

- a. Dependent Variable: Purchasing Behavior  
b. All requested variables entered.

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.731 <sup>a</sup>	.534	.531	.378	1.889

- a. Predictors: (Constant), Cognitive Brand Trust, Cognitive Brand Trust  
b. Dependent Variable: Purchasing Behavior

### ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	48.120	2	24.060	168.642	0.000
Residual	41.945	294	.143		
Total	90.065	296			

- a. Dependent Variable: Purchasing Behavior  
b. Predictors: (Constant), Cognitive Brand Trust, Affective Brand Trust

### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
1 Constant	1.127	.143			7.861	.000		
Cognitive Brand Trust	.345	.062	.377		5.546	.000	.343	2.911
Affective Brand Trust	.353	.061	.392		5.767	.000	.343	2.911

- a. Dependent Variable: Purchasing Behavior

### Collinearity Diagnostics<sup>a</sup>

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Cognitive Brand Mean	Affective Trust	Brand Mean
1	1	2.979	1.000	.00	.00		.00
	2	.016	13.787	1.00	.08		.10
	3	.005	24.682	.00	.91		.90

a. Dependent Variable: Purchasing Behavior

### Residual Statistics<sup>a</sup>

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.83	4.62	3.73	.403	297
Residual	-1.425	1.249	.000	.376	297
Std. Predicted Value	-4.717	2.210	.000	1.000	297
Std. Residual	-3.772	3.307	.000	.997	297

a. Dependent Variable: Purchasing Behavior