

YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
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**BRAND TRUST AND CONSUMER PURCHASING
BEHAVIOR OF NEXT GENERATION PRODUCTS**

THU THU HTET SAN

MBA II 66

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Supervised By:

Submitted By:

Dr. Nu Nu Lwin

Thu Thu Htet San

Professor and Head

MBA II - 66

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

Supervised By:

Submitted By:

Dr. Nu Nu Lwin

Thu Thu Htet San

Professor and Head

MBA II - 66

Department of Management Studies

MBA 23rd Batch

Yangon University of Economics

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ACCEPTANCE

This is to certify that the thesis entitled “Brand Trust and Consumer Purchasing Behavior of Next Generation Products” has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

Board of Examiners

.....

(Chairperson)

Dr. Tin Win

Rector

Yangon University of Economics

.....

(Supervisor)

.....

(Examiner)

.....

(Examiner)

.....

(Examiner)

December, 2019

ABSTRACT

This study examines the brand trust and its effect on consumer purchasing behavior of Next Generation fashion store in Yangon. Primary data is collected with structured questionnaires to 150 consumers who have bought from Next Generation fashion store. Secondary data is received from journals, textbooks, company records and websites. According to the study, brand credibility, brand innovativeness, social influence and brand intimacy influenced on the brand trust. Among them, brand credibility has the highest influence on the brand trust. The result indicates that both cognitive brand trust and affective brand trust have positive influence on consumer purchasing behavior while affective brand trust has better effect on consumer purchasing behavior than cognitive brand trust. This study recommends the marketers to develop on brand innovation and social influence which can enhance the brand trust.

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CHAPTER 1

INTRODUCTION

Consumer buying decision is a method that involves completely different steps just like the recognition of need, rummage around for the information, evaluation of alternatives, choice and within the last post purchase behavior. There are lots of factors that have an effect on the consumer behavior and those factors lead him towards purchasing. In this research paper we will see the impact of branding on consumer behavior means the factors of consumer behavior which help to choose a brand according to his need and choice.

Brands produces the sense of status consciousness in several consumers that result in the sense of recognition and using various brand products is the new trend of fashion. People feel pleasure once they are recognized in society, friends and family in relation of specific brand which is mostly used by a person. Now people want to have everything branded from the food they eat, garments that they wear to the decoration of their homes. Status and conspicuous consumption are also factoring which affect the consumer behavior.

The fashion related apparel businesses in Myanmar are growing at an exponential rate and are increasingly fascinating the attention of the entire world. The dissimilar and competitive complexion of the Myanmar market has a major impact on consumers buying behavior, and with the continuous development in fashion designs. Furthermore, the companies engaged in this sector have their own take on what is trendy and fashionable at any given moment; according to colors, style, fads, popular culture, design theme, emerging trends, seasonality, etc. This grant customers with matchless opportunities to select and choose across totally different brands and to mix them so as satisfy their increasing necessity for expressing their individuality and to create their own style.

Fashion merchants are important item in our shopping. It is exposing that according to Maslow's Hierarchy of needs theory level, in all level fashion merchant is important. In first two levels are little importance to fashion merchants, since peoples purchasing meet these desires are totally reasonable and should offer for survival and security. The remaining levels have sturdy implications for fashion merchants, who must determine how they might satisfy people's needs for recognition acceptance, esteem and significance

(Islam, 2013). A brand has an in-depth muscle to influence the consumer's purchasing behavior rather than same attributes and quality. Marketers use brands because the primary purpose of differentiation to urge the competitive benefits on alternative competitor taking part in essential role in the success of corporations. (Wood, 2004). Brand holds a great importance in consumer's life. Consumers choose brands and trust them the sense they trust their friends and family members to avoid uncertainty and quality related problems. (Elliott & Yannopoulou, 2007). The increasing use of fashion textile and the also the rising market has intrigued foreign also as local brands to supply services to its customers. Modern consumption patterns have been changed and developed where consumers are intensely aware of fashion trends and information brand is easily accessible to consumers for all segment through different information channels. Young customers play a very important role within the market place as they exert monumental influence over the allocation of expenditure power across a growing range of product classifications including cloth.

Nevertheless, young consumers are extremely engaged in the process of fashion consumption when compared with male and older consumers. Females are more involved in fashion cloth than males; though, the younger generation, girls as well as boys are more involved in fashion buying than that of older consumers, (O'Cass, 2000). Myanmar companies must develop a new understanding and gain an insight on consumer buying behavior in order to maximize their chances for success with this critical and lucrative market segment. Customers have unique self-image as fashion innovators and consider they more exciting, dominating and colorful than fashion followers, (Goldsmith, d', & Flynn, 1998). This means, consumers are vital for researchers and marketers because they are the drivers of latest mode or fashion brand, similarly, this group is very sensitive to fashion cloth and good percentage of them purchases their own cloth.

1.1 Rationale of the Study

Brand trust is explained by the perceived quality of merchandises, complete status and therefore the identity quality of consumers. This study provides empirical proof in support of the notion that brands perceived as international might elicit positive emotional responses and could be appreciated for their ability to provide new and useful merchandises, that successively influence brand trust. (Churchill & Peter, 1998)declared that unlike planned buying, the aspiration to purchase things in impulse consumers are

triggered by being exposed to stimuli. Attractive visual presentation of the product leads to an irresistible urge to purchase it. Visual commercialism improves desirability of product towards potential customers. According to (Darden, Erdem, & Darden, 1983), the appeal of a store plays a role in influencing buying behavior of potential customers. It was found that the appearance of a store influences the customer's choice of a store which ultimately encourages them to buy a product from that store. Visual merchandising and first impressions play an important role in buying behavior because getting customers to enter the store is the first step in getting them to purchase items. (Belk, 1975) and (Park, Iyer, & Smith, 1989) found that purchasing behavior in customers were suffering from situational influences like physical and social surroundings, time, financial conditions, and moods. Physical surroundings consist of location of the shop, merchandise exhibit, store layout, and noise level. Visual merchandising within the retail settings also influence consumer behavior (Bellizzi & Hite, 1992); (Milliman, 1986); (Yalch & Spangenberg, 1990). Based on the previous research, brand innovativeness, brand intimacy, brand credibility and social influence affect on the brand trust.

The Myanmar fashion industry is passing through a phase of change and through period of significant growth. Young college consumers and young professionals are highly involved in fashion cloth and these consumers form an important segment of the Myanmar apparel market.

A lot of fashion houses (men's and women's) were introduced in Myanmar with local and international brand. Very recently, in Myanmar a significant amount of local Boutique houses and men's fashion houses have launching their products through targeting young college consumers and professionals. Significant data is obtainable on the explanations behind male and female purchases of fashion stuff with relevancy to geographic location, age groupings and so forth. The population of school & university going customers and young professionals are expanding segment or niche inside the market of young customers. In addition, this segment has a high propensity to allocate a disproportionate part of their overall annual income on cloth, besides interest in fashion. These are the two (money and Interest) major components of a viable market segment, however limited information is available about this segment in Myanmar and it has also received limited attention from marketers further as in consumer behavior literature. The overall purpose of this study is "to gain deeper understanding the major role of buying behavior and the role of brand on consumer buying behavior of fashion cloths in Myanmar.

Information, which can benefit fashion, companies to understand the role of brand on consumers and professional's lifestyle to gain success in the domestic as well as international market.

There are clothing brands like Next Generation, Nichii, MDS, Giordano, Adidas, G2000, Hugo Boss, etc in Yangon. Among them Next Generation is a popular brand between teenagers. The price seems to be reasonable and the quality also be a factor of brand trust. Therefore, understanding more about the effects of brand trust towards consumer purchasing behavior to fulfill the consumer needs of Next Generation. Through this insightful knowledge, Next Generation able to know about how much customer trust on their brand and how will affect towards their purchasing behavior.

1.2. Objectives of the Study

The objectives of the study are as follows,

- (1) To analyze the influencing factors on brand trust towards Next Generation's products
- (2) To investigate the effect of brand trust on customers purchasing behavior towards Next Generation products

1.3. Scope and Method of the Study

This study mainly focuses on the effects of brand trust towards purchasing behavior of Next Generation. The primary data is collected from 150 respondents who are systematically sampled from 10 outlets of Next Generation during 10 days within 9am to 3pm. The questionnaire is designed with 5 Likert scale. The secondary data are collected from reference books, international research papers, journal articles and internet website.

1.4. Organization of the Study

This research paper consists of five chapters. Chapter one is the introduction of the research. It includes rationale of the study, objective of the study, scope and method of the study, and organization of the study. In chapter two, theoretical background of factors affecting on brand trust and consumer purchasing behavior are presented. The profile of Next Generation and influencing factors of brand trust and buying behavior are studied.

The chapter four is the analysis of the brand trust and purchasing behavior of Next Generation. Finally, chapter five is the findings and discussion suggestions and recommendations and needs for further research.

CHAPTER 2

THEORETICAL BACKGROUND

This chapter includes the concept of brand credibility, brand innovativeness, social influence and brand intimacy on brand trust and purchasing behavior. In this chapter, it highlights the theoretical background on the key terms of influencing factors on brand trust, brand trust and purchasing behavior.

