

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

**BRAND TRUST AND LOYALTY OF**  
**NISSAN CONTAINER TRUCK OWNERS IN YANGON**

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**EMBA II - 2**

**EMBA 16<sup>th</sup> 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 and Loyalty of Nissan Container Truck Owners in Yangon**” has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

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## **ABSTRACT**

The purposes of this study are to explore the factors affecting brand trust of truck owners and the relationship between brand trust and brand loyalty on Nissan trucks in Yangon. The data are obtained from (222) respondents out of (501) members of Myanmar Container Trucking Association (MCTA) by collecting with structured questionnaire. The findings show that three variables; brand satisfaction, trust in company, and perceived quality are positively related to brand trust. It is also found that there is a significant relationship between brand trust and brand loyalty of Nissan container truck owners in Yangon. The main reason is that truck owners at MCTA recognize Nissan brand trucks to be the most reliable trucks among other vehicles for trucking business. The study recommends Nissan trucks to provide the consistent product quality delivered as usual in order to retain the loyal customers.

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# TABLE OF CONTENTS

	<u>Page</u>
<b>ABSTRACT</b>	<b>i</b>
<b>ACKNOWLEDGEMENTS</b>	<b>ii</b>
<b>TABLE OF CONTENTS</b>	<b>iii</b>
<b>LIST OF TABLES</b>	<b>v</b>
<b>LIST OF FIGURES</b>	<b>vi</b>
<b>LIST OF ABBREVIATIONS</b>	<b>vii</b>
<b>CHAPTER 1 INTRODUCTION</b>	<b>1</b>
1.1 Rationale of the Study	4
1.2 Objectives of the Study	5
1.3 Scope and Method of the Study	5
1.4 Organization of the Study	6
<b>CHAPTER 2 THEORETICAL BACKGROUND</b>	<b>7</b>
2.1 Elements Affecting Brand Trust	7
2.2 Brand Trust	12
2.3 Brand Loyalty	13
2.4 Previous Studies	14
2.5 Conceptual Framework of the Study	16
<b>CHAPTER 3 PROFILE AND BRAND TRUST OF MCTA</b>	<b>19</b>
3.1 Profile of Myanmar Container Trucking Association (MCTA)	19
3.2 Research Design	21
3.3 Reliability Analysis	22

3.4	Brand Trust of Truck Owners at MCTA	23
<b>CHAPTER 4</b>	<b>ANALYSIS OF BRAND TRUST AND BRAND LOYALTY</b>	<b>24</b>
4.1	Profile of Respondents	24
4.2	Analysis of Factors Affecting Brand Trust	26
4.3	Analysis of Relationship between Brand Trust and Loyalty	33
<b>CHAPTER 5</b>	<b>CONCLUSION</b>	<b>37</b>
5.1	Findings and Discussions	37
5.2	Suggestions and Recommendations	39
5.3	Needs for Further Research	40

## **REFERENCES**

## **APPENDIX**

## LIST OF TABLES

<b>Table No.</b>	<b>Description</b>	<b>Page No.</b>
Table 3.1	Registered List of Container Trucks at MCTA	20
Table 3.2	Reliability Analysis	22
Table 3.3	Perception on Brand Trust	23
Table 4.1	Profile of Respondents	25
Table 4.2	Perception on Brand Predictability	26
Table 4.3	Perception on Brand Experience	27
Table 4.4	Perception on Brand Satisfaction	28
Table 4.5	Perception on Trust in Company	29
Table 4.6	Perception on Perceived Quality	30
Table 4.7	Factors Affecting Brand Trust	31
Table 4.8	Perception on Brand Loyalty	33
Table 4.9	Relationship between Brand Trust and Loyalty	34

## LIST OF FIGURES

<b>Figure No.</b>	<b>Description</b>	<b>Page No.</b>
Figure 2.1	Theoretical Framework of Lau and Lee (1999)	15
Figure 2.2	Theoretical Framework of Anton A Setyawan (2015)	16
Figure 2.3	Conceptual Framework of the Study	17

