YANGON UNIVERSITY OF ECONOMICS

DEPARTMENT OF MANAGEMENT STUDIES

MBA PROGRAMME

**BRAND TRUST, BRAND AFFECTION AND BRAND
LOYALTY ON VIEWSONIC BRAND PRODUCTS**

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EMBA II - 66

EMBA 16th BATCH

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ACADEMIC YEAR (2017-2019)

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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)

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ACCEPTANCE

This is to certify that the thesis entitled "**Brand Trust, Brand Affection and Brand Loyalty on ViewSonic Brand Products"** has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

Board of Examiners

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ABSTRACT

This study intends to explore influencing factors of marketing practices on brand loyalty through brand trust and brand affection on ViewSonic brand products. The data is collected from one hundred and eight respondents who are selected by using two-stage random sampling method. This study found that product quality, customer service, and convenience have a positive effect on brand trust while customer service, communication, and convenience have a positive effect on brand affection. Moreover, brand trust and brand affection have strongly affected on the brand loyalty of ViewSonic brand products. Therefore, it can be suggested that if the dimensions of brand trust and brand affection are high, brand loyalty is high. ViewSonic should focus on continuous innovations together with the strong value proposition, integration with business partners (co-branding), performing marketing activities to improve brand trust and brand affection in order to promote the customer loyalty on ViewSonic brand products.

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CHAPTER 1

INTRODUCTION

The existing customers are the most valuable assets of a company. Customer retention rate is measurable and can develop a retention strategy, and it is a MUST for any successful business. Brand Loyalty use to play a crucial role in the market, and all marketers need to develop and maintain loyal customers, which is the heart of companies' marketing plans, especially in the face of highly competitive markets now a day. Smart business leaders must be aware that it needs to invest a lot more effort and a lot more money to get a customer from scratch, so keeping the existing customers happy is a BIG DEAL. Marketers realized that brand loyalty has a secure connection to higher sales volumes, gives companies the option of premium pricing, and encourages the customers to search for their preferred brand. Another factor contributing to a stronger focus on brand loyalty is the fact that it can take up to six times as much to win over a new customer as it costs to retain existing ones. A company with excellent customer relationships can grow their businesses without gimmicks, fee cuts, or special treatment.

A truly successful business usually base on a simple concept: TRUST. When customers trust a brand, more than 80 percent will recommend a trusted company to others, and about 85 percent will continue to use that brand frequently. Loyal Brand users do not only spread positive word of mouth about their preferred brand as well as defending the brand in arguments and discussions but also often talk competitive brands down. Brand loyalty to one brand influence the brand not only positively, but also possibly have adverse effects on the competitive brands. With trust, the company will have customers (or clients) for life. Without trust, we may as well pack up and go home. Brand Loyalty is also one of the main priorities in business to make benefits, and it is needed for the company to create sustainable competitive advantages among competitors and to differentiate the product (Lau & Lee, 1999). Therefore, brand loyalty the fundamental values which built up a brand name to become stronger and raising the brand owner's profit. Brand Loyalty refers to the comm1itment from the part of the customers to rebuy particular products or services in the future as well as the patronize it. It leads to the same repetitive brand or same brand set purchasing, putting aside other factors that are affecting customer preferences. Behind the success of a company is the brand name of the product. In the era of globalization, rapid development in technology is not far away and integrated into our daily life in many ways.

Advances in telecommunications, information systems, and shared data are in line with shifts happening in technology. Furthermore, in the 21st century, the international community has shifted from the industrial era (IR 1.0) into the era of the information technology era (IR 4.0).

Although the array of laptop computers and tablets on the market and ongoing predictions of the death of the Personal Computer are talking about, we are still using a standard desktop computer in the workplace. Nearly sixty eight percent of businesses report that desktops are their primary computing device for employees, compared with only twenty nine percent, which favors laptops and just one percent tablets. Thirty percent of organizations reported that employees are using desk phones as their primary communications equipment, compared to only sixteen percent utilizing company-issued smartphones, according to the survey by Spiceworks. The analysis found that seventy percent of companies use desktops for five or more years before replacing them, and twenty four percent use them for seven or more years. Laptops do not last as long: because the surveyed shows that the company uses their laptops for five or more years, and only eight percent use them for seven or more years.

Moreover, company-provided tablets and smartphones had an even shorter time, typically lasting two to four years. More than seventy percent of the world's largest companies said they use servers for five or more years, and more than twenty five percent use them at least seven years before finally replacing them. More than seventy percent of companies also keep their printers for five or more years, and more than thirty percent of organizations use them for seven or more years. The use of the desktop computer is still dominant all over the world, and the market size is increasing gradually. The rapid growth of the technology sector is also affects increasing the number of competitor brands in the market. This trend causes marketers and also academicians or practitioners to focus on customer decision making in the purchase of a desktop computer with a suitable monitor in terms of size integrated with the latest technologies. Choosing the right monitor is crucial for users.

A variety of factors also have been found to impact the development of brand loyalty. A brand name usually knows as the pictures of the products or services; the Brand logo usually knows as the face of the products or services, style, promotion, convenience, customer services, perceived values of products, or services are the critical brand factors of customer loyalty. Other authors have reported that advertising, price, and brand have a

significant impact on brand loyalty. Sales meet with customer satisfaction, in turn, leads to brand loyalty by enhancing brand attitude and salesperson loyalty (Brexendorf et al.,2009).

This study presents a conceptual framework to explore the brand loyalty status of ViewSonic brand product customers in Myanmar to analyze the demographic factors on brand loyalty and the effects of marketing practices: Product Quality, Brand Image, Customer Service, Perceived Value, Communication, Convenience on the brand loyalty. Product is the main influencing factor towards loyalty. The essentials of product in desktop computer monitors are quality, design, features, brand name, brand image, sizes, the display resolution of the screen. According to decision-making models, consumers process the environmental cues, the physical factors of the products, psychosocial cues such as advertising, and consumers put these cues into a set of perceptions that shape their preferences (Hong & Lerch, 2002). Besides, the prestigious brand names and their images attract consumers to purchase the brand, affect repeat purchasing behavior, and reduce price-related switching behaviors.

Another major factor that can affect brand loyalty is price. Brand loyal customers are willing to pay for a high price for their favorite brand, and so their purchase intention is not to change quickly because of price. Also, customers have a strong belief in the price and value of their favorite brands so that they would compare and evaluate prices with alternative brands (Sidek & Yee, 2008). One of the critical factors that affect brand loyalty is the place. Store location and number of outlets are crucial in altering consumer shopping and purchasing patterns. If consumers are highly convenient to stores and are satisfied with the store's assortments and services, these customers may become loyal afterward. The last factor is the promotion. It also plays an essential factor in brand loyalty. It is one of the four elements of the marketing mix (product, price, place, and promotion). It is the communication link between the sellers and buyers to influence, inform, or to persuade a potential buyer's purchasing decision. Promotion includes advertising, sales promotions, personal selling, and publicity (Kotler et al., 2009). Promotion is an essential element of a firm's marketing strategy. In this study, the above four variables are examined and analyzed their effects on brand loyalty status among ViewSonic monitor users, especially in Yangon, Myanmar.

1.1   Rationale of the Study

Brands are crucial in the consumer market. They are interacting between consumers and the company, and consumers may develop loyalty to brands. Brand loyalty is when a consumer prefers to buy the same brand of the product rather than competing brands. Brand Loyalty is important to the bottom line because it can increase sales volume by retaining consumers using the brand and by allowing premium pricing. In other words, customers find brands have value, and 1) those consumers become repeat buyers, and 2) are price insensitive. From a business perspective, building and increasing brand loyalty result in continuous profits due to long-term repeat customers, less reliance on the marketing to boost client base, and premium pricing. Today, with the adoption of a free-market economy, information and communication technology is making very rapid progress and touching all aspects of our daily lives.

Moreover, many people communicate, exchange information, and interact with each other so readily on a global scale. In Myanmar, during recent years, the importance of brand equity has been rising in some firms, especially in IT markets. Some products are getting customer's loyalty due to the high brand trust of their product's brand. However, some products cannot build a strong brand in the markets. Because of intensifying competition among the products, most businesses want to analyze the brand trust of their brands. If they explore their brand trust or customer retention rate, they can try to manage consumer response to their brand. The articulation about brand trust is one of the key decision factors that determine why consumers favor particular brands over others. So, brand trust is important for the creation of customer loyalty, and therefore products must build a reputable identity and trust in order to maintain loyalty with their customers. Strategically, the result of this study provides the marketers with a clear path in regards to how to the most effectively build brand trust. Therefore, this paper intends to study how marketing practices are influencing on the consumers and their buying behaviors, and then the relationship between the brand trust, brand affection and brand loyalty of the ViewSonic products users and the effect of marketing practices on the brand trust of the ViewSonic products users in Yangon, Myanmar.

1.2   Objectives of the Study

Brand Loyalty is a consumer repeat to buy the same brand of goods rather than competing brands. To measure the ViewSonic brand loyalty and to capture the impact of influencing factors on brand loyalty status, the two main objectives are developed. They are:

1. To analyze the influencing marketing practices on brand trust and brand affection of ViewSonic brand products.

2. To examine the effect of brand trust and brand affection on brand loyalty of ViewSonic brand products.

1.3   Methodology and Sources of Data

The proposed model draws from diverse research. The research model posits the marketing practices build brand loyalty through brand trust and brand affection. This study uses the two-stage random sampling method to fulfill the tasks. The survey asked one hundred and ten respondents of ViewSonic brand customers. Randomly selected ten customers among the customers who have the highest amount of total purchases from each of the eleven IT Stores in Yangon. Moreover, those top eleven IT Stores are the firms that purchase more than fifty million kyats per month from the ViewSonic brand products distributor in Myanmar. The data collection period is from October to November 2019, and this study uses both primary and secondary data. The structured questionnaires are used as research instruments to collect the primary data. The questions involved in questionnaires are with 5 points Likert scale to measure each variable. The secondary data are from the websites, previous research papers, journals, textbooks, internal thesis, and articles. In an analysis, part of this study used simple statistics methods (mean calculation and regression method).