2.1 Importance of Brand

A brand helps the consumer in identifying the seller or the maker. Under the trademark law, the retailer is granted the exclusive rights to use the brand names. However, brands are different from other assets such as patents and expiry dates. The major difference being expiry dates. Brand is primarily important to the consumer as it conveys up to six levels of meaning, namely it brings to mind certain ‘attributes’ of the product, these attributes must be translated into ‘benefits. The brand signifies the ‘value’ of the product, it may represent a culture of the organization, it projects a certain personality of the organization and most importantly a brand suggests the type of consumer who buys or uses the merchandise. Accurate definition given by Netmba.com could be as follows “A brand is a name or symbol used to identify the cause of a product. When making a new product, branding is an important decision. The brand can add vital worth once it is recognized and has positive associations within the mind of the consumer. A brand provides an outline within the sort of reputation or service to tell apart merchandise it sells from its competitors. Brands provide several functions to firms. Fundamentally they serve the purpose of identification. They help in organizing a firm’s inventory and help with the company accounts. It also investigates the legal issues of the organization and provides it with legal protection. A brand can retain its Intellectual Property Right (IPR) giving the title a legal status to the brands owner. Brands indicate towards the standard of the merchandise a corporation trades in. Branding is seen as a powerful means to secure an advantage over the organization’s competitors. To sum it all up to an organization brands represent valuable legal property which can influence consumer behavior and buying patterns. For this specific reason large sums of money have been invested in brands in mergers and

acquisitions, starting with the early years on the 1980s. To conclude for an organization most of its price lies in its intangible assets and goodwill and seventy proportion intangible assets are often created obtainable within the variety of 'Brands'. Businesses that are offering products and services to the public, the customers are considered as one of the most important factors to be attended very carefully, since their trust and wants would have significant impacts on the way businesses are run. Brand credibility, Brand innovativeness, social influence and brand intimacy are the main influencing factors on brand trust in this study which have relation with consumer purchasing behavior. These factors will be described in concepts here.

2.2. Brand Trust

(McAllister, 1995) proposed trust as the level to which an individual is self-assured and enthusiastic. The specific nature of trust determined that trust ought to be examined with completely different phases. In broad, (Zucker, 1986); (Moorman & Rohit, 1992) analyze on interactive trust and business trust considerations trust as either trust that another individual is sure to trust or (Larzeleve & Huston, 1980); (Mayer, Davis, & Schoorman, 1995) express a bunch of explicit beliefs regarding the integrity, kindness, and ability of the other party. (Hiscock, 2001) described that the ultimate goal of marketing is to create a deep connection between the customer and the brand, and the trust is the main item of this bond. Brand trust has been outlined as consumers have conviction within the brand ability to deliver what it indicated (Chaudhuri & Holbrook, 2001). In addition, (Johnson, Andreessen, Lervik, & Cha, 2001) state that brand trust progresses from expertise and preceding communication because it is developed by experimental process of learning of an individual over time. Therefore, information and experiences of consumer are condensed with the brand. Furthermore, data and experiences of consumer are condensed with the complete. Moreover, as associate degree expertise characteristic, it's affected once the buyer evaluates any direct and indirect interaction like advertising and word of mouth with the brand trust is viewed as essential in several studies. (Morgan & Hunt, 1994) conceptualize that it is a prominent factor in the firm success. (Chaudhuri & Holbrook, 2001) outline brand trust as "the eagerness of the typical consumer to place confidence in the power of the brand to perform its expressed function". Brand trust arises after consumers' evaluation of companies' contributions. (Doney & Cannon, 1997) provides if companies offer beliefs of safety, honesty and reliability about their brands to consumers,

brand trust will be created subsequently. It can be interpreted that brand trust is formed and developed by direct experiences of consumer via brands. Brand trust is viewed as an extended method which may be occurred by thought and understanding of consumer experiences concerning the store. Therefore, (Casalo, Flavian, & Guinaliu, 2007) shows that brand trust can be discussed as a cognitive component which may encourage emotional response, namely brand affect.

2.3. Factors Influencing Brand Trust

The valuation of brands undertaken by Interbrand shows that brand like Coca-Cola, Microsoft, Wal-Mart, and other successful brands. All brand does not succeed in becoming highly valued brands easily apart from gaining brand trust from consumers. A wide range of factors are influenced on a brand trust. These factors are brand credibility, brand innovativeness, social influence and brand intimacy as follow.

2.3.1 Brand Credibility

Brand credibility can be studied from the source believability analysis stream. Source credibility is defined by (Ohanian, 1990) as signifying a sender's positive features that influence the message acceptance of a receiver or (Erdem & Swait, 2004) assumes that the trustworthiness of an entity's purposes. This sender or object could be a real person, a cartoon character, a company or a brand. Source credibility comprises of trustworthiness, expertise, and attractiveness/likeableness. Thus, Trustworthiness refers to a receiver's trust in a sender. Expertise refers to a source's perceived skills. Attractiveness/likeableness is associated with the source's image. Hence, (Erdem & Swait, 2004) prove that brand credibility requires consumers to perceive that the brand is willing (trustworthiness), has the ability (i.e., expertise), and is devoted (i.e., attractiveness/likeableness) to consistently deliver what has been promised. (Herbig & Milewicz, 1995) propose that brand credibility affect that past and present marketing activities can influence current and future brand credibility. Trustworthiness, expertise, and attractiveness of a brand reflect the cumulative effects of past and current marketing investments. A few studies have investigated the effect of brand credibility. For example, brand credibility may act as a regulating variable in the impact of product price on consumer efficiency. Brand credibility is significantly correlated to emotion and reason in consumers' decision making is low, implying a

moderating effect of brand awareness. Therefore, the effect of brand credibility on consumers' purchase intention tends to be larger when the brand's awareness is high than when it is low.

2.3.2 Brand Innovativeness

Innovativeness has been conceptualized from a range of views (e.g., managerial vs consumer) and at different levels of abstraction (e.g., organization or firm vs product vs brand). In the present study, we conceptualize innovativeness based on consumer perceptions at the brand level. (Eisingerich & Rubera, 2010) define brand innovativeness as the amount to which consumers perceive brands as having the ability to produce new and helpful solutions to their needs. (Hurley & Hult, 1998) state that brand innovativeness is unlike from related firm-level concepts such as innovation orientation and innovation capability. Whereas innovation orientation and innovation capability are necessary, their ability to form the perception of brand innovativeness depends on whether the firm can successfully and persuasively communicate this about its brands to target customers.

(Deshpandé & Farley, 2004) describe that brand innovativeness, organizational innovativeness and product innovativeness are at different levels of abstraction. Firms like General Motors or 3M may attain high structure originality by introducing innovations into the organization. Organizational innovativeness may help in establishing a firm as innovative in consumers' eyes by producing brands and products considered innovative by the target market. Brand innovativeness and product innovativeness are conceptually different. A brand may offer products of various levels of innovativeness. For example, consumers might view Sony personal computers and Sony digital cameras to be products of differing levels of innovativeness. Brand innovativeness is different from firm innovativeness. Recent studies have conceptualized innovativeness from the customer perspective, at the firm level, to describe to what consumers think of the firm's capability to introduce innovations into the market.

Brand innovativeness must follow the current trend for the brand. So that the consumer purchase more for the brand. One of the major findings on brand innovativeness is that it is positively associated with being product leader in market. A product leader exerts disproportionate influence on others through interpersonal communication. Product leaders are more likely to be found in product categories in which pleasure or satisfaction

is derived from product usage or where the association with the product provides a form of self-expression. The Product leader must bring the product vision to a reality through the project execution and being a facilitator for all the parts involved in the development. A brand needs to be product leader in market so that the brand is innovative enough for consumers. Brand innovativeness is an easy way to satisfy the need for uniqueness. Uniqueness includes independence in judgement, which is necessary for innovative purchasing. Uniqueness would be more likely to desire consumer choices which may be viewed as non-traditional, such as buying new fashion clothing from a channel through which the need for uniqueness can be manifested, such as a boutique. Uniqueness is important in brand innovativeness to attract more consumers.

The perceived ability of brands to create new and useful products might influence the consumer trust in those brands. Since brand innovation is usually characterized by performing better products and (Aaker, 2007), focus as adding valuable options, a perception of innovativeness by consumers might influence trust in brands. Indeed, it also focus a reputation of the brand to be innovative improves its credibility. For instance, (Srivastava, Dash, & Mookerjee, 2015) in past research has verified that mothers who perceived innovativeness in baby care product brands trust more those brands more. Mothers trust baby care product brands because these brands provide functional solutions to their unaddressed needs. Therefore, brands that are perceived as having the competence to provide new and useful products might be expected to offer performing products and to be trustable. In addition, we argue that brand innovativeness can also be perceived as an action of the brand to want to satisfy the needs of the consumer. Providing new solutions can be taken by consumers as a way of caring about them. In this sense, brand innovativeness might also influence brand trust as an action of goodwill about the needs of the consumer.

2.3.3. Social Influence

Social influence may be a in style trendy marketing catchword in 2018, however the conception has been around for years, if not centuries. The main distinction between currently and may years past be that we tend to update friends, fans, and followers on social media. Once you realize the psychological nature of social influence and the way it affects the human brain, you can use into this tool and use peer Influencers to boost your brand

and grow your business. With the proper planning, you can create a social strategy that basically connects you along with your customers. Social influence starts in infancy. Newborn babies, toddlers, and youngsters are influenced by their folks as they learn the way to act, speak, and think. From passing on an accent to a fondness of a favorite sports groups, youngsters learn from their folks and begin realizing what's acceptable and what isn't. An older family member starting on the baseball team is cool and cheering for the Yankees in an exceedingly Boston-dominate family isn't. Social influence impacts people throughout their lives. As youngsters head to school, leave for college, and mature into adulthood, their "Influencers" become their classmates, peers, and co-workers. People across all cultures and generations follow a collection of norms for what is acceptable and what isn't. Most people are conditioned to pay attention and learn from their peers, additional brands are exploiting into social influence to grow their business. If they can rank as acceptable or cool among a bunch of peers, then the whole social circle is probably going to look at the brand optimistically. This is however social influence moves from a psychological theory to a marketing strategy.

These are the important social factors that influence the behavior of an individual in one or the other way. The members of the family play a vital role in planning one's preferences and behavior. It offers an atmosphere whereby the individual evolves, develop character and acquire values. A child develops his purchasing behavior and preferences by observing his folks and have a tendency to buy for a similar product or services even once he grows older. The family can influence the buying behavior of an entity in either of the two ways. The family influences the personality, attitude, beliefs, characteristics of the individual. They influence the decision making of an individual with respect to the purchase of certain goods and services.

It is believed that an individual pass through two families: Family of Orientation and Family of Procreation. In the former type, it is the family where an individual has taken the birth, and the parents have a strong influence on his behavior. While within the family of proliferation, it is the family created by an entity along with his spouse equivalent and kids and as such the preferences tend to vary with the influence of the spouse.

A reference group is a group with which an entity refers to get associated. It is discovered that each one of the members of the reference group share common purchasing behavior and have a powerful impact over one another. The marketers ought to try to establish the roles at intervals reference group that influences the behavior of others. Such

as Initiator(who initiates the purchasing decision), Influencer (whose opinion influences the purchasing decision), Decision-Maker (who has the authority to require the acquisition decision) and Buyer (who ultimately buys the product).Roles and Status: An individual's position and role within the society additionally influences his purchasing behavior. Such as, somebody holding a supreme position within the organization is anticipated to purchase those things that advocate his position. The marketers ought to attempt to understand the individual's position and also the role much before the endorsement of the merchandise.

2.3.4. Brand Intimacy

It starts with the understanding that 90 percent of choices are created on feelings. Almost each decision we tend to create is predicated on feeling, not reasonable thought and measured consideration. Brands that do well nowadays are those that come into contact peoples' emotions in deep, meaningful, and authentic ways. What this suggests is that to influence decision-making, you must appeal and connect to people's emotions. We did extensive proprietary research and assessed multiple theories and models and studied the psychology of intimacy. A key finding was that brand intimacy comparisons human intimacy. People have regular approach of developing vital relationships with another person or brand – the steps are similar, the processes are the identical, and therefore the outcomes aligned. We use six archetypes, or markers, to calculate the character and nature of emotional bonds between an individual and a brand. Fulfillment always exceed expectations; deliver superior/quality service, good value for the money. Identity values the customer identifies with; projects a desirable lifestyle. Enhancement makes life easier; helps the customer be simpler, smarter, variant capable, variant connected. Ritual becomes a vicinity of the customer's daily routine, as a vitally essential part of their lives (more than a habit). Nostalgia reminds the consumer of fond reminiscences and associated warm feelings from the past. Indulgence treat the buyer with the simplest way of individual luxury and appeals to the senses.

2.4. Consumer Purchasing Behavior

(Schiffman & Kanuk, 2010) consider that Consumers believe some features of a product before deciding in respect of purchase. (Hawkins, Best, & Coney, 2004) describe that consumer perspective to a collection of some of the brand creates an outline of the product. The views of consumers about a product is a collection of features that has a lot of advantages to meet their need. The picture that is created is a description of the variability of expertise that is used as a basis for understanding from the impact of consumer perceptions of a product at the identical election on the irregularities or the prevalence of the product. The physical action or behavior of buyer and their daily buying decision can be measured directly by marketers. Marketers should attempt to measure intention to purchase by the consumer and determine the factors that influence these intentions. Marketer chooses to learn about consumers buying behavior is, from a business perspective; to be able to be more effectively reach consumers and increase the chances for success. When consumers have a good attitude towards the delivered product or service, consumers tend to have an optimistic interest to be having to strengthen the customer relationship with the company.

The shopping habits of consumers to create an idea of whether the store concepts, product ranges and strategies of the companies are appropriate towards consumer requirements. Consumer behaviors are unpredictable and changing continuously while trying to understand how individual or group make their decision to spend their available resources on consumption-related items. These are factors that influence the consumer on their purchasing behavior before, during, and after a purchase, for example, feedback, from other customers, packing, advertising, product appearance, and price. Consumer purchasing behavior depends on intentions, attitudes, preferences, effort to commitment, and way of identifying the consumers have. Many brands these days are spending lot of their resources to research how consumer makes their buying decision, what they buy, how much they buy, when they buy, and where they buy. Customers buying behavior were measured from completely different viewpoints, for instance product quality and higher service, lower cost structured etc. The result enhances the profitability and enable to develop a better tackling strategy for consumer.

It is vital for marketers to understand concerning the choice analysis. The customers try to satisfy some requirements and first they are trying to find for certain advantages by purchasing a special brand. Further on, the customers search for the

merchandise attributes which might be value and quality etc. Consumers also search for salient attributes, which are things that come back up within the consumers' mind once thinking of the brand. The consumers' selection of brand can be influenced by two factors, attitude of others and unanticipated situational factors. Post-purchase behavior is that the stage wherever the customers compare their expectations with the perceived performance. Consumers are satisfied when the expectations are the same as the product's performance.

2.6 Previous Studies

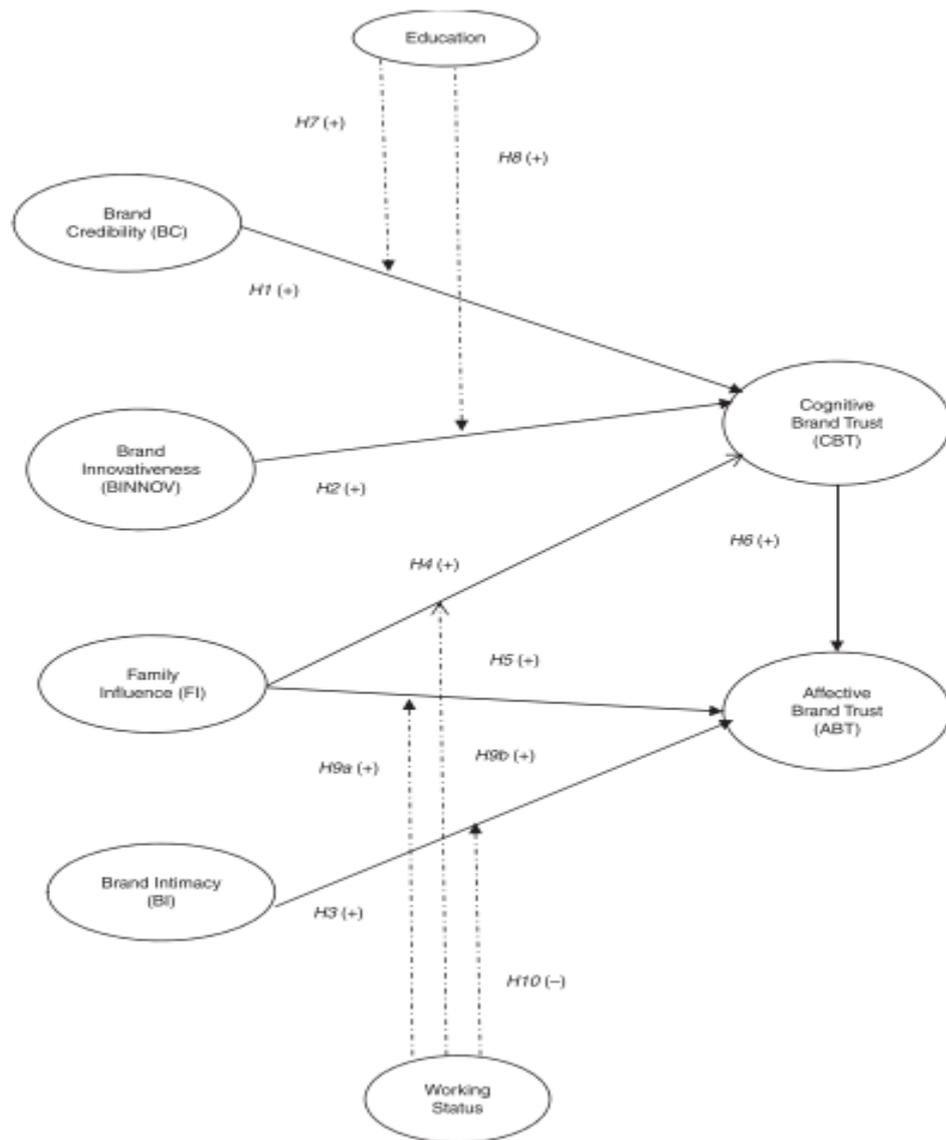
This study mainly based on previous research papers from local and international research papers. The following section presents previous studies of influencing factors on brand trust.

2.6.1 Factors Influencing on Brand Trust

The previous research is an empirical analysis of factors influencing on brand trust. Recently (Srivastava, Dash, & Mookerjee, 2015) empirically tested brand predictability and brand innovativeness as cognitive brand trust antecedents and brand intimacy as affective brand trust antecedent. In an attempt to improve their model - it means, in order to better explain brand trust in high inherent risk products - (Srivastava, Dash, & Mookerjee, 2015) tested and proved brand credibility, brand innovativeness and family influence as antecedents of cognitive brand trust and brand intimacy and family influence as antecedents of affective brand trust.

These studies introduced in the brand trust literature an innovative analysis that can help to explain how brand trust is formed: the moderating roles. (Srivastava, Dash, & Mookerjee, 2015) address the impact of the following moderation roles: openness to experience (for brand innovativeness), conscientiousness (for brand predictability) and agreeableness (for brand intimacy). Only the moderation role of openness to experience was not empirically supported. (Srivastava, Dash, & Mookerjee, 2015) address the impact of the following moderation roles: education (for credibility and brand innovativeness) and working status (for family influence and brand intimacy). The data analysis proved that the model is different between working and non-working groups and it is similar between high and low educated groups.