1.4   Organization of the Study

This study includes five chapters. Chapter one is the introduction, which includes the rationale of the study, objectives of the study, methodology, and sources of data and organization of the study. Chapter two consists of the theoretical background of the study by stating the relevant concepts of the paper's focus. Chapter three describes the profile and marketing practices of ViewSonic brand products. Chapter four explains the effect of brand trust, brand affection on the brand loyalty of ViewSonic brand products. Chapter five is a conclusion chapter, summarizing the findings and discussion, suggestions and recommendations, and needs for further research.

CHAPTER 2

THEORETICAL BACKGROUD OF THE STUDY

This chapter mainly presents the theoretical background of this study. Brand loyalty is important as it motivates the consumers that their product has the required qualities, and this becomes the base for future purchase behavior. Brand loyalty is the customer's willingness to stay with a brand when competitors come knocking with offerings that would be considered equally attractive hand, not the consumer and brand shared a history, Holt (2002). Most authors and researchers have focused more on behavioral aspects of brand loyalty and less on attitudinal aspects of brand loyalty. Dick & Basu (1994) described behavioral loyalty, dependent on comparable purchase and purchase sequence. Brand loyalty is the consumer's conscious or unconscious decision, expressed through intention or behavior to purchase a brand continuously.

2.1   Importance of Brand

A brand is a unique design, symbol, sign, word, or group of words or a combination of these, contracted in creating an image that names a product and differentiates it from its competitors. Additionally, when a particular time is reaching, this image in the customer's mind becomes associated with a level of credibility, quality, and satisfaction. Thus, brands help harried customers in a crowded and complicated marketplace by standing for certain benefits and advantage. The legal name for the brand name is a trademark, and when it identifies or represents a firm, it is called a brand name.

A brand usually defines as a name or symbol intended to identify a product or producer. The collection of the experiences with the specific product or service, both directly relating to it and though the influence of advertising, design, and media review, creates brand recognition. A brand includes an explicit logo, fonts, color schemes, symbols, the sound which may develop to represent implicit values, ideas, and even personality. Brand Name represents the personality of a specific brand, and Brand Logo is its face in the market.

There are two different viewpoints of a brand, the experiential aspect, and the psychological aspect. The experiential aspect involves all earlier experiences that a person has had with the brand before. The psychological aspect belongs to the perceived image of a brand, something subjective and symbolic.

2.2   Marketing Practices of Brand Building

Marketing is the art of making targeted customers interested in the products and or services (Kotler, 2006). The definition above indicates that marketing includes doing research, promotion, advertisement, and distribution of the services and products for sale. Marketing, in general, means the process of doing all that is necessary for bringing potential clients and the products or services for sale together. All of these activities must work together to ensure successful marketing strategies. Companies with the most effective marketing strategies and plans thoroughly understand their market or customers and create products and services to meet the market needs while using the best channels for communicating to a target audience.

For a business to make profits, one needs to develop a comprehensive marketing plan to comply with the marketing strategy. Because the profits come from the customers, and they can name their needs and wants, then satisfying the customers by giving quality services while making earnings. Research and analysis of the markets are vital, linked with product development, promotions, and advertising. Social marketing has more attention recently due to marketing managers of large companies understanding that it is the most dependable way to increase the earnings from making more selling. Social marketing is the selling of ideas and concepts. So, social marketing is the development implementation and management of programs meant to bring social change in the targeted market.

A market plan is the evaluation of the currently available market area with the way the business plans to use its accessible resources in the future. A market plan also includes customers and a setup of how to sell services and goods to them. The primary purpose of a market plan is to support the business in achieving its goals and growth potential. A comprehensive market plan is one of the most crucial steps to be taken to guarantee the profit-making. Marketing used to deal with every portion of the operation of the business. The marketing activities that lead to customer satisfaction in balance with profit-making cover and are not limited to examining and researching the market, developing the product, and customer service. Marketers can use all the marketing efforts to build the loyalty of

their brands. Therefore, marketing factors are important to use to measure brand loyalty. In this study, marketing practices refer to Product Quality, Brand Image, Customer Service, Communication, and Convenience.

2.2.1   Product Quality

Quality of product is the customer's viewpoint of the overall quality or perfection of the product or service, concerning its expected purpose, relative to alternatives, Aaker (1994). Product quality is the essence of a product or service that carries on its capability to satisfy stated or referred customer needs, Kotler and Amstrong (2012).

It is important to see that the company standpoint should not review the quality of the product; it should review from the view of the customer. Two important factors affect the quality of the product, namely the expected product quality and the perceived product quality. In detail, if the perceived product quality is in line with the expectation, then the customer will perceive the product quality as feel satisfy and also good quality. On the other hand, if the product quality does not match as the customer expected, then the quality of the product as the customer perceived is qualified as poor product quality. Thus, the qualification of both bad and good products depends on the ability of the company to meet customer expectations. Garvin (1998), Kotler and Keller (2012) thought that the quality of the product consists of several indicators, namely performance, features, reliability, compliance, durability, serviceability, aesthetics, and perceived quality.

2.2.2   Brand Image

How customers think of a brand is a Brand Image. It can define the perception of the brand in the minds of the customers. The brand image develops over time. The customers form an image base on their experience and interactions with the brand. These kinds of interactions are taking place in many forms and not necessarily involve the purchase or use of products and services. A brand image is the set of ideas, beliefs, and impressions that a person holds about an object. A brand image can be recognized differently by different customers. Hence, the establishment of a consistent brand image is a massive task for any business.

Every company tries to build a strong image because it can help in achieving their business goals. A strong brand image can create the following advantages for the

companies– can make more profits from strong brand image as new customers are attracted to the brand, easy to introduce new products under the same brand name, boosts the confidence of existing customers, and helps in retaining customers, and lead to better Business-Customer relationships. While a company with a poor image may struggle to move and cannot launch the new products under the same brand name, this is why, business spends most of their time, effort, and resources in building their brand image. Companies take good care of how their brand will look, how should the customer feel when they contact their brand, where should the brand be located (Brand Positioning), and another brand participation. These brand associations give rise to a brand personality, which finally gives rise to the brand image when the customer communicates with this brand. A brand is just like humans. When people meet a person, they assess personality and forms a perception of the person in their minds.

Set of brand association that are anything linked in memory to a brand, usually in some meaningful way, (Aaker, 1991). A brand image can also define as the perception about a brand as mirrored by the group of associations that consumers connect to the brand name in memory. Moreover, Kotler and Armstrong (1996) defined the brand image as "a set of beliefs held about a particular brand." This set of beliefs plays a vital role in the buyer's decision-making process when customers evaluate alternative brands.

2.2.3   Customer Service

Customer service is the interaction between the customer and the company that sells the products or services. The customer service representatives have direct contact with the buyers. The buyers' perceptions of the product are shaped in part by their experience in dealing with that person. Most of the companies behind the scene are people who never meet or greet the people who buy their products. Most of the businesses aware of direct interaction is an important factor in ensuring buyer satisfaction and encouraging repeat sales. They also know that providing positive experiences for buyers can dramatically impact their business growth. According to Entrepreneur Magazine's article about why customer service is important, the writer gives us five reasons. These are: provides value, retains customers, creates endorsements, prevent business failure, and reduces employee turnover. Excellent customer service arrangements should focus on treating customers well, answering questions, and outperforming their expectations. This approach can help the engagement of businesses and customers and can build a stronger relationship.

Keeping loyal customers is always less expensive than the cost of getting new ones. Research shows the costs to attract the new customer is higher about six to seven times more to keep the existing customers. Satisfied customers become loyal buyers when a business is reliable. Research shows there is a sixty to seventy percent possibility that existing customers will return to make new buying. Loyal customers provide positive support and online reviews that can help businesses strengthen their brand. A loyal customer is ten times more valuable than their first purchase on average. Research shows that people often make buying decisions based on recommendations from family and friends, rather than on advertising messages. Ninety-seven percent of customers will tell others about very good or excellent customer service experiences. Seventy percent would spend more money with a company that has excellent customer service. Twenty-four percent will return to businesses two or more years after an excellent customer service experience. Fifty-nine percent would try a new company to receive better customer service.

About ninety-six percent of American businesses close their doors within ten years, and the problems are poor customer service. Customers become frustrated over small problems that are not addressed, such as unclear communication, slow follow up on questions, or ignored requests. Excellent customer service is important to business success, ensuring brand loyalty one customer at a time. Employees always want to work for businesses that value workers' contributions, encourage new ideas, and treat customers equitably. When people work for an employer that gives excellent customer service, they are more involved in their work. They are more willing to hug the company through business challenges and economic developments. Customer service programs are essential in every business, including employee benefits.

Quality of service is a necessity for a brand. Research shows that over two-thirds of customers who stop using businesses do so because they find the service staff unhelpful, while fifty-five percent would pay more to guarantee good service. Service quality is the focused evaluation that reflects the customer's perception of elements of service, such as interaction quality, physical environment quality, and outcome quality. The quality dimensions are reliability, assurance, responsiveness, empathy, and tangibles. However, often customer service takes a back seat to the daily demands of running a business. With many ways to contact businesses than ever before – phone, websites, email, social media, in-person, and customers expect more and more responsive companies. Recent innovations have focused on automating customer service operations, but the human element is, in some

cases, essential. For this reason, many companies are trying hard to increase the level of their customer satisfaction.