Figure (2.1) Conceptual Framework of Srivastava et al



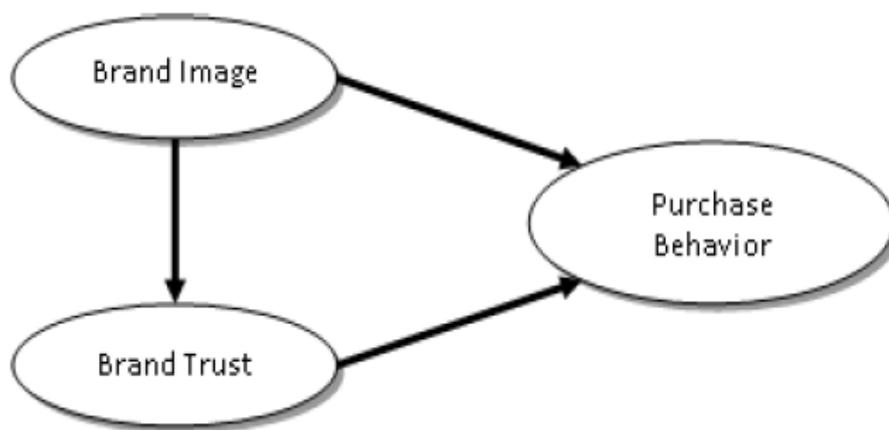
Source: Srivastava *et al.* (2015)

Despite the several definitions and antecedents proposed by various authors, it is consensual, and that brand trust is related to reducing consumer uncertainty and consequently the effects of perceived risks. Consumers believe that the brand's behavior is motivated by favorable and positive intentions concerning the consumer's needs and well-being. Also, they believe that the brand will meet their interests when unexpected problems with the consumption of the product arise (Delgado-Ballester, Munuera-Aleman, & Yague-Guillen, 2003). Accordingly, brand trust becomes even more fundamental in the context of high-risk products category (Srivastava, Dash, & Mookerjee, 2015) such baby food products category.

2.6.2 Brand Trust on Consumer Purchasing Behavior

The previous research is an empirical analysis of impact of brand image and brand trust on consumer purchase behavior. Recently (Fianto, 2014) empirically tested impact of brand image and brand trust on consumer purchase behavior (Fianto, 2014) tested and proved the impact of brand image and brand trust on consumer purchasing behavior.

Figure (2.2) Conceptual Framework of Achmad Yanu Alif Fianto



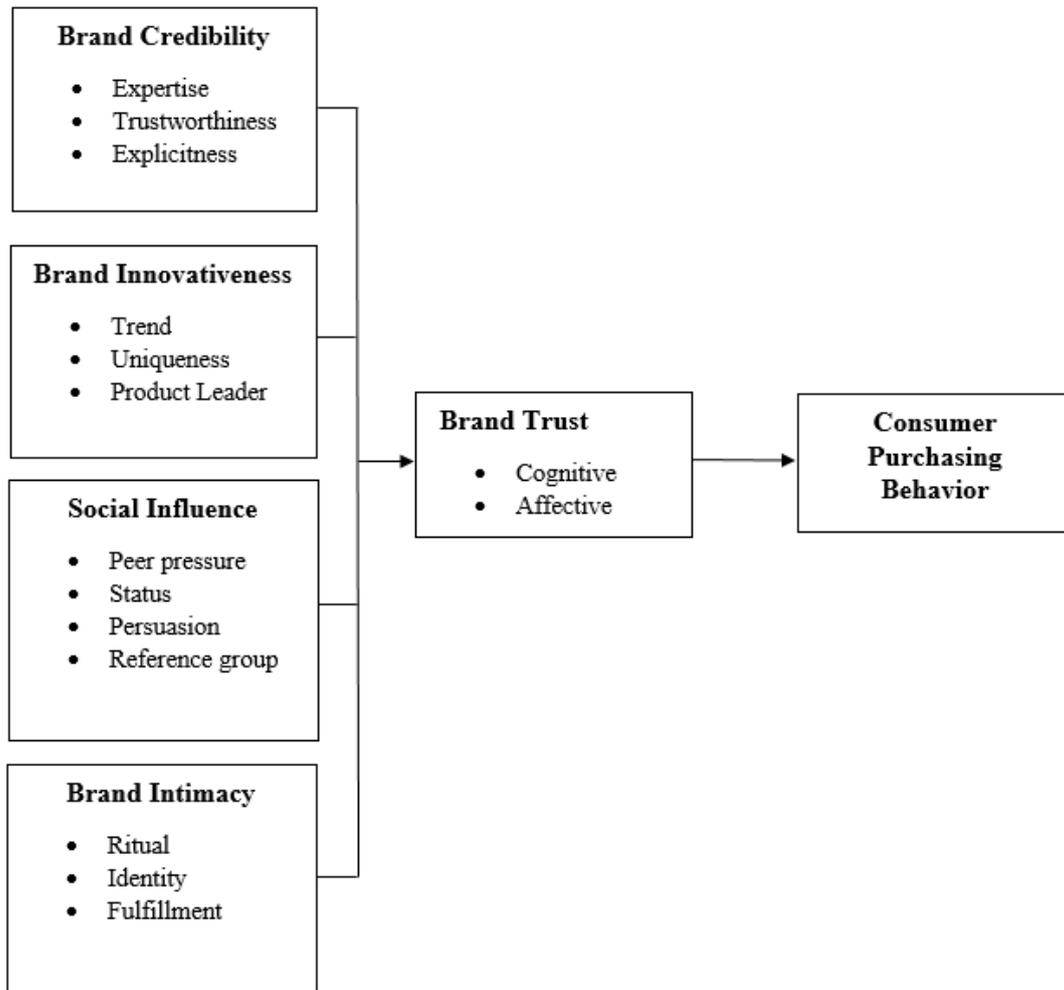
Source: Achmad Yanu Alif Fianto(2014)

This study examines the theoretical framework of the factors that influence the buying behavior of Muslim students at 13 Islamic private universities in East Java under the brand image and brand trust views or within the alternative words this analysis is trying to search out the rationale of the students choose certain Islamic private universities. Research framework in this study is focused on the determinants of purchase behavior of the which is influenced by brand image or through the effect of brand trust.

2.5 Conceptual Framework of the Study

This conceptual framework is designed to analyze the role of brand trust and consumer purchasing behavior of Next Generation after studying the literature review. In this framework, the influencing factors of brand trust are brand credibility, brand innovativeness, social influence and brand intimacy. Figure (2.3) shows that conceptual framework of the study of the Brand trust and Purchasing Behavior as follow.

Figure (2.3) Conceptual Framework of the Study



Source: Own Compilation (2019)

This conceptual framework is designed to identify the brand trust and purchasing behavior of Next Generation. In this analysis, the influencing factors which are measured to brand trust with brand credibility, brand innovativeness, social influence and brand intimacy. The components of brand credibility such as expertise, trustworthiness and explicitness are important on measuring the influence on brand trust. They influence how the consumer consider the brand choice. Trend, Uniqueness and product leader play essential role in measuring brand innovativeness. They effect on improving the brand trust from consumers. Peer pressure, Status, Persuasion and Reference group are the important social factors that influence on measuring the brand trust. With this progression of social influence, the brand can develop a strong brand trust by measuring with these social factors. For a brand to ascertain intimacy with their customers, they need to meet them wherever

they are and commit to build a genuine relationship supported on trust and understanding. Brand Intimacy's factors such as Ritual, Identity and Fulfillment effect on measuring brand trust Brand trust is measured by cognitive and affective variables. These variables are used in the brand trust and consumer purchasing behavior of next generation.

Consumer Purchasing Behavior of Next Generation is measured with factors such as whether customer collect information and search the advice of friend or family before purchasing fashion products, habits and often buying of Next Generation products, reason of buying Next Generation products, their affordable price and behavior of buying whenever they release new design. These variables are used on role of brand trust in purchasing behavior of Next Generation products.

CHAPTER 3

COMPANY PROFILE AND BRAND TRUST OF NEXT GENERATION PRODUCTS

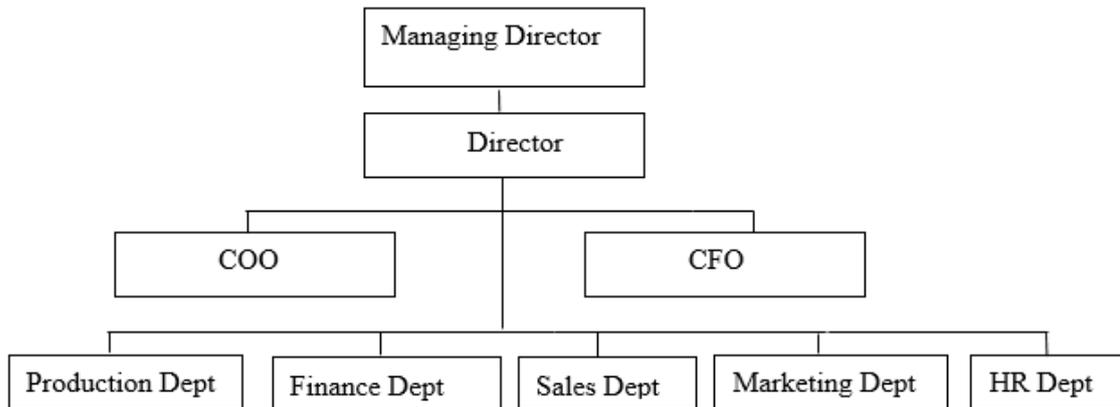
This chapter presents profile and organizational structure of Next Generation Products, Next Generation Fashion Products and Brand Trust of Next Generation products.

3.1 Profile and Organizational Structure of Next Generation Products

Generation Concept Store is a leading fashion brand in Myanmar with flagship stores in various big cities across the country. Providing the high quality of clothing and fashionable designs, Generation Concept Store is always enhancing its customer experience. It is now stocking fashions from children to adult, casual to intimacy, sportswear to cosmetics. Generation Concept Store is a multi-brand fashion store. They have variety of brands such as Next Generation, Yoo club, Chic, Hot shop, Kery Zone and Runway. Next Generation Store is authorized by Thant Generation Company Limited. The head office is situated at No.(D/9), Kabar Aye Villa, Mayangone Township, Yangon, Myanmar. Thant Generation Company Limited is incorporated in 16th November 2012. They have opened 14 flagship stores in Yangon and 8 flagship stores in other cities. They also started their website that consumers can buy Next Generation fashion products from online. Their vision is “to be one in all leading fashion brands among different fashion brands in Myanmar”. Their mission is to produce high quality fashion with affordable price for consumers. They intend to provide best service and fashion products for satisfactory of consumers. They also aim to get more of their brand trust from consumers.

The departments of Generation Concept are simply divided into five major companies namely operation department, finance department, sales department, marketing department and human resource management department, respectively.

Figure (3.1) Organizational Structure of Next Generation Products



Source: Admin Dept., of Next Generation Co., Ltd. (2019)

Managing Director is the highest-ranking executive in this company, and their primary responsibilities include making major corporate decisions, managing the overall operations and resources of a company and being the public face of the company. After that Directors oversee the management of the company's business; they make the strategic and operational decisions of the company and are responsible for ensuring that the company meets its statutory obligations. A COO, or Chief Operations Officer, oversees a company's business operations and reports to the Managing Director. A COO ensures the corporation has effective operational and economic procedures in spot. A CFO's duties involve tracing cash flow and financial planning furthermore analyzing the company's monetary strengths and weaknesses and proposing corrective actions. A CFO is like a treasurer or controller because they are responsible for managing the finance and accounting divisions and for ensuring that the company's financial reports are accurate and completed in a timely manner.

The function of the production department includes raw material receiving section, manufacturing section and sewing section, storing finished products section. Finance Department carries out reporting to management planning, financing, invoicing, supply chain activities, market collection activities. Sales department is mainly responsible for sales of products. Each Next Generation flagship sale store is deployed by personal sale teams to make sale visit to respective territories.

Marketing Department carries out customer – pull activities including sales promotion, creating advertising and merchandizing materials, events and public relation activities. The main function of HR Department of Thatn Generation Company Limited is

recruitment of right person to right position. HR maintains the record of salary and incentives payments, according to the company policy. HR also provide various training program as proposed by the departmental managers.

3.2 Next Generation Fashion Products

Next Generation has various categories of fashion products for different age group of customers. In the women fashion products section, they have dresses, jumpsuits, shirts, short pants, long pants, jeans, skirts, jackets, sweaters, t shirts, blouses for different age groups of customers. In the men fashion products section, they sell shirts, jeans, jackets, pants, chino pants, t shirts, suits, sweaters, polo shirts etc. They also have sportswear line for both men and women. They also have child clothing line such as pants, t shirts and so on. They also offer various fashion accessories such as belts, handbags, scarfs and hats to complete their customer fashion look in one place.

3.3 Brand Trust of Next Generation Products

Next Generation is one of the affordable and good quality fashion brands in Myanmar. It is available in most of the main cities in Myanmar. Another factor is its authenticity. Its strong self-belief and consistent identity also helped achieve its position in the market. Many people trust Next Generation fashion product's quality. It also leads to high degree of purchasing easier. Next Generation draws power focuses on creating artificial scarcity of its products and fast response to fashion trends. The stores are also replenished once a week to create constant freshness of its ambiance. Next Generation continuously monitors how its individual stores are doing. Frequent conversations with store managers are common with regards to connecting sales and orders information to the headquarters. Next Generation uses multiple media channel like online ads and ads on magazines to advertise and intend to increase brand trust. It provides special discount offers in various magazines and journals. Next Generation also gain their brand trust through the use of word of mouth marketing. Next Generation is now creating its significant brand management through its dynamic marketing team to gain brand trust and purchase of consumers.

CHAPTER 4

ANALYSIS ON THE EFFECT OF BRAND TRUST ON CONSUMER PURCHASING BEHAVIOR TOWARDS NEXT GENERATION PRODUCTS

In this chapter, it analyzes on the effect of brand trust on Consumers Purchasing Behavior towards Next Generation products. The first part is the study on demographic profile of analysis, then it studies on the influencing factors mean value in terms of brand credibility, brand innovativeness, social influence and brand intimacy on brand trust. The last part is the analysis on brand trust in terms of cognitive and affective on purchasing behavior of Next Generation, which are analyzed as follows.

4.1 Profile of Respondents

In this study, the sample size is 150 respondents who have bought Next Generation products in Yangon. Profile of respondents includes demographic factors such as gender, age, education, and monthly income. Each characteristic has been analyzed in terms of absolute value and percentage, and the summary of the demographic characteristics of respondents are included. Table (4.1) shows the results of the analysis on the respondents' demographic profile, as follows.

The education level is also one of the demographic questions asked in common surveys. In this analysis of education level of respondents that have been grouped into four: Bachelor Degree, Master Degree, PhD degree and High School. According to the survey results, 83 out of total respondents are Master Degree and 2 out of total respondents are High School level. In terms of percent, Master Degree level respondents are found as highest percent of 56% and high school level respondents are found as lowest composition with 1%.

Table (4.1) Profile of Respondents

Sr. No	Demographic Factors	No. of Respondents	Percentage
	Total	145	97
1.	Gender: Male	47	31
	: Female	98	66
2.	Age: 18-27 years	91	61
	:28-37 years	29	19
	:38-47 years	18	12
	:47 and above	7	5
3.	Education: <u>Bachelor Degree</u>	60	40
	: High School	2	1
	: <u>Master Degree</u>	83	56
4.	Monthly Income: Under 100,000 mmk	-	
	:100,000 – 300,000 mmk	38	25
	:300,001 – 500,000 mmk	29	20
	:500,001 and above	78	52
5.	Being one of the favorite fashion brands.		
	Yes		
	No	73	49
		72	48

Source: Survey Data (2019)

The analysis of the demographic characteristics of respondents is the gender analysis. The gender of the respondents is simply classified into males and females. From the tables (4.1), it shows the result of gender profile and 98 out of total respondents are female and 47 are males. In terms of percent, female composition is found as highest with 66%, where male composition is found as 31%. Most of shoppers at New Generation shop are female customers. The age range of respondents, and their age levels are grouped into five: lower 18 years old, between, 18 – 27, between, 28 – 37, between 38 – 47, and 47 years old and above. 91 out of total respondents are age range between 18 to 27-year-old, and 7

respondents are 47 years old and above. In terms of percent, age range between 18 to 27-year-old composition is found as highest with 61%, and age more than 47 years old is found as lowest composition with 5%. Survey includes respondents with mature age level of people.

From that analysis, survey includes most percentage of educated people. The results show that 29 people earn from 300,001 – 500,000 kyat and 78 people earn from kyat 500,001 and above. In term of percent, most percentage with 52% earns more than 5 lakhs monthly. And thus, customers at New Generation Shop are found as possessing some level of disposal incomes. In this analysis, it also shows that 72 out of 145 total respondents' option are found as not very favorite fashion brands at Consumer on Next Generation Products, whereas the rest 73 out of 145 total respondents' response as their favorite fashion brands at Consumer on Next Generation Products.

4.2. Analysis of the Influencing Factors on Brand Trust at Next Generation Products

In the valuation of brands undertaken by Interbrand shows that all brand does not succeed in becoming highly valued brands apart from gaining brand trust from consumers. There are wide range of factors which are influencing on a brand trust. These factors are brand credibility, brand innovativeness, social influence and brand intimacy. In the analysis of the relationship to brand trust by these above influencing factors, the extent to which the level of influencing is analyzed by the use of five point Likert scale measurement (from 1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree nor Disagree, 4 = Agree, 5 = Strongly Agree). The degree to which respondents agreeable to the influence level are stated as follows.

4.2.1. Brand Credibility

This section presents the brand credibility of Next Generation. Table (4.2) shows the brand credibility factor of the brand trust towards Next Generation products, total five statements relating to brand credibility, are used to analyze and the result is shown.

Table (4.2) Brand Credibility

Sr No.	Brand Credibility	Mean	St. Dev
1	Ability to deliver the promise.	3.44	0.64
2	Delivery of promises	3.43	0.54
3	Believability to Product's claim	3.59	0.66
4	Trust level on brand name	3.73	0.75
5	Honesty of brand	3.54	0.68
	Overall mean for credibility	3.55	

Source: Survey data, 2019

Regarding to the brand credibility, Table (4.2) shows overall mean value of 3.55 higher than cut off mean 3, and thus, brand credibility or brand trustworthiness is also very important for influencing the Brand trust that is important for consumer purchase behavior at any kind of products. Among these variables of brand credibility, the highest influence is Next Generation's brand name, which is highly trustable with highest mean value 3.73(standard deviation 0.75), indicating that there is high influencing by the effect of the trustable brand name of Next Generation. The mean score of Next Generation deliver consumers to the facts they promise to give is based on merit, is 3.43 (standard deviation 0.54) which is higher than cut off mean 3, indicating that Next generation deliver to consumers as their promise has some effect gaining the Brand Trust. According to overall mean score, Brand Credibility has effect on influencing the Brand Trust.

4.2.2. Brand Innovativeness

Table (4.3) shows the brand innovativeness factor is important to customers purchasing behavior towards Next Generation products. It consists of five statements and the results of analysis is shown as follow.

Table (4.3) Brand Innovativeness

Sr No.	Brand Innovativeness	Mean	St. Dev
1	Uniqueness of brand.	3.27	0.84
2	Being fashion market trend setter	3.30	0.83
3	Can offer impressive products	2.84	0.77
4	Being innovative fashion brand.	3.08	0.81
5	Have Superior Design	3.12	0.71
	Overall mean for innovativeness	3.12	

Source: Survey data, 2019

Regarding to the brand Innovativeness, Table (4.3) shows the higher overall mean value of 3.12, and thus, brand innovativeness is found as somewhat important for the brand trust at Next Generation Products. Among these factors, the highest customer scoring is found as launching of new products by Next Generation which creates market trends all the time of mean value 3.30 (standard deviation 0.83), indicating that there is strongly influencing other factors on Brand innovativeness. Among the factors, the lowest mean score is 2.84 (standard deviation 0.77) which is lower than the cut off mean value 3, describes that consumers are least agreeable on the Next Generation products which make them feel “Wow”. That is, customers are believing that Next Generation products could not able to feel amazed to them because Next Generation’s product design are quite close to basic patterns. So Next Generation has to make the improvement on their product quality or design to make the consumer feel Wow. But Next Generation launches new products and create the market trend in fast fashion industry in Myanmar.