2.2.4 Communication

Marketing communication (MarCom) is a fundamental part of a company. Marketing Communication is the methodologies and tactics adopted by the companies to convey the messages uniquely and creatively to their existing customers about their products and services which they are offering. The messaging, either direct or indirect, is to persuade the customers to purchase products and services. Marketing communication includes advertising, direct marketing, branding, online presence, good packaging, printed materials, PR activities, sales presentations, sponsorships, trade show appearances, and more.

Importance of Marketing Communication is to helps the management of the company and marketing managers to develop a strategic vision on the various marketing opportunities and platforms and device the plans that make the company come up with innovative methods to promote the offerings. It makes the company be unique identity in the market and the minds of the customers as the brand that desires out the marketing and promotional ways that are not only strategic but have an advantage in the ways to communicate about the characteristics and attributes of the products and services.

Branding is related to promoting the objectives and vision of the brand and company as a whole. However, understating the Importance of Marketing Communication helps in creating and providing the required impetus to brand recognition in an indirect manner as the strategy. The creative artworks of the marketing communication start with leveraging on the strong legacy of the brand, followed by the specialties and unique selling proposals of the products and services. There are many brands in the market offering similar products and services, giving the customers many choices and options to choose from, and many a time the customers go for the products and services offered by the competitors. Marketing Communication supports the company in promoting its offerings uniquely and innovatively. By using various marketing including print advertisements, television commercials, radio spots, interactive marketing, digital marketing and PR campaigns amongst others that enables to showcase the features and nature of the offerings in a positive light giving a fierce competition of the company and it works as a pull factor for the customers.

In order to attract the new customers and retain the existing ones on a long-term basis, it is crucial for the marketing communication to be transparent, consistent, direct, crisp, and helps customers to solve their problems. The management of the company and marketing department duly understands and grasps the Importance of Marketing Communication. When the level of trust in the brand and its offerings by the customers are high, the company can accomplish its desired goals and objectives as well.

2.2.5 Convenience

Convenience is a factor of effort and time of the customers, and it is a critical factor in considering how customers make decisions about what to buy, where to go, what services to use, and with whom to engage. To explain what convenience is, the convenience store is the first and most visible example that comes to mind. However, one person perceives as convenient may not be the same for the convenient of another, or the convenient in the morning may be inconvenient in the afternoon. Yale & Venkatesh (1986) proposed a framework for understanding convenience in which variables such as attitude and situational context influence an individual's choice and need for some of the characteristics of convenience. Those attributes are valid time utilization, portability, and avoidance of difficulty in a service. The key to remember is that as an individual's situation changes, his or her judgment of what is convenient changes as well. Brown (1989) defined convenience that focuses on the service as opposed to the individual, breaking convenience up along the five dimensions of service: time, place, acquisition, use, and execution.

Convenience in the user experience, and it also can say the costs of the experience (in money, effort, and other terms), a real understanding of the stages of the experience, and an understanding of customers as their needs and behaviors change from context to context. There is no simple task, but the effort is worthwhile. It creates many missed opportunities to attract and keep more customers. They want to ease in many areas – not just the initial transaction. Focus on convenience as a driver throughout our customer's experience. Another study also found that convenience was the most relevant factor in the use of mobile devices for Internet shopping.

One of the first signs of convenience is ATM machine and introduced around the 1970s. People began to choose the ATM for more personal service at the branch when they need to use the services. Recently, other industries like airlines have been saving money in staff costs by using allowing boarding passes to print at home, or the passenger can use the

automated kiosks at the airport to take the boarding pass. The duty of passenger data entry and printing the boarding documents are changing from the ticket agent onto the passengers, but the perceived convenience of being in control of the experience and the real convenience of avoiding the crowded check-in line. However, in some situations, convenience means more work for the customer itself, which can translate to reduced service costs for the company. In this way, by providing control to the customer can improve customer satisfaction and reduce the business' service costs. Convenience becomes a critical factor in saturated and competitive industries where the services are often too similar to distinguish. In these cases, convenience can be our major differentiator and a key customer decision-making attribute. Moreover, Customer convenience is continuing as a key driver in loyalty, but the demand for convenience is not new. With busier schedules and comfort with e-commerce, customers are choosing those brands that provide convenience in the way they like, not the other way around.

2.3   Brand Trust

Many studies use Brand trust as the central point (Doney & Cannon, 1997). It is a notable factor in the success of the firm (Morgan & Hunt, 1994). Brand trust is the willingness of the customers to rely on the ability and quality of the brands to perform its stated functions (Chaudhuri and Holbrook, 2001). Brand trust usually arises after the consumers' evaluation of companies' offerings, products, or services. If companies provide beliefs of reliability, honesty, and safety about their brands to customers, the brand trust will generate subsequently (Doney & Cannon, 1997). It can interpret that brand trust is created and developed by direct experiences of customers through brands.

The difference between brand trust and brand affection is; brand trust is a long process by thought and consideration of customer experiences about products while brand affection is the impulsive feelings which can be formed, spontaneously (Chaudhuri & Holbrook, 2001). Therefore, brand trust is a cognitive component, which may induce an emotional response, namely, brand affect.

On the other hand, brand trust leads to brand loyalty (Delgado-Ballester & Munuera-Alemán, 2001). It shows that brand loyalty is part of the continual process of valuable and notable relationship which is produced by the brand trust. Moreover, literature shows to support that brand trust is a determinant of loyalty (Wu et al., 2008).

2.4 Brand Affection

Brand trust and brand affection are strictly related dimensions with each other. Like brand trust, brand affection is also studied widely in marketing literature (Iglesias et al., 2011). Chaudhuri and Holbrook (2001) define brand affection as the potential to elicit a positive emotional response in the average consumer as a result of its use. In other words, it can describe as consumers' emotional response towards a brand in consequence of having an experience with the brand. Therefore, we suggest that brand affection occurs in favor of a close relationship with the brand. Likewise, the literature suggests that favorable and positive emotions are associated with a high level of brand loyalty (Chaudhuri & Holbrook, 2002). It is showed that brand loyalty is more significant under the condition of positive emotional affection that prompts consumers to enhance positive attitudes towards a brand (Dick & Basu, 2004). Many studies are empirically evident for brand affection and have a significant role in creating brand loyalty (Chaudhuri & Holbrook, 2002; Sung & Kim, 2010).

2.5 Brand Loyalty

Brand loyalty is often ascribing to a behavioral sense through the number of repeat purchases; it entails customers sticking with the brand and reject the overture of competitors. Marketing activities such as advertising, price, product, place, promotion involves brand creating, which means the effect on brand loyalty directly (Keller, 2003). The brand equity holds customer loyalty because customers value the brand based on what it is and what it represents. Brand loyalty attributes to brand equity and brand image. Brand commitment is a substantial expression of brand preference and brand loyalty. Aaker (1991) pointed out that brand loyalty ascertains that extent the customer is attached to a brand and speculate how likely the customer switch to another brand when the brand changes either in the product features or prices.

Brand loyalty of current customers is a strategic asset of a firm, and when properly managed would provide the firm with several values. Brand loyalty is associated more closely with the user experiences with the brand, and the experience does not exist without prior purchase, Aaker (1991). Brand loyalty is crucial for many reasons. The first thing is, it can reduce the cost of production because the sales volume is higher than the reasonable condition. Second, companies with brand-loyal customers do not have to spend as much money on marketing the product, which let the company to either retain more earnings or

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to invest resources elsewhere. Third, companies may use premium pricing that increases profit margins. Finally, loyal customers tend to recommend that they like it. Businesses have to expert significant effort to facilitate brand loyalty.

Marketers need to convince potential customers that their product has a significant advantage over other products to justify consistent purchases of their product. Businesses also attempt to leverage brand loyalty developed for a product to other products offered by the company. Marketers often focus on identifying the characteristics of brand loyal consumers and the degree of loyalty of consumers. Thus, they can directly and energetically focus their marketing and promotional strategies on these consumers who share similar characteristics among the large population. Philip Kotler (1997) defined different patterns of behavior. Indeed, not every consumer has the same usage rate and the same commitment to the product using. There are four distinct patterns of behavior: Hard Core Loyal, Split Loyal, Shifting Loyal, and Switcher.

(a) Hard Core Loyal Customers: A customer buys only a particular brand all the time. A customer repeatedly purchases the brand regardless of the premium price of that brand that has changed is considered as a Hard-Core loyal customer. This loyalty reacts to the last stage of purchase, in which customers do not accept substitutes if they have approached the brand. Price variations for the brand that they choose do not affect their brand choice. They stick with the brand rather than switch. Marketers follow the characteristics of Hard-Core Loyal Customers because it would pin-point the target market.

(b) Split Loyal Customers: Some customers who are loyal to two or three brands are the Split Core Loyal Customers. They use two or more brands when a single brand does not satisfy all their needs. Marketers follow the characteristics of Split Core Loyal Customers because they can pin-pot which brands are most competitive.

(c) Shifting Loyal Customers: Customers who usually move from one brand to another are Shifting Loyal Customers. They can easily shift their loyalty from one brand to another according to the market conditions of a specific product category. Marketers follow the characteristics of Shifting Loyal Customers because they can learn about their marketing weakness.

(d) Brand Switchers: Brand Switchers are the customers who have no loyalty to any brand. Brand switching may occur in the case of new product introduction and dissatisfaction with the usual brand. In this case, customers can find a substitute brand that can satisfy their needs. Marketers follow the characteristics of Brand Switchers because

this may give ideas for new product development, and those brand switchers have higher market shares.