4.2.3. Social Influence

Table (4.4) shows the social factor influence on the on the brand trust at Next Generation Products, total five statements relating to social influence, are used to analyze, and the result is shown as follows.

Table (4.4) Social Influence

Sr No.	Social Influence	Mean	St. Dev
1	Tendency to choose fashion that enhance one's image	3.47	0.83
2	Reliance on other people's recommendation	3.24	0.91
3	Collecting information about fashion from friends or colleagues	3.37	0.93
4	Reliance on customer's word of mouth and reviews from website	3.49	0.91
5	Reliance on family preference	3.28	0.90
	Overall mean of social influence	3.37	

Source: Survey data, 2019

Regarding to the social influence, Table (4.4) shows the higher overall mean value of 3.37, which is higher than cut off mean value 3 and thus, social influence is found as important for the brand trust which influencing to consumer purchasing behavior at Next Generation Products. The highest mean value in social influence factor 3.49(standard deviation 0.91) is found as the customers agreeable on their choice of fashion brand which is influenced by other consumer's words of mouth or some reviews from website. It indicates that consumers have been influenced by word of mouth or reviews from websites before choosing the brand. The lowest mean value in social influence is found as consumers do not being influenced by other people's fashion recommendation when it comes to make a final decision with mean score of 3.249 (standard deviation 0.91), a little bit higher than cut off mean. According to the mean scores, the consumers are less influenced by the preferences of family members as well as other people's fashion recommendation. They are influenced by themselves to choose Next Generation Products.

4.2.4. Brand Intimacy

Brand intimacy factor is important to customers purchasing behavior towards Next Generation products. It consists of five statements and the results of analysis is shown as follow.

Table (4.5) Brand Intimacy

Sr No.	Brand Intimacy	Mean	St. Dev
1	Brand familiarity	3.93	0.89
2	Can give comfortableness.	3.74	0.79
3	Suitableness	3.61	0.73
4	Level of attraction to brand	3.17	0.88
5	Being the consumer's first choice brand	3.06	0.97
	Overall mean of brand intimacy	3.50	

Source: Survey data, 2019

Regarding to the brand intimacy, Table (4.5) shows the higher overall mean value of 3.93, higher than cut off mean 3, and thus, brand intimacy is found as moderately important for the consumer brand trust at Next Generation Products. Among the influence of Brand Intimacy, the highest influence is found as their familiar to Next Generation brand which is highest mean value of 3.93 (standard deviation 0.89) among other variables. It indicates that there is strongly influencing power of others Brand Intimacy factors in this fashion brand. The lowest mean score which is 3.06 (standard deviation 0.97) of brand intimacy is found as when the consumers must choose similar fashion brands, Next Generation wasn't their first choice. They are less influenced by the theme of Next Generation brand, which has not too deeply attracted to them. Next Generation have to make effort on attracting the consumer interest and trust on their brand. In conclusion, the consumers have brand intimacy to the Next Generation fashion brand.

4.2.5. Brand Trust

The brand trust is important in influencing on the consumer purchasing behavior. In this study it is divided in to cognitive and affective components of brand trust that influence on the consumer purchasing behavior.

(a) Brand Trust: Cognitive

In the analysis, cognitive component of brand trust can be important factors for the brand. Table (4.6) shows the cognitive component of brand trust on the consumer purchasing behavior at Next Generation Products, using total five statements which are relating to the customer perceived on brand trust.

Table (4.6) Brand Trust: Cognitive

Sr No.	Brand Trust: Cognitive	Mean	St. Dev
1	Consumer belief of being a trustworthy brand	3.58	0.75
2	Consumer belief of being an honest brand	3.46	0.72
3	Consumer belief of not taking advantages from consumers	3.35	0.69
4	Consumer belief of meeting expectation	3.34	0.87
5	Consumer belief of being a compatible brand.	3.41	0.77
	Overall mean of Cognitive	3.43	

Source: Survey data, 2019

Regarding to the brand cognitive, Table (4.6) shows the higher overall mean value of 3.43, and thus, cognitive component of brand trust is found as moderately important factor for the consumer purchase behavior at Next Generation Products. The highest influence of cognitive component of brand trust is found as their belief that Next Generation Products are trustworthy brand (highest mean value 3.58 among other variables). Even the least mean value at their belief on that of the Next Generation which never take advantage of from their customers, its higher mean value shows that respondents have strong agreeable on the relationship between cognitive component of brand trust variable on that of the consumer purchase behavior at Next Generation Products.

(b) Brand Trust: Affective

In the analysis, the affective component of brand trust and it can also be important factors for brand. Table (4.7) shows the brand trust: affective on the consumer purchasing behavior at Next Generation Products, using total five statements which are relating to the customer emotionally affective on brand trust, and the result from that analysis is shown, as follows.

Table (4.7) Brand Trust: Affective

Sr No.	Brand Trust: Affective	Mean	St. Dev
1	Level of feeling confidence	3.42	0.82
2	Level of feeling dependable	3.48	0.77
3	Level of feeling comfortableness.	3.58	0.73
4	Level of reliability	3.60	0.68
5	Level of satisfaction from buying their products	3.52	0.79
	Overall mean of affective	3.52	

Source: Survey data, 2019

Regarding to the brand trust: affective, Table (4.7) shows the higher overall mean value of 3.52, and thus, customer affective is found as moderately important for the consumer purchasing behavior at Next Generation Products. The highest influence of affective component of brand trust is found as their feeling on that of the Next Generation Product has a reliable brand image (highest mean value 3.60 among other variables). Even the least mean value at their feel confidence in wearing Next Generation brand, with its higher mean value shows that respondents have strong agreeable on the relationship between emotional to brand trust on that of the customer purchasing behavior at Next Generation Products.

4.2.6. Influencing Factors on Brand Trust

In the analysis each influencing factor on brand trust, linear regression is applied to test the connection between independent variables (Brand Credibility, Brand Innovativeness, Social influence and Brand Intimacy) and dependent variables cognitive and affective component of brand trust.

Influencing Factors on Brand Trust: Cognitive

Brand credibility, brand innovativeness, social influence and brand intimacy are influencing on the affective brand trust. Table (4.8) is the analysis on the influencing factors on cognitive component of brand trust.

Table (4.8) Influencing Factors on Brand Trust (Cognitive)

Variable	Unstandardized Coefficients		Beta	t-value	Sig.	Tolerance
	B	Std. Error				
(constant)	-.596	.248		-2.407	.017	
Brand Credibility	.563***	.084	.413	6.730	.000	.587
Brand Innovativeness	.205***	.068	.198	3.019	.003	.512
Social Influence	.221***	.057	.218	3.863	.000	.693
Brand Intimacy	.193***	.072	.203	2.693	.008	.389
R	.831 ^a					
R Square	.691					
Adjusted R Square	.682					
Durbin Watson	1.733					
F-value	78.30***					

a. Dependent Variable: Cognitive Brand trust

***, significant at 1%

Source: Survey data (2019)

According to the result shown in Table (4.8), R Square is 0.691 and Adjusted R Square is 0.682. This model can explain 68.2% about the variance of dependent variable with the independent variable. F-value (the overall significance of the model) is highly significant at 1% level.

Brand Credibility, Brand Innovativeness, Social Influence and Brand Intimacy are significant at 1% level. The Standardized Coefficient (Beta) indicates that all four variables have positive relationship with cognitive component of brand trust of this study. It means that the higher the influencing factors, the greater the cognitive component of brand trust. A unit increase in brand credibility results in 0.413 unit increase in cognitive component of brand trust. Similarly, a unit increase in brand innovativeness lead to 0.198 unit increase in cognitive component of brand trust. Likewise, a unit increase in social influence results in 0.218 unit increase in cognitive component of brand trust. A unit increase brand intimacy will lead to 0.203 unit increase in cognitive component of brand trust. the increase in these influencing factors will enhance more consumer cognitive component of brand trust.

Brand Credibility and Brand Innovativeness, Social Influence and Brand Intimacy are influencing on cognitive brand trust. Brand Credibility and Brand Innovativeness are positively correlated with cognitive component of brand trust. There has some reason to do so. Brand Credibility occurs when the brand makes the consumer to trust about deliver what they promise, and they show their real side to consumer. Brand Innovativeness happen when the brand set itself apart from other brands and launches new products with superior designs to gain brand trust from consumers.

Influencing Factors on Brand Trust: Affective

Brand credibility, brand innovativeness, social influence and brand intimacy are influencing on the affective brand trust. Table (4.9) is the analysis on the influencing factors on affective component of brand trust.

Table (4.9) Influencing Factors on Brand Trust (Affective)

Variable	Unstandardized Coefficients		Beta	t-value	Sig.	Tolerance
	B	Std. Error				
(constant)	-.726	.218		-3.335	.001	
Brand Credibility	.475***	.074	.336	6.455	.000	.587
Brand Innovativeness	.120**	.060	.112	2.012	.046	.512
Social Influence	.248***	.050	.236	4.914	.000	.693
Brand Intimacy	.386***	.063	.392	6.134	.000	.389
R	.882 ^a					
R Square	.777					
Adjusted R Square	.771					
Durbin Watson	1.970					
F-value	122.165***					

a. Dependent Variable: Affective Brand Trust

***, **, significant at 1%, 5%

Source: Survey data (2019)

According to the result shown in Table (4.9), R Square is 0.777 and Adjusted R Square is 0.771. This model can explain 77.1% about the variance of dependent variable

with the independent variable. F-value (the overall significance of the model) is highly significant at 1% level.

Brand Credibility, Social Influence and Brand Intimacy are significant at 1% level. Brand Innovativeness is significant at 5% level. The Standardized Coefficient (Beta) indicates that all three variables have positive relationship with affective component of brand trust of this study. It means that the higher the influencing variables, the greater the affective component of brand trust. A unit increase in brand credibility results in 0.336 unit increase in affective component of brand trust. Similarly, a unit increase in brand innovativeness lead to 0.112 unit increase in affective component of brand trust. Likewise, a unit increase in social influence results in 0.236 unit increase in affective component of brand trust. A unit increase brand intimacy will lead to 0.392 unit increase in affective component of brand trust. That is, the increase in these influencing factors will enhance more consumer affective component of brand trust.

Brand Credibility, Brand Innovativeness, Social Influence and Brand Intimacy play essential roles in influencing on affective brand trust. These factors positively correlated with affective component of brand trust. Brand Credibility occurs when Next Generation deliver what they have described to consumers, also have distinct trustful brand name and consumer believe their product's claim. Social influence happens when the consumers have been influenced by word of mouth or reviews from website that makes them trust the brand more. The consumers want to enhance their image more so that they want to hear other people's such as family, colleagues, friends, relatives or neighbor's recommendation about brands when making decision to purchase. Brand intimacy appears the consumers feel familiarity of brand name, comfortableness that brand can give, and the consumers feel deeply attracted to that brand. The result is increase in these influencing factors will enhance more consumer affective component of brand trust. Among these factors, Brand Credibility is also found as the highest impact on the increase consumer affective component of brand trust.

4.3. Analysis of the Effect of Brand Trust on Purchasing Behavior at Next Generation Products

In the analysis, cognitive component of brand trust and affective component of brand trust uses regression to test the influence on the consumer purchasing behavior. Table (4.10) shows the results of consumer purchasing behavior and table (4.11) shows the effect of brand trust on consumer purchasing behavior of Next Generation products.

4.3.1. Consumer Purchasing Behavior

In this study, consists of consumer purchasing behavior of Next Generation fashion brand. Fashion brand like Next Generation need to get brand trust from consumers to know their purchasing behavior of their products. Knowing the brand trust is influencing to the customer purchase, their purchase behavior on Next Generation Products is analyzed using total seven statements which are relating to the customer purchasing behavior.

Table (4.10) Consumer Purchasing Behavior

Sr No.	Consumer Purchasing Behavior	Mean	St. Dev
1	Purchased often	3.28	1.03
2	Purchased once a month	2.70	1.08
3	Purchased when the brand has promotion	3.38	1.09
4	Purchased when their products become trendy	3.14	0.87
5	Purchased when release new designs	3.03	0.90
6	Purchased of affordable price	3.49	1.03
7	Satisfaction after purchased	3.50	0.90
	Overall mean for consumer purchasing behavior	3.31	

Source: Survey data, 2019

Regarding to the customer purchasing behavior, Table (4.10) shows the higher overall mean value of 3.31, and thus, most of customers are found as their actual purchase behavior at Next Generation Products. The highest influence of affective brand trust is found as their feeling of satisfaction after purchasing from Next Generation Shop. Next Generation Shop makes them feel satisfaction on its brand image (highest mean value 3.50 among other variables). Customers are also believing on that of the products from Next

Generation because of their affordable price (mean value 3.49). However, the least mean value of 2.70 is found as their purchase products from Next Generation once a month. Whereas, it is found as the common practices for not purchasing fashion products once in a month.

4.3.2. The Effect of Brand Trust on Consumer Purchasing Behavior of Next Generation Products

In this study, regression analysis is also used to find out the effect of brand trust in terms of cognitive and affective on consumer purchasing behavior at Next Generation Shop. Result from the analysis is shown in Table (4.11).

Table (4.11) Effect of Brand Trust on Consumer Purchasing Behavior

Variable	Unstandardized Coefficients		Beta	t-value	Sig.	Tolerance
	B	Std. Error				
(constant)	.323	.249		1.296	.197	
Cognitive	.313**	.143	.269	2.192	.030	.235
Affective	.514***	.138	.458	3.735	.000	.235
R	.705 ^a					
R Square	.497					
Adjusted R Square	.490					
Durbin Watson	2.013					
F-value	70.253**					

a. Dependent Variable: Consumer Purchasing Behavior

** , *** = significant at 5% and 1% level

Source: Survey data, (2019)

As the results of Table (4.11), R Square is 0.497 and Adjusted R Square is 0.490. This model can explain 49% about the variance of dependent variable with the independent variable. F-value (the overall significance of the model) is highly significant at 5% level.

The significance value of cognitive brand trust is 0.03, meaning the variable is significant at 5% level. Affective brand trust is significant at 1% level. The Standardized

Coefficient (Beta) indicates that both cognitive component and affective component of brand trust have positive relationship with the consumer purchasing behavior of this study.

Cognitive and affective components of brand trust influence on customers purchasing behavior. That is, the increase in these influencing factors will enhance more consumer purchasing behavior. Consumer affective component of brand trust has higher impact on the consumer purchasing behavior.

Both cognitive component of brand trust and affective component of brand trust are very important factors brand trust of consumer purchasing behavior. The difference between cognitive component of brand trust and affective component of brand trust is that cognitive brand trust emerges when the consumer trusts the brand with their cognitive knowledge while affective component of brand trust is emotional trust of the consumers. It describes the extent to which an individual consumer's trust for the brand is essential for gaining more of the purchase of the brand.

The customers believe that Next Generation brand is a trustworthy brand as it gives them honest brand image and not taking the advantages from the customers. The customers also trust Next Generation brand is also compatible for their affordable price and various categories of fashion products. The brand does not meet the customer's expectations that much because they do not recognize much about what the customers wants nowadays. Customers also feel reliable towards Next Generation brand because of their dependable brand image, their product quality and transparency of their products. The brand does not make customers feel completely confident in wearing their products. The reason is Next Generation's design are not that smart style in today's trend of fashion.

CHAPTER 5

CONCLUSIONS

In this chapter, it has three parts. First part is findings which represent why the research was conducted, what aspect of the problem were considered, what the outcome and it consists of the findings of the demographic factors and influencing factors and brand trust, and the consumer purchasing behavior. The second part presents suggestions, and the last part is needs for further research.

5.1. Findings and Discussions

Brand trust is important for increasing in consumer purchasing behavior. A brand helps the consumer in identifying the seller or the maker. There are wide range of factors which are influencing on brand trust. Brand creates the sense of status consciousness in many consumers which lead to the sense of recognition and using different brand products is the new trend of fashion.

Regarding to the gender analysis, most of customers are assumed to be female whereas, male customers are also bought New Generation Products. Regarding to the age analysis of respondents, survey finds out that age range between 18 to 27-year-old composition is the highest, and thus, customers of New Generation Products are young people. Regarding to the education level analysis, most of customers of New Generation Products are university graduate people as well as post graduate level customers. Regarding to the monthly income analysis, most customers are found as enough disposal incomes to shop to New Generation Products.

In the analysis of the buying characteristics of respondents, almost all of respondents have bought Next Generation product. Regarding to the analysis on the consumer option on Next Generation products, only half of customers vote that it is their favorite fashion brand.

There are wide range of factors which are influencing on a brand trust. In this analysis, focusing factors are brand credibility, brand innovativeness, social influence and brand intimacy. Regarding to the relationship to brand trust by these above influencing

factors, the extent to which the level of influencing is analyzed using five-point Likert scale measurement was used and the findings are as follows.

Regarding to the brand credibility, it indicates that there is moderate relationship between brand credibility or brand trustworthiness to the brand trust on the Next Generation's product claims which are highly believable to the customers. Regarding to the relationship of brand innovativeness to the brand trust which is important to customers purchasing behavior towards Next Generation products, survey found as brand innovativeness is moderately important for the brand trust at Next Generation Products. Customers are satisfied in launching of new products by Next Generation which creates market trends all the time. However, the brand innovativeness of Next Generation products does not make them feel amazed to its customers.

Regarding to the social factor influence on the brand trust at Next Generation Products, it fairly influences on consumer purchase behavior at Next Generation Products. Customers are satisfied at their choice of fashion brand by other consumer's words of mouth or some reviews from website, and they are not influenced by the preferences of family and friends, and members. They are influenced by themselves to choose Next Generation Products.

Regarding to brand intimacy survey finds out that it is moderately important for the consumer brand trust at Next Generation products. Consumers are familiar to Next Generation brand and the theme of Next Generation brand, which has not too deeply attracted to them.

Regarding to the cognitive component of brand trust, survey finds out that the higher relationship between cognitive component of brand trust to the consumer purchase behavior at Next Generation products. The highest influence of cognitive component of brand trust is customer belief that Next Generation products are trustworthy brand.

Regarding the affective component of brand trust on the consumer purchasing behavior at Next Generation products, it is moderately important for the consumer purchasing behavior at Next Generation products. This study suggested that consumers have emotional affective to the customer purchasing behavior at Next Generation products.

Regarding to the current customer purchase on Next Generation products, customers are found as strong believing on brand trust as their feeling of satisfaction after purchasing from Next Generation Shop. This study finds out that Next Generation product

makes them feel satisfaction on its brand image. Customers are also strong believing on that of the products from Next Generation because of their affordable price. Most of their purchase behavior at Next Generation are very rare to purchase once a month. Whereas, it is found as the common practices for not purchasing fashion products once in a month.

According to the analysis of influencing factors on Brand Trust, the result of influencing factors namely Brand Credibility, Brand Innovativeness, Social Influence, and Brand Intimacy are found as influencing on cognitive and affective components of brand trust. It can be concluded that, brand credibility is found as the highest contributing factor on brand trust.