2.6   Previous Studies

The theoretical view of brand trust, brand affection, and brand loyalty and previous research study is studied in this chapter to build the conceptual framework of this research study. This previous research was a study on brand loyalty among notebook users. This study was finding what factors are influence notebooks users to be loyal to the notebook brand. The research collected the data by a set of structured questionnaire surveys to students from the University of Utara Malaysia (UUM).

This previous research framework starts from the independent variables, which are price, brand name, promotion, features, and satisfaction, then to dependent variables of loyalty towards notebook brands. According to (Figure 2.1), the model of the previous research summarizes and briefly states about brand loyalty, the factors influencing brand loyalty, and the influence of each factor towards brand loyalty. The researcher found that a famous usage brand plays a crucial role in brand loyalty and should use as a measure to the other notebook manufacturer.

Figure 2.1 Conceptual Framework by Tekeste and Mackay Marketing Practices
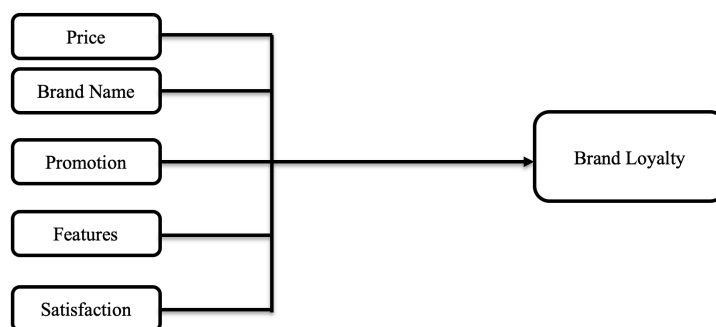
Source: Tekeste and Mackay, 2015

Assessment of price, features, promotion, and other aspects that make the users interested in the brand has given more attention to consumer preferences or need in choosing a brand notebook can fulfill by manufacturers. Besides, features also play as main influencing factors as it is needed to be an emphasis by the notebook manufacturers. Aspects of the promotion carried out by the marketer must also give a different touch. Users

more easily influenced by advertising from print media or electronic media. This study found that satisfaction is the most factor that can influence users loyal to the notebook brand.

Another conceptual model of previous research is developed and demonstrated in (Figure 2.2). In a growing competences environment, the brand becomes the most valuable strategic and assets of the company and receives noticeable attention. The brand is one of the main tools for marketers to alleviate consumers' price sensitivity in the market competition (Helmig et al.,2007). Customers want to pay more for the brand because they think that they perceive excellent value from the brand that no other competitors can offer (Jacoby & Chestnut, 1978). This is why brand managers should focus on managing this issue by generating a stronger brand image (Keller, 1993). Markers need to use the common strategy used to strengthen a brand is creating brand trust between company and consumer. Brand trust behaves like a superior lens through which to examine and assess consumers' behavioral responses.

Similarly, consumers' brand affection plays a significant role between the company and consumer relationship. The relationship usually built on the foundation of brand affection (Berry & Parasuraman, 1991), and brand affection causes consumers' brand loyalty, which can view as the intention of the consumers repurchase (Morgan & Hunt, 1994). Brand affection and brand trust play the role of the primary key factors for the firm's success. From the marketers' point of view, brand affection and brand trust work as a preserver of relationship investment for companies' partners; provide long term benefits; prevent high-risk activities (Morgan & Hunt, 1994), but they are the control point of strategic partnership (Spekman, 1988). However, from the consumers' point of view, they are essential assets for consumer company relationships, and they are the main reasons underlying consumers' behavioral responses towards companies (Caceres & Paparoidamis, 2007). Berry and Parasuraman (1991) said that the effectiveness of service marketing depends on the successful management of both brand affection and brand trust.

Figure 2.2 Conceptual Framework by Kabadayi and Alan
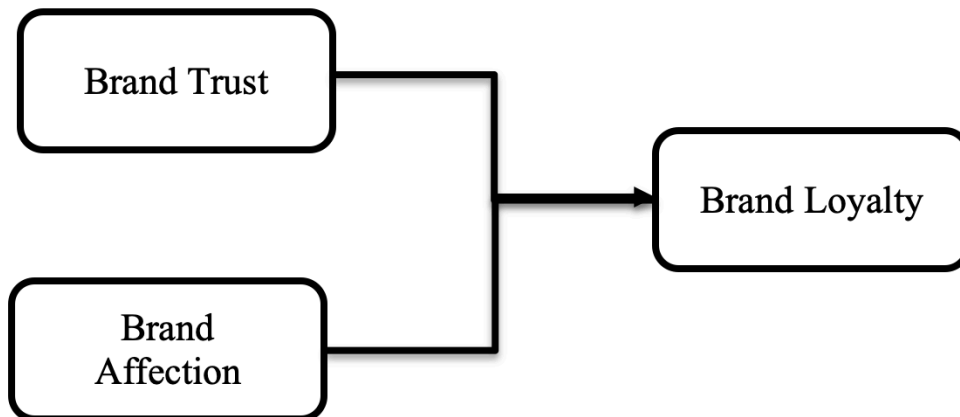
Source: Kabadayi and Alan, 2012

Many studies concentrate on the role of brand trust and brand affection from the relationship of the company-supplier (Chiou & Droge, 2006; Tümer et al., 2011). However, studies are scarce that thoroughly investigate brand trust and brand affection, especially brand affection, from the company- consumer relationship in one integrated framework. The objectives of the current study is to cover two areas; (1) How brand trust and brand affect influence consumers' brand loyalty? Furthermore, (2) Does brand affect mediate the relationship between brand trust and consumers' brand loyalty? This study builds on and contributes to previous literature by examining these constructs from the company-consumer point of view.

2.7   Conceptual Framework of the Study

In this study, the basic concept is to identify the influence of marketing practices on the brand trust and brand affection of ViewSonic brand products. Finally, the study will examine how the effect of brand trust and brand affection on brand loyalty of ViewSonic brand products — the conceptual model of this study in (Figure 2.3).

Figure 2.3 Conceptual Framework of the Study

Marketing Practices
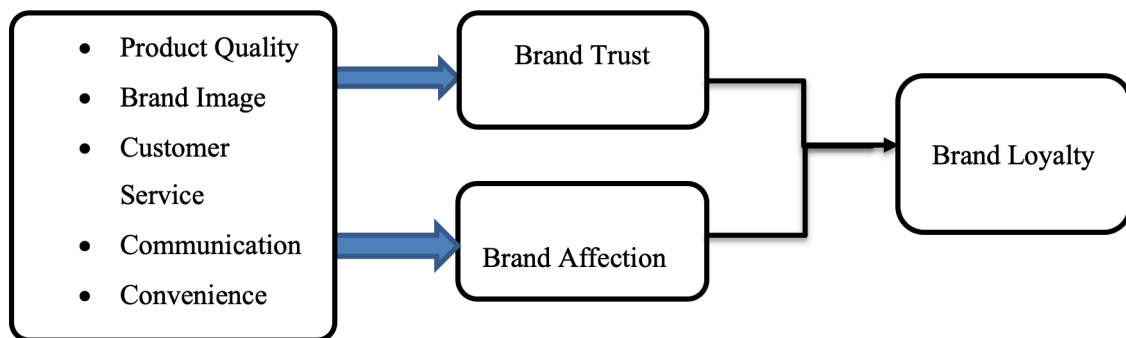
Source: Own Compilation (2019)

The framework has developed to conceptualize the relationship between independent variables and dependent variables. In the first stage, we will identify the influence of marketing practices on brand trust and brand affection of ViewSonic brand products. In this context, the five independent variables being product quality, brand image, customer service, communication and convenience, and dependent variable being brand trust and brand affection. In this stage, the components of marketing practices from the previous research became Features as Brand Quality, Brand Name as Brand Image, Promotion as Communication, Satisfaction as Customer Service, and Price as Convenience, and the research will continue to further steps. In the second stage, this study will examine the effect of brand trust and brand affection on brand loyalty of ViewSonic brand products.

CHAPTER 3

PROFILE AND MARKETING PRACTICES OF VIEWSONIC BRAND

This chapter presents brief introduction about the computer market including desktop and laptop computer world wide and the corporate profile, visions, missions and core value of ViewSonic, and activities of marketing practices, brand trust, brand affection and brand loyalty of ViewSonic Brand.

3.1 Profile and History of ViewSonic Brand

ViewSonic International Corporation is an American Taiwanese multinational electronics company, and it is specializing in visual display technology, such as LCD (liquid-crystal displays), projectors, and Digital Whiteboards. ViewSonic is providing solutions into three key market areas: home office and entertainment and education. The company generates approximately $1 billion in worldwide sales annually. The headquarter of ViewSonic is in Brea, California, United States, and New Taipei City, Taiwan.

Managing Director Mr. Chu began to search for a logo or symbol that would achieve these objectives while projecting friendliness and comfort with the help of trusting marketing advisor, he found of the unique logo for the brand which is the three Gouldian finches that form the ViewSonic logo have become a well-recognized symbol of excellence in visual world. ViewSonic is trying to ensure the product quality that is associated with customers around the world. The product quality characterizes the company that is-superior product quality, beautiful in design, vibrant colors appearances.

Under the management of Mr. Chu's leadership, that became the logo of ViewSonic and recognized the symbol of innovation, quality, and value. Currently, ViewSonic products have awarded 2,000 quality awards and recommendations from the countries. The key to the growth of ViewSonic is Mr. Chu's commitment. It is about establishing a dynamic and business environment for entrepreneurial.

The Visions of the ViewSonic Corporation is: To inspire the world to see the differences between the ordinary and the extraordinary display products by providing innovative visual solutions for work, play, and learning.

The mission statement of the ViewSonic Corporation is: To create the products, services and to sustain the ecosystems that enhance visual engagement for the betterment of our customers.

The Core Values of the ViewSonic Corporation are: Customer Focus- ViewSonic will serve the needs of customers by actively listening to their difficulties and delivering solutions to solve their problems. Growth Mindset- ViewSonic seek continuous improvement by setting challenging goals, embracing feedback, and realizing it is from failure that they learn the most. Team Work- ViewSonic embrace the diversity of opinions to foster collaboration and drive innovation. Agility- ViewSonic adapt to the changing needs of their customers faster than their competitors do. Integrity- ViewSonic act in the best interests of their customers, employees, and shareholders by being inclusive, open, honest, and transparent. Corporate Citizenship- ViewSonic contribute to the communities as CSR programs that serve by lowering the environmental footprint and leveraging the technologies as a force for good being economically prosperous.

According to the Computer Journal report, ViewSonic monitors are No.1 bestselling brands in Myanmar since the year 2010. ViewSonic occupies more than sixty percent of the total market share in Myanmar. Exhibition of sales event is the main reason to increase sales in Myanmar. Traditional marketing activities and digital marketing activities are doing a regular basis, including marketing campaigns. Sales event is improving the way to reach a target audience and increase brand awareness. A sale event can entitle to exclusive face to face with attendees as well as the branding opportunities. Promotion shows are an excellent way to raise awareness of the brand.

ViewSonic has authorized service provider, and it is essential to users for after-sales services assistance when the user requested. Having authorized service centers is one of the critical factors to create brand trust. Besides, there are more than five brands of desktop monitors in the Myanmar market. Online and offline stores are selling computer monitors in Yangon. Myanmar saw massive growth in internet penetration after the Telecom reform in 2013. PC and mobile phone penetrations are increasing incredibly. The consumer market in Myanmar has mostly bypassed the development stages seen in other economies and moved straight to digital and mobile, making the company become the internet-enabled businesses.

The rising of new digital era in Myanmar will create new business opportunities for the local and foreign companies indeed. Within the customer experience, superior value, high quality, relevant technologies, and customized systems are getting the competitive

advantages for the ViewSonic brand apart from the competitors. ViewSonic increases its brand strategy by fulfilling its promises. Below are some strategies that ViewSonic adopted to increase its brand strategies as follows, focusing on continuous innovations together with the strong value proposition, integration with business partners (co-branding), performing marketing activities to improve brand image and awareness.

3.2   Profile of the Respondents

The profile of the respondents is important for ViewSonic brand. This study identifies the profile data of the View Sonic customers. Profile data includes gender, age, education, experience, monthly salary and occupation. The findings are shown in frequency and percentage based on 108 customers.

Table (3.1) Demographic Data of the Respondents

Sr.No	Particular	No. of Respondents	Percent
	Total	108	100.0
1.	Gender: Male	66	61.1
	Female	42	38.9
2	Age: 18~25 years	2	1.9
	26~35 years	15	13.9
	36~50 years	81	75.0
	Above 50 years	10	9.3
3.	Educational: High School	1	0.9
	Bachelor Degree	47	42.5
	Master Degree	62	56.6
	Others	0	0
4.	Occupation: Student	2	1.9
	Government Staff	4	3.7
	Company Staff	37	34.3
	Business Owner	61	56.5
	Others	4	3.7
5.	Income: Less than 300,000 Kyats	2	1.9
	300,001 Kyats to 5,00,000 Kyats	14	13.0
	5,00,001 Kyats to 10,00,000 Kyats	23	21.3
	Above 10,00,001 Kyats	69	63.9

Source: Survey Data (2019)

According to Table (3.1), among 108 respondents, most respondents are between 36 and 50 years old followed by the people who are between 26 and 35 years old. It is found that all respondents are male and educated. Regarding education, majority of the respondents are master degree and second dominating group represents bachelor degree holders. Most of the respondents earn more than10,00,001 Kyats and most are business owners while some respondents are company staff. It is found that most of the respondents are business owners as well as corporate users.

3.3 Customer Perceptions on Marketing Practices of ViewSonic Brand.

This study includes 6 marketing practices such as product quality, brand image, customer service, perceived value, communication, and convenience. Structured questionnaire with 5-point Likert scales.

3.3.1 Product Quality

Product Quality is measured with five items. To identify the influencing of product quality on brand trust and brand affection of ViewSonic, the mean value of score given by the respondents for factors is calculated.

Table (3.2) Product Quality

Sr.No	Particulars	Mean
1.	Having a wide range of product categories.	4.11
2.	International Product Certification and Safety standards.	4.13
3.	Robust, ergonomic, and good looking in design.	4.14
4.	Easy to use and quick performance.	4.13
5.	Offering international warranty policies.	4.09
	Overall Mean	4.12

Source: Survey Data, 2019

In this survey in Table (3.2), the respondents are highly pleased with the brand which is modernized, advanced, and ergonomic design, and hard enough. In addition, the respondents are glad with the brand with international certificate and safety standard certificates. Besides, view sonic products are user friendly and giving a speed up task performance and most of the respondents are happy with international policy offered by View Sonic so that customers feel safe and it led to get customers' trust. According to

overall mean, product quality is very important and the customers have a positive feeling towards View Sonic brand.

3.3.2 Brand Image

Brand Image is measured with five items. To identify the influencing of brand image on brand trust and brand affection of ViewSonic brand, the mean value of score given by the respondents for factors are calculated and show in the table.

Table (3.3) Brand Image

Sr.No	Particulars	Mean
1.	Care about the brands which shows social status.	4.19
2.	A positive image of ViewSonic brand products.	4.23
3.	Give a feeling of self-esteem to the users.	3.77
4.	An internationally well-known and reliable brand.	4.06
5.	Recommend the ViewSonic brand by people.	3.87
	Overall Mean	4.02

Source: Survey Data, 2019

According to the Table (3.3), it is found that the largest mean indicated that the respondents are strongly confident in ViewSonic brand which is global brand, offer warranty, and showrooms. Moreover, most of the respondents think that brand can give the social status. In addition, many customers agree that ViewSonic brand is a trustworthy and global well-known brand so that people really like ViewSonic brand product and give recommendation. The lowest mean indicated that the customers get self-esteem by using ViewSonic brand products. According to the overall mean, brand image influence on customers that people care of brand for the social status and trust in internationally well-known product.

3.3.3 Customer Service

Customer Service is measured with five items. To identify how much the factor of customer service is influencing on brand trust and brand affection of ViewSonic, the mean value of score given by the respondents for factors are calculated and show in the table.

Table (3.4) Customer Service

Sr.No	Particulars	Mean
1.	Available authorized service center, and essential after-sales services assistance when the user requested.	4.09
2.	Offering manuals for technical assistance.	4.05
3.	Technicians readiness, giving technical advice and recommendations, such as the right model and products.	3.97
4.	Caring personally to care to everyone, and they take full responsibilities and respectfully.	3.84
5.	A good replacement policy for defect items.	3.81
	Overall Mean	3.95

Source: Survey Data, 2019

According to Table (3.4), the largest mean showed that the respondents perceive View Sonic has authorized showrooms with service centers. Moreover, most customers are confident in the brand that they can ask the help for technical assistance if required, and technicians are always ready to support the customers by helping to select the right model with customers' preference. Moreover, as View Sonic is a leading brand, cares of every customer personally with full of respect and set a better policy of replacement plan for customers. According to the overall mean, the respondents have a positive view on View Sonic Customer Service for after-sales service care, technicians' readiness, supportive, and responsible.

3.3.4 Communication

Communication use to measure with five items of questionnaires. To identify how much the factor of marketing communication is influencing on brand trust and brand affection of ViewSonic, the mean value of score given by the respondents for factors are calculated and show in the table.

Table (3.5) Communication

Sr.No	Particulars	Mean
1.	Attractive advertisement and visible everywhere (both online	3.56
2.	When thinking of a computer monitor, the ViewSonic brand	3.88
3.	Displaying on the shaft within the eye-catching visible range at	3.81
4.	Available various communication channels.	3.78
5.	Offering special promotions programs and member benefit plans	3.62
	Overall Mean	3.73

Source: Survey Data, 2019

According to the Table (3.5), in this finding, the most significant mean describes that the respondents perceive that ViewSonic brand is the first thing that comes out in the mind when needed, a computer monitor. Furthermore, View Sonic product is visible prominently at the store because the products are displaying an eye-catching level so that it attracts the customers. Moreover, the result shows that most of the customers agree that the products can communicate in many ways, such as Website, Messenger, Viber, Facebook, etcetera. Besides, the customers perceive that ViewSonic offers a promotion program frequently so that the customers seek for the benefit plans regularly. According to the overall mean, communication influence moderately on the customers.

3.3.5   Convenience

Convenience use to measure with five items. To identify how much the factor of convenience is influencing on brand trust and brand affection of ViewSonic, the mean value of score given by the respondents for factors are calculated.

Table (3.6) Convenience

Sr.No	Particulars	Mean
1.	Sufficient outlets (Brand Exclusive Store)	3.61
2.	Available at much physical brick and motor IT Stores and	3.79
3.	Enough availability of stocks at the stores.	3.81
4.	Provide high-grade packaging when delivered the goods to	3.84
5.	Effortless and convenience to buy ViewSonic products.	3.85
	Overall Mean	3.78

Source: Survey Data, 2019

According to Table (3.6), in this finding, the largest mean describes that ViewSonic brand is a leading product in the market that customers can find most of it stores easily. Moreover, the customers agree that ViewSonic has premium packaging, and it is delivering in good condition. As it is one of the bestselling products, there are enough stocks in-store, and the official showrooms are everywhere. According to the overall mean, the customers are convenience with the availability of ViewSonic products.