Regarding to the analysis on the effect of brand trust on consumer purchasing behavior, the result shows that cognitive and affective components of brand trust influence on consumer purchasing behavior at Next Generation Shop. The increase in that brand trust will enhance more customers purchasing behavior, and affective component of brand trust is also found as the highest impact on the increase customer purchasing behavior at Next Generation products.

5.2. Suggestions and Recommendations

It is important for business organization for the understanding the concepts of consumer behavior that will be very helpful in their marketing products and services successfully. It is strongly recommended to the business organization to undertake for this frequent analysis on that of consumer behavior regarding to several aspects for the constant change in consumer living standards, technology, fashion and trends, and customer perspectives towards a product or service additionally changes. It is important to do consumer behavior analysis because consumer behavior is also influenced by the changes in their age level.

The success of the brand partly depends on the brand trust and consumer purchasing behavior. Brand trust have to be influenced by brand credibility, brand innovativeness, social influence, brand intimacy and etc. The consumer has to trust the brands first so that the increase in purchasing behavior later.

. In the analysis of brand credibility, the higher the mean score is recommending the important of the brand credibility or the believability of the New Generation Product

information contained in a brand, for consumers' higher perceive that the brand have the ability and willingness or trustworthiness to continuously deliver what has been promised.

Regarding to the analysis of brand innovativeness section of Next Generation, the Next Generation need to be more innovative of their designs to attract the consumers and make them feel as innovative brand. Next Generation also need to improve their quality more to make the consumer feel amazed to their brand. They have to develop more trendy design and patterns and variable fashion products to gain brand trust and more purchasing.

Regarding the analysis of social influence section of Next Generation, the Next Generation brand need to focus more in social marketing to influence the consumers more. The marketer should promote customer satisfaction so that they would be more recommendation to trust on brand to other in the future. They should do more marketing on social media such as Facebook, website, Instagram etc. They should also use the social influencer to hype about their brand's products so that the consumer will know their brand more and will gain the purchase then before.

Regarding to the brand intimacy section of Next Generation, they also have to focus on what the consumer wants to deeply attract the consumer to become the consumer's first choice brand. Next Generation should maintain its customer intimacy at New Generation Products in terms of relevant marketing channels. This fashion brand should provide more information about their products to consumers to gain their trust. They also should provide unique experience in shopping at their flagship store to enhance the purchasing of the customers.

According to this study, brand trust is explained by the perceived quality of products, brand prestige and the identity expressiveness of consumers. The Myanmar fashion industry is passing through a phase of change and through period of significant growth. Next Generation should be careful on marketing activities in that of New Generation Products for its higher relationship between cognitive component of brand trust to the consumer purchase behavior.

Regarding to the affective component of brand trust on the consumer purchase behavior at Next Generation Products, one solution might be to be care on their products for its moderately important for the consumer purchase behavior at Next Generation Products.

Regarding the analysis of the result, Next Generation should launch new products with variety of range once a week or once in two weeks so that the consumer will purchase more of their products. They also need to do more promotion and campaign programme to attract more customers to buy the products because of they have some strong believing on brand trust as their feeling of satisfaction after purchasing from Next Generation Store. They also should produce the fashion products as season by season so that the customers will interest more in their brand.

5.3. Needs for Further Researches

Study is only made on Next Generation Shop for analyzing the influencing factors on brand trust and then investigates the effect of brand trust on customers purchasing behavior towards Next Generation products. There are wide range of factors which are influencing on a brand trust. In this study, the influencing factors are brand credibility, brand innovativeness, social influence and brand intimacy. Further analysis should extend to other influencing factors like personality traits, or marketing mix factors. This study is made only on Next Generation Outlet and further studies should extend to other fashion outlets in Yangon. In term of region, there are developed states and regions and thus, further study should be made to the other regional zonal area. Consumer purchase decision are important not only for fashion shops but also to other products and thus, to understand more on the effect of brand trust should also extend to other products categories.

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Appendix – I
Brand Trust and Consumer Purchasing Behavior of Next Generation
Survey Questionnaire

The following survey questionnaire aims to explore and examine the effect of brand trust in Next Generation and to analyze the effect and purchasing behavior of Next Generation. The data obtained from this survey is solely for the purpose of thesis paper of MBA programme and it will only be used for educational purpose. I would like to appreciate each and every one of respondents for participating in this survey.

Section (A): Demographic Factors

1. Please identify your gender.
 - Male
 - Female
2. Please identify your age.
 - 18 – 27
 - 28 – 37
 - 38 – 47
 - 47 and above
3. Please identify your highest level of education.
 - High School
 - Bachelor degree
 - Master degree
 - Ph D Degree
4. Monthly Income (Kyats)
 - Under 100,000
 - 100,000 – 300,000
 - 300,001 – 500,000
 - 500,001 and above

5. I have bought products from Next Generation.

- Yes
- No

6. Is Next Generation your one of the favorite fashion brands?

- Yes
- No

Section (B): Influencing Factors

This section is intended to acquire information with regard to the most influencing factors of the effect brand trust on purchasing behavior of Next Generation. Please tick (✓) in the box to indicate how agreeable you are with the following statements on five-point scale.

1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree nor Disagree, 4 = Agree, 5 = Strongly Agree

Brand Credibility

No	Statement	1	2	3	4	5
1.	Next Generation has the ability to deliver what it promises.					
2.	Next Generation delivers what it promises.					
3.	Next Generation’s product claims are believable.					
4.	Next Generation has a name you can trust.					
5.	Next Generation does not pretend to be something it is not.					

Brand Innovativeness

No	Statement	1	2	3	4	5
1.	Next Generation sets itself apart from the other brands in the same product category when it comes to fashion brand.					
2.	Next Generation launches new products and creates market trends all the time.					
3.	Next Generation products make me feel “Wow”.					
4.	Next Generation is an innovative brand when it comes to fashion.					
5.	Next Generation makes new products with superior Design.					

Social Influence

No	Statement	1	2	3	4	5
1.	I will collect information about fashion from friends, neighbors, relatives, or work associates.					
2.	I tend to choose fashion that will enhance my image in other's eyes.					
3.	Other people's fashion recommendation may influence my final decision of choosing fashion brand.					
4.	My choice of fashion brand is influenced by other consumer's words of mouth or some reviews from website.					
5.	The preferences of family members can influence my choice of fashion brand.					

Brand Intimacy

No	Statement	1	2	3	4	5
1.	I am familiar with the Next Generation brand.					
2.	Next Generation brand makes me feel comfortable.					
3.	Next Generation brand fit me naturally.					
4.	The theme of Next Generation brand has deeply attracted to me.					
5.	When choosing similar fashion brands, Next Generation brand is my first choice.					

Section (C): Brand Trust

This section is intended to acquire information with regard to the brand trust of Next Generation. Please tick (✓) in the box to indicate how agreeable you are with the following statements on five-point scale.

1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree nor Disagree, 4 = Agree, 5 = Strongly Agree

Brand trust

Cognitive

No	Statement	1	2	3	4	5
1.	I believe Next Generation is a trustworthy brand.					
2.	I believe Next Generation brand is honest about their products.					
3.	I believe Next Generation does not take advantage of its customers.					
4.	I believe that Next Generation brand meet my expectation.					
5.	I believe that Next Generation brand is compatible with me.					

Affective

No	Statement	1	2	3	4	5
1.	I feel confident in wearing the Next Generation brand.					
2.	I feel that Next Generation is a dependable fashion brand.					
3.	I feel comfortable wearing the Next Generation fashion brand.					
4.	I feel Next Generation brand has a reliable brand image.					
5.	I feel satisfy buying from Next Generation brand.					

Section (D): Consumer Purchasing Behavior

This section is intended to acquire information with regard to the consumer purchasing behavior of Next Generation. Please tick (✓) in the box to indicate how agreeable you are with the following statements on five-point scale.

1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree nor Disagree, 4 = Agree, 5 = Strongly Agree

Consumer Purchasing Behavior

No	Statement	1	2	3	4	5
1.	I often buy products from Next Generation.					
2.	I buy products from Next Generation once a month.					
3.	I buy products from Next Generation when they have a promotion.					
4.	I buy products from Next Generation when their products become trendy.					
5.	I buy products from Next Generation when they release new designs.					
6.	I buy products from Next Generation because of their affordable price.					
7.	I am always satisfied after purchasing from Next Generation.					

APPENDIX -II Influencing Factors on Brand Trust

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.883 ^a	.780	.774	.29715	1.793

a. Predictors: (Constant), Brand Intimacy, Social Influence, Brand Credibility, Brand Innovativeness

b. Dependent Variable: Trust

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.777	4	10.944	123.945	.000 ^b
	Residual	12.362	140	.088		
	Total	56.138	144			

a. Dependent Variable: Trust

b. Predictors: (Constant), Brand Intimacy, Social Influence, Brand Credibility, Brand Innovativeness

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.661	.206		-3.209	.002		
	Brand Credibility	.519	.070	.386	7.456	.000	.587	1.703
	Brand Innovativeness	.163	.057	.159	2.878	.005	.512	1.952
	Social Influence	.235	.048	.234	4.919	.000	.693	1.444
	Brand Intimacy	.289	.059	.309	4.861	.000	.389	2.569

a. Dependent Variable: Trust

APPENDIX -III

The Effect of Brand Trust on Consumer Purchasing Behavior

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.705 ^a	.497	.490	.52616	2.013

a. Predictors: (Constant), Affective, Cognitive

b. Dependent Variable: Consumer Purchasing Behavior

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.898	2	19.449	70.253	.000 ^b
	Residual	39.311	142	.277		
	Total	78.209	144			

a. Dependent Variable: Consumer Purchasing Behavior

b. Predictors: (Constant), Affective, Cognitive

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.323	.249		1.296	.197		
	Cognitive	.313	.143	.269	2.192	.030	.235	4.248
	Affective	.514	.138	.458	3.735	.000	.235	4.248

a. Dependent Variable: Consumer Purchasing Behavior