CHAPTER 4

ANALYSIS ON BRAND TRUST, BRAND AFFECTION AND BRAND LOYALTY ON VIEWSONIC BRAND PRODUCTS

This chapter is to examine the effect of brand trust and brand affection on the brand loyalty of ViewSonic brand product.

In this study there are two stages, first stage analyses on the effect of marketing practices on brand trust and brand affection. The second stage will analyses on the effect of brand trust and brand affection on brand loyalty of ViewSonic brand products.

4.1   Analysis on the Effect of Marketing Practices on Brand Trust and Brand Affection.

This section measures the brand trust and brand affection of the ViewSonic brand products which is produced from the marketing practices. There are two stages of analysis. The first stage is will analyze on the effect of marketing practices on brand trust. The second stage will analyze on the effect of marketing practices on brand affection.

4.1.1   Brand Trust

Brand Trust use to measure with five items. To identify how much the degree that customers trust ViewSonic brand. Table (4.1) presents the degree of customer trust to ViewSonic products.

Table (4.1) Brand Trust

Sr.No	Particulars	Mean
1.	Reliable brand.	4.19
2.	Giving a trustworthy impression.	4.25
3.	Consistent quality and meets the customers' expectations.	4.07
4.	Products that have been committed in its advertisements.	3.96
5.	Good reputation on Website and Facebook Page	3.85
	Overall Mean	4.07

Source: Survey Data, 2019

According to Table (4.1), most of the customers consider that ViewSonic is impressed as a trustworthy brand in the market because ViewSonic takes the bestselling role. Besides, ViewSonic is a reliable brand because it occupies the international certificates, and it is a global brand with providing consistent quality and try to reach the customers' requirement. The customers agree that the products can perform according to their advertisement. Additionally, the customers agree that ViewSonic has a good reputation on websites and Facebook pages so that the customers are personally using the products, and they recommend it on social media. According to the overall mean, customers highly trust ViewSonic, which gives a trustworthy impression, reliable, consistent quality, and available showroom and service centers.

4.1.2 Brand Affection

Brand Affection use to measure with five items. To analyze how much degrees that respondents have Brand Affection towards ViewSonic brand, the mean value of score given by the respondents for factors are calculated.

Table (4.2) Brand Affection

Sr.No	Particulars	Mean
1.	Confident in purchasing ViewSonic products	4.21
2.	Receiving necessary information from ViewSonic Website, and	3.78
3.	Always looking to improve its response to consumers.	4.02
4.	Prefer to buy ViewSonic brand next time.	3.98
5.	Positive view on ViewSonic brand products.	4.15
	Overall Mean	4.03

Source: Survey Data, 2019

According to Table (4.2), most of the customers are confident in buying ViewSonic Products because it is a well-known brand, and customer care for after-sales service is excellent. Moreover, the customers are optimistic about the ViewSonic brand because the product quality, design, and its quick performance attract the people. For that, the customers instead buy ViewSonic brand whenever needed than other brands. The customers are satisfied with the updated information from ViewSonic Website and social media page that the customers can learn new information and get a quick response when inquiry. According to the overall mean score, brand affection highly influences the customers.

4.1.3 The Effect of Marketing Practices on Brand Trust

It is important to find out which marketing practices have the relationship with the brand trust. The spss regression result is shown in Table (4.3).

Table (4.3) The Effect of Marketing Practices on Brand Trust

Variable	Unstandardized Coefficients		β	t	Sig
	B	Std Error			
(Constant)	.609	.260		2.340	.021
Product Quality	.293***	.102	.280	2.866	.005
Brand Image	.039	.091	.040	.432	.667
Customer Service	.237***	.074	.261	3.185	.002
Communication	.115	.077	.149	1.502	.136
Convenience	.192**	.074	.228	2.599	.011
R Square	.681				
Adjusted R Square	.665				
F value	43.528***				

Source: Survey Data, 2019

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

According to Table (4.3), the specified model could explain very well about the variation of the brand trust of the respondents in Yangon since the value of R**2** is almost 68 percent. The model can explain 66 percent about the variance of the independent variable and dependent variable because Adjusted R square is 0.665. The value of F test, the overall significance of the model, is highly significant at 1 percent level. This specified model can be said valid. All the variables have a positive relationship. Among the five independent variables, only three variables: product quality, customer service, convenience significant at 10 percent level.

Regarding the product quality variable, it has the expected positive sign and is the highly significant coefficient value at a 1 percent level. The positive value indicates that the increase in product variables has positively affected brand trust. ViewSonic brand is a well-known international brand, and product quality is very high. ViewSonic also provides international warranty policies to its customers. If the product variable is increased by 1 unit, this will also raise the brand trust by 0.293.

Concerning with customer service variable, it has the expected positive sign and is the highly significant coefficient value at a 1 percent level. The positive value indicates that the increase in customer service variable has positively affected brand trust. ViewSonic has authorized service center, and it is essential to users for after-sales care by the brand. ViewSonic products also include the product manuals for technical assistance and easy to install to use the products. ViewSonic also provides the one to one replacement polices for its products when the defect occurs. If the customer service variable is increased by 1 unit, this will also raise the brand trust by 0.237.

According to convenience variables, it has the expected positive sign and is the highly significant coefficient value at a 5 percent level. The positive value indicates that the increase in convenience variables has positively affected brand trust. ViewSonic products can buy at every computer store in the city. Customers can use the online store to buy the products as well. If the convenience variable is increased by 1 unit, this will also raise the brand trust by 0.192.

The overall evaluation reveals that models explain the variation in the attitude towards brand trust well. The standardized coefficient (Beta) of the product has the largest value (.280) among five explanatory variables indicating that the product variable has the greatest contribution to people with response variables when the variance explained by other variables is controlled for. The increase in better service of product quality variable, customer service, and convenience variable has positive effects on the response variable of the customers.

Therefore, in order to keep the customers, the marketers from ViewSonic should emphasize and renovate the product features, for example, robustness, ergonomic and good looking in design to attract buyers' needs and wants. Product Certification and Safety standards will ensure that using ViewSonic products will help the healthy life of the users. And ViewSonic must have a full range of product categories such as home/office series, professional series, and Gaming series so that users can choose according to their preferences. Regarding customer services, the ViewSonic brand sales team must offer personal care to every customer, and they have to take full responsibilities and react respectfully. As a convenience, the result tells that ViewSonic brand is a leading product in the market that customers can find the stores easily in the city when they want to buy ViewSonic brand products. ViewSonic brand distributors and its dealer shops must maintain the inventory level in their warehouse in good care; there is no shortage usually happen in the market. And the packaging of the ViewSonic products must use high-grade

materials and hard to damage on the way while delivering the goods to the customers. Also, marketers can attract customers by offering sales promotions, premiums, brand promotion, and attractive advertisements with digital options. According to the result, customers highly trust on ViewSonic brand products, which gives trustworthy impressions, reliable, consistent quality, and available showroom and service centers.

4.1.4 The Effect of Marketing Practices on Brand Affection

This section finds out the relationship between marketing practices and brand affection through regression results. According to the regression result, the study can show which marketing practices affect brand affection. Table (4.4) presents the regression result.

Table (4.4) The Effect of Marketing Practices on Brand Affection

Variable	Unstandardized Coefficients		β	t	Sig
	B	Std Error			
(Constant)	.473	.294		1.607	.111
Product Quality	.122	.115	.103	1.058	.293
Brand Image	.061	.102	.055	.597	.552
Customer Service	.233***	.084	.226	2.771	.007
Communication	.359***	.087	.410	4.147	.000
Convenience	.145*	.083	.151	1.733	.086
R Square	.684				
Adjusted R Square	.669				
F value	44.252***				

Source: Survey Data, 2019

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

According to Table (4.4), the specified model could explain very well about the variation of the brand affection of the respondents in Yangon since the value of R**2** is almost 68 percent. The model can explain 66 percent about the variance of the independent variable and dependent variable because Adjusted R square is 0.669. The value of F test, the overall significance of the model, is highly significant at 1 percent level. This specified model can be said valid. All the variables have a positive relationship. Among the five independent variables, only three variables: customer service, communication, and convenience significant at 10 percent level.

Concerning with communication variable, it has the expected positive sign and is the highly significant coefficient value at a 1 percent level. The positive value indicates that the increase in the communication variable has positively affected brand affection. ViewSonic is using various communication channels, both online and offline. If the communication variable is increased by 1 unit, this will also raise brand affection by 0.359.

Regarding the customer service variable, it has the expected positive sign and is the highly significant coefficient value at a 1 percent level. The positive value indicates that the increase in customer service has positively affected brand affection. ViewSonic has authorized service center, and it is essential to users for after-sales care by the brand. The skill of technicians in ViewSonic service center is excellent, and customer care is good. ViewSonic products also include the product manuals for technical assistance and easy to install to use the products. ViewSonic also provides the one to one replacement polices for its products when the defect occurs. If customer service quality is increased by 1 unit, this will also raise brand affection by 0.233.

According to convenience variables, it has the expected positive sign and is the highly significant coefficient value at a 10 percent level. The positive value indicates that the increase in convenience variables has positively affected brand affection. ViewSonic products can buy at every computer store in the city. Customers can use the online store to buy the products as well. If product quality is increased by 1 unit, this will also raise brand affection by 0.145.

The overall evaluation reveals that models explain the variation in the attitude towards brand affection well. The standardized coefficient (Beta) of the communication variable has the largest value (.410) among five explanatory variables indicating that the product variable has the greatest contribution to people with response variables when the variance explained by other variables is controlled for. The increase in better service of communication variable, customer service variable, and convenience variable has positive effects on the response variable of the customers.

Moreover, most customers are confident in the brand that they can ask the help for technical assistance when they required, and technicians are always ready to support the customers by helping to select the right model with customers' preference. Thus, the respondents have a positive view of ViewSonic customer service for after-sales service care, technicians' readiness, supportive, and responsible.

Furthermore, the result shows that most of the customers agree that ViewSonic brand products can communicate in many ways, such as Website, Social media. ViewSonic offers promotional programs frequently, and customers can get the benefit from that. And the customers agree that ViewSonic has a premium brand image and has official showrooms to see the demo before they buy it and lead the convenience of the customers. Customers are confident in purchasing ViewSonic products and positive view on ViewSonic brand products. Thus, brand affection highly influencing customers.

4.2 Analysis on the Effect of Brand Trust and Brand Affection on Brand Loyalty

To get brand loyalty of the customers are ultimate goals of every companies. This section finds out whether brand trust, and brand affection have the effect on brand loyalty.

4.2.1 Brand Loyalty

Brand Loyalty have five items of questionnaires to measure its effectiveness. The objective is to examine how much the factor of Brand Trust and Brand Affection is influencing on Brand Loyalty of ViewSonic, the mean value of score given by the respondents for factors are calculated and shown in the table.

Table (4.5) Brand Loyalty

Sr.No	Particulars	Mean
1.	Positive thing about ViewSonic brand to other people.	4.14
2.	Considering to be loyal customer of ViewSonic brand.	3.82
3.	Keep buying even if *ViewSonic* brand were to raise the price.	3.55
4.	Recommending this brand to friends and relatives.	4.12
5.	Not to switch other brands even other brands give more attractive	3.40
	Overall Mean	3.81

Source: Survey Data, 2019

According to Table (4.5), most of the customers are willing to take the great things about ViewSonic to others, and word of mouth is the most attractive way to make awareness and the respondents agree to share the brand to friends and relatives because people listen to the advice of friends or family. Besides, it found that the customers consider being loyal customers because the product is matching the needs and wants of customers,

and the customers are satisfied with ViewSonic brand due to the design, quality, and availability of the products. Besides that, the result indicates that loyal customers are willing to pay a higher price for the brand and remain committed to ViewSonic moderately. According to the overall mean score, customers are moderately loyal to the ViewSonic brands.

4.2.2 The Effect of Brand Trust and Brand Affection on Brand Loyalty

This section analyses whether brand trust, and brand affection have the effect on brand loyalty. Table (4.6) presents the regression result for that relationship.

Table (4.6) The Effect of Brand Trust and Brand Affection on Brand Loyalty

Variable	Unstandardized Coefficients		β	t	Sig
	B	Std Error			
(Constant)	-.157	.333		-.470	.639
Brand Trust	.336**	.130	.257	2.588	.011
Brand Affection	.644***	.114	.558	5.625	.000
R Square	.603				
Adjusted R Square	.596				
F value	79.836***				

Source: Survey Data, 2019

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

According to Table (4.6), the specified model could explain very well about the variation of the brand loyalty of the respondents in Yangon since the value of R square is almost 60 percent. The model can explain 59 percent about the variance of the independent variable and dependent variable because Adjusted R square is 0.596. The value of F test, the overall significance of the model, is highly significant at 1 percent level. This specified model can be said valid. All the variables have a positive relationship.

Regarding brand affection, it has the expected positive sign and is the highly significant coefficient value at a 1 percent level. The positive value indicates that the increase in brand affection has positively affected brand loyalty. The customers agree that ViewSonic has a premium brand image and has official showrooms to see the demo before they buy it and lead the convenience of the customers. Customers are confident in purchasing ViewSonic products and positive view on ViewSonic brand products. Thus,

brand affection profoundly influencing on the customers. If brand affection is increased by 1 unit, this will also raise brand loyalty by 0.644.

Concerning brand trust, it has the expected positive sign and is the highly significant coefficient value at a 5 percent level. The positive value indicates that the increase in brand trust variable has positively affected brand loyalty. Customers highly trust ViewSonic brand products, which gives trustworthy impressions, reliable, consistent quality, and available showroom and service centers. If the brand trust variable is increased by 1 unit, this will also raise brand loyalty by 0.336.

The overall evaluation reveals that models explain the variation in the attitude towards brand loyalty well. The standardized coefficient (Beta) of brand affection has the largest value (.558**)** among two explanatory variables indicating that brand affection has the greatest contribution to people with response variables when the variance explained by other variables is controlled. The increase in better service of brand trust and brand affection has positive effects on the response variable of the customers.

Moreover, marketing communications help the company to promote its offering uniquely and innovatively. Brand affection is consumers' emotional response towards a brand in consequence of having an experience with the brand. Brand loyalty is associated more closely with the user experience, in the sense that it does not exist without prior purchase and use it. Marketers always pay attention to identify the characteristics of brand-loyal customers and the degree of loyalty of customers. Thus, the marketers can directly and effectively focus their marketing and promotional strategies on these customers who have similar characteristics among the large population.

CHAPTER 5

CONCLUSION

This chapter includes findings and discussions, suggestions, and recommendations from the study. This chapter also includes the suggestions for further study needs for the ViewSonic brand.

5.1   Findings and Discussions

The computer industry is highly competitive, and new models come out frequently. According to the Computer Journal report, ViewSonic monitors are No.1 bestselling brands in Myanmar since the year 2010. ViewSonic occupies more than sixty percent of the total market in Myanmar. ViewSonic has two different kinds of channels, such as direct customer model (selling online from its Website) and selling via dealer channels. ViewSonic brand differentiates from its competitors based on customer experience, superior value, high quality, relevant technologies, and customized systems.

Among the hundred and eight respondents, most respondents are between thirty-six and fifty years old, and the second group is between twenty-six and thirty-five years old. It finds that all respondents are male and female and educated. Regarding education, the majority of the respondents are master's degrees, and the second dominating group represents bachelor degree holders. Most of the respondents earn more than ten lakhs of Kyats, and most are business owners, while some respondents are company staffs and purchasing officers at large corporations. It finds that most of the respondents are business owners as well as company staffs and purchasing officers at large corporations.

Concerning product quality, customers have a good perception of ViewSonic brand on Product quality factor because the product is robust, modernized, and attractive design. Moreover, ViewSonic occupied international certificates, and customers perceived quick task performance. Among many competitors, ViewSonic takes a leading role because there is a wide choice of products under ViewSonic, and the customers have a positive impression of the international warranty policy, and it feels safe for the customers.

Regarding the brand image, the customers have a constructive view on ViewSonic that the product is unique, user-friendly, and the customers rather like official showroom and service centers. More importantly, the customers care about the social status that

ViewSonic gives brand status because the product is globally famous and give international warranty. As a global brand, ViewSonic gives a trustworthy image. As a result, people recommend ViewSonic to friends, family, partners, and others. Using the ViewSonic brand gives self-esteem to users who are truly satisfied with the product.

Concerning customer service, people have a great impression of the official showrooms and service centers. When users needed, the service centers are available in many places. Therefore, people prefer ViewSonic more than other competitors. Besides, there is technical or manual assistance for the customers after-sales service. Moreover, the customers are satisfied with technician availability, technical advice, and assistance help to select the right model. Besides, the replacement system attracts the customers, and that system leads to help the buying decision and a significant impact to be loyal customers.

Most customers are satisfied with the unique design, modernized look, and advanced technology, and ViewSonic keeps its brand image that the products are always consistent in quality with great features. Among other competitors, ViewSonic always maintains its correct price; as a result, people trust the brand and become loyal customers. People perceived that ViewSonic is a superior brand and worthy due to the price, design, quality, and helpful and supportive assistance.

According to the communication factor, people perceived that ViewSonic is the first brand to pop up in mind if needed to buy a computer because the product attracts the customers, and the employees build up a good relationship with the customers. Furthermore, ViewSonic products use to display at the eye-catching level at every store. ViewSonic brand uses Social Media and Websites, Phones, Viber, Email, and customers are mostly in touch with the brand through the media. Furthermore, ViewSonic offers unique promotion plans which attract people, and both online and offline advertisement is visible everywhere.

Regarding convenience, people can buy ViewSonic products easily at stores or online because there are many official dealers, showrooms, and official Facebook pages, Websites, and others. Besides that, have a great impression on ViewSonic that packaging upon delivery that the brand cares for good condition. Moreover, the whole supply chain uses to keep enough inventory in stores or warehouses, and the stock shortage hardly occurs.

5.2   Suggestions and Recommendations

The new brands are entering into the Myanmar market all the time, and the existing brand products should have more differential and care more about quality management to retain customers and market share they already occupied. ViewSonic already built up a sharp brand image in the Myanmar market and needs to maintain a strong relationship with the dealer channels as well as a direct user base. However, the competition is very intense in the market among the brands, ViewSonic should focus on the promotional activities to get stronger brand-building among the users.

According to the results, ViewSonic should develop clear marketing strategies and a comprehensive marketing plan with more ingredients to maintain its market position and need to repeat it again and again. Brand trust, as one of the influencing factors of brand loyalty, ViewSonic should maintain the quality of the elements of brand trust from the consumers. Brand affection represents the main factor for a brand, including in the buying decision process of consumers, and ViewSonic should take good care of the elements of brand affection all the time as well. According to the research data, the overall mean value of Brand Trust and Brand Affection are almost the same and good, so it is a good sign for the ViewSonic brand and needs to maintain it for the long term.

Brand Loyalty is the most dominant effect on the success of every brand; ViewSonic needs to develop the brand loyalty programs in the Myanmar market to maintain the customer retention rate of ViewSonic brand product buyers. ViewSonic should focus on delivering high-quality products with better pricing among competitors. Pricing is also a critical decision-making factor among the customers, and the proper pricing structure is essential for a brand. According to the research data, the recommendation for ViewSonic is it should have a brand strategy and comprehensive marketing plan and need to use all kinds of marketing activities to maintain loyal customers and attract new customers in the Myanmar market. ViewSonic should adopt to increase its brand strategies as follows, focusing on continuous innovations together with the strong value proposition, integration with business partners (co-branding), performing marketing activities to improve brand image and awareness.

5.3   Needs for Further Research

Due to various limitations such as limited sample size, time duration, excetra., the study can only carry out the six elements of marketing practices on brand trust and brand

affection and then on the brand loyalty of ViewSonic brand products in Yangon, Myanmar. This study only based on and collecting structured questionnaires from 108 responses of ViewSonic brand users from the ICT retail shops, so this research does not cover the entire market of Myanmar.

Thus, further research needs to carry out to continuously understand more and to see the full picture of the market situation and trends in Myanmar. Furthermore, as a researcher, who need to know more details about the relationship between marketing practices and brand loyalty. The further should focus on all marketing elements to find out the influencing factors and their relationship with the brand trust, brand affection, and brand loyalty. It is also important for the company to do continuous research on what are the latest marketing trends in the market and be open to trying out new and novel ideas for the promotion of products and services.

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APPENDIX I

QUESTIONNAIRE

This study is the partial fulfillment of the requirements for the degree "Master of Business Administration". Your response will be completely anonymous and confidential and sought exclusively for the completion of my MBA thesis research paper. It is assured that the data will be combined and analyzed as a whole, and no individual data will be reported.

Please kindly requested to participate in this survey. It will take about 5 to 10 minutes to complete answering the questions. Thank you very much for your cooperation.

Section A: Demographic Data of Respondent

1. Gender

   o Male
   o Female

2. Age

   o 18~25 years
   o 26~35 years
   o 36~50 years
   o Above 50 years

3. Educational Qualification

   o High School
   o Bachelor Degree
   o Master Degree
   o Others

4. Occupation

   o Student
   o Government Staff

- o Company Staff

- o Business Owner

- o Others

5. Monthly Income

- o Less than 300,000 Kyats

- o 300,001 Kyats to 5,00,000 Kyats

- o 5,00,001 Kyats to 10,00,000 Kyats

- o Above 10,00,001 Kyats

Section B: Marking Practices (Influencing Factors)

Please indicate your level of agreement to the statement by ticking the number that correspoendent to your choice by using the 5 points Likert scale where:

(1 = strongly disagreed,   2 = disagreed,   3 = neutral, 4 = agreed,   5 = strongly agreed).

Sr. No.	Product Quality	1	2	3	4	5
1	ViewSonic has a wide range of product categories (Home/Office series, Professional series, Gaming series).					
2	ViewSonic comply with international Product Certification and Safety standards (ISO 9000/9001, Energy Star, CoC, ERP, RoHS, CE, FCC, TUV)					
3	ViewSonic products are robust, ergonomic, and good looking in design.					
4	ViewSonic products are easy to use and allowing me to perform tasks faster.					
5	ViewSonic products have international warranty policies.					

Sr. No.	Brand Image	1	2	3	4	5

		1	2	3	4	5
1	I do care about the brands, and the brand shows social status.					
2	I have a positive image of ViewSonic brand products.					
3	ViewSonic products give a feeling of self-esteem to its users.					
4	ViewSonic is an internationally well-known and reliable brand.					
5	The people around me recommend the ViewSonic brand.					

Sr. No.	Customer Service (Sales Technical Assistance and After Sales Services)	1	2	3	4	5
1	ViewSonic has authorized service center, and it is essential to users for after-sales services assistance when the user requested.					
2	ViewSonic products include manuals for technical assistance.					
3	ViewSonic technicians give technical advice and recommendations, such as the right model and products.					
4	ViewSonic staff offer personal care to everyone, and they take full responsibilities and respectfully.					
5	ViewSonic Customer Service has a good replacement policy for defect items.					

Sr. No.	Communication.	1	2	3	4	5

		1	2	3	4	5
1	The advertisement for the ViewSonic brand is attractive and visible everywhere (both online and offline).					
2	When I think of a computer monitor, the ViewSonic brand pops up quickly in my mind.					
3	ViewSonic products usually display on the shaft within the eye-catching visible range at the store.					
4	Various communication channels are available. (Phone, Email, Website, Messenger, Viber, Facebook, etc.)					
5	ViewSonic uses to offer special promotions programs and member benefit plans regularly.					

Sr. No.	Convenience	1	2	3	4	5
1	ViewSonic brand has sufficient outlets (Brand Exclusive Store)					
2	ViewSonic brand products can be available at much physical brick and motor IT Stores and Online stores.					
3	ViewSonic brand products always have enough availability of stocks at the stores.					
4	ViewSonic products provide high-grade packaging when delivered the goods to customers safely without defects.					
5	It is effortless and convenience to buy ViewSonic products.					

Section C: Brand Trust.

Please indicate your levle of agreement to the statement by ticking the number that correspoendent to your choice by using the 5 points Likert scale where:

(1 = strongly disagreed, 2 = disagreed, 3 = neutral, 4 = agreed, 5 = strongly agreed).

Sr. No.	Brand Trust	1	2	3	4	5
1	ViewSonic Brand products are reliable.					
2	ViewSonic brand gives me a trustworthy impression.					
3	The quality of ViewSonic brand products is always consistent and meets my expectations.					
4	ViewSonic brand presents products that have been committed in its advertisements.					
5	ViewSonic brand Website and Facebook page have good reputation.					

Section D: Brand Affection.

Please indicate your levle of agreement to the statement by ticking the number that correspoendent to your choice by using the 5 points Likert scale where:

(1 = strongly disagreed, 2 = disagreed, 3 = neutral, 4 = agreed, 5 = strongly agreed).

Sr. No.	Brand Affection	1	2	3	4	5

		1	2	3	4	5
1	I feel confident in purchasing ViewSonic products					
2	I satisfy the ViewSonic brand Website, and the Facebook page usually provides necessary information to me.					
3	I think ViewSonic brand is always looking to improve its response to consumers.					
4	If I need that product for the next time, I will prefer to buy ViewSonic brand.					
5	I am very positive about ViewSonic brand products.					

Section E: Brand Loyalty.

Please indicate your levle of agreement to the statement by ticking the number that correspoendent to your choice by using the 5 points Likert scale where:

(1 = strongly disagreed,   2 = disagreed,   3 = neutral,   4 = agreed,   5 = strongly agreed).

Sr. No.	Brand Loyalty	1	2	3	4	5
1	I say positive thing about ViewSonic brand to other people.					

2	I considered myself to be the royal customer of ViewSonic brand.					
3	Even if *ViewSonic* brand were to raise the price, I would still prefer this brand and continue buying in the future.					
4	I would recommend this brand to friends and relatives.					
5	I will not switch to other brands even other brands give more attractive offers.					

Thank You for Your Cooperation.

APPENDIX II

Regression result for Marketing Practices and Brand Trust

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.825[a]	.681	.665	.29214

a. Predictors: (Constant), Convenience Mean, Brand Image Mean, Customer Service Mean, Product Quality Mean, Communication Mean

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.575	5	3.715	43.528	.000[b]
	Residual	8.705	102	.085		
	Total	27.280	107			

a. Dependent Variable: Brand Trust Mean

b. Predictors: (Constant), Convenience Mean, Brand Image Mean, Customer Service Mean, Product Quality Mean, Communication Mean

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.609	.260		2.340	.021
	Product Quality Mean	.293	.102	.280	2.866	.005
	Brand Image Mean	.039	.091	.040	.432	.667
	Customer Service Mean	.237	.074	.261	3.185	.002
	Communication Mean	.115	.077	.149	1.502	.136
	Convenience Mean	.192	.074	.228	2.599	.011

a. Dependent Variable: Brand Trust Mean

Regression result for Marketing Practices and Brand Affection

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.827[a]	.684	.669	.32978

a. Predictors: (Constant), Convenience Mean, Brand Image Mean, Customer Service Mean, Product Quality Mean, Communication Mean

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.063	5	4.813	44.252	.000[b]
	Residual	11.093	102	.109		
	Total	35.157	107			

a. Dependent Variable: Brand Affection Mean

b. Predictors: (Constant), Convenience Mean, Brand Image Mean, Customer Service Mean, Product Quality Mean, Communication Mean

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.473	.294		1.607	.111
	Product Quality Mean	.122	.115	.103	1.058	.293
	Brand Image Mean	.061	.102	.055	.597	.552
	Customer Service Mean	.233	.084	.226	2.771	.007
	Communication Mean	.359	.087	.410	4.147	.000
	Convenience Mean	.145	.083	.151	1.733	.086

a. Dependent Variable: Brand Affection Mean

Regression result for Customer Satisfaction and Brand Loyalty

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

1	.777[a]	.603	.596	.42031

a. Predictors: (Constant), Brand Affection Mean, Brand Trust Mean

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.207	2	14.104	79.836	.000[b]
	Residual	18.549	105	.177		
	Total	46.757	107			

a. Dependent Variable: Brand Loyalty Mean

b. Predictors: (Constant), Brand Affection Mean, Brand Trust Mean

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.157	.333		-.470	.639
	Brand Trust Mean	.336	.130	.257	2.588	.011
	Brand Affection Mean	.644	.114	.558	5.625	.000

a. Dependent Variable: Brand Loyalty Mean