## LIST OF ABBREVIATIONS

<b>Code</b>	<b>Description</b>
BP	Brand Predictability
BE	Brand Experience
BS	Brand Satisfaction
TC	Trust in Company
PQ	Perceived Quality
BT	Brand Trust
BL	Brand Loyalty
MCTA	Myanmar Container Trucking Association

# CHAPTER 1

## INTRODUCTION

Products are best recognized through brands. A brand is the thing with which a company, product, or individual is perceived by those who experience it. Because it is intangible, a brand cannot be easily defined as tangible things. Its value is measured in terms of the amount of recognition attributed by a consumer of product. To know a brand, we must know where a brand lives. Brands live in people's minds. They live in the minds of everyone who experiences them: employees, investors, and perhaps most importantly, consumers. Each and every brand differs in names or symbols like logo, trade mark, design and packing. The products are recognized through brands which are composed of these elements and thus make it possible to differentiate one product from another. On the other hands, as consumers are better educated and informed than ever, they therefore have the tools to verify and seek out superior alternatives.

In this scenario, especially in Myanmar automotive market, Nissan simply cannot compete with the quality of other automobiles – particularly Toyota, Mitsubishi and Honda, which tend to be less expensive and sometimes have more advanced mechanics. However, in the field of container transportation in Yangon, Nissan Heavy Duty Container Trucks reach at the peak of their popularity. In container trucking industry in Yangon, there is a quote saying, “It is *Shark* in the water, but *Nissan* on land”. That means most of container truck owners in Yangon are likely to be considered loyal to Nissan brand. They seem to be addicted to use Nissan brand container trucks. In real world, about six or seven out of ten container trucks running on the roads in Yangon are Nissan Brand. This phenomenon is not accidentally happened. Among so many superior alternatives, why do container truck owners stick to Nissan brand? This paper is aimed not only to investigate some important factors that influence on trust in Nissan brand but also to capture how this trust in brand (brand trust) will make container truck owners more loyal to the brand.

When consumers have the opportunity and good reason to choose another brand and yet they continue to choose the same brand – that's brand loyalty. Brand loyalty is a measurement of how consumers bond to a brand (Aaker, 1991). Oliver (1999) points out that the customer loyalty mainly contains an idea to lie in whether consumer's wills keep on purchasing the product of the same shop for a long time or not. Loyalty builds when

consumers become committed and trusted to brand and make repeat purchases over time. Hence, Brand Loyalty is construed to be a subset of repeat purchase behaviour (Brown,1952) and intention to repurchase (Cunningham,1956). Moreover, Kotler and Keller (2012) measure brand loyalty through repeat purchase (consumers' loyalty towards a certain brand), retention (consumers' resistance towards the brand), and referrals (consumers' willingness to recommend the brand). Consumers are therefore considered loyal to a certain brand when they repeat purchase and even when they merely intend to re-purchase the same brand. In short, brand loyalty is a favouritism to a certain brand by conducting a repeat buying behaviour. However, Nischay and Garima(2012) suitably warned brand loyalty as relative possibility of customer shifting to another brand in case there is a change in product's features, price or quality.

O'Shaughnessy (1992) pointed out that underlying loyalty is always trust, a willingness to act without calculating immediate costs and benefits. Hence, loyalty to a brand always involves trusting it. Trust is always based on ending result. A positive ending result enhances trust and negative result on the other hand will cause the trust drop (Deutsch, 1958). Trust is therefore a belief or confidence which assures reliance. Furthermore, in considering brand trust as the expectation, it is based on the consumers' belief that the brand has specific qualities that make it consistent, competent, honest, responsible and so on (Andaleeb, 1992). In this regard, it is also the willingness to rely on another party in the face of risk. This willingness is also the outcome from past experience. It is influenced by the consumer's evaluation of any direct usage or indirect contact (e.g. advertisements, word of mouth) with the brand (Delgado-Ballaster and Munuera-Aleman, 2005; Keller, 1993).

Brand trust is the outcomes of past experiences which are heavily influenced by elements such as brand characteristics (brand reputation, brand predictability, brand competence), company characteristics (trust in company, company motivation, company integrity), and consumer perception (brand liking, brand experience, brand satisfaction) as independent variables (Lau and Lee, 1999). Further, they proposed that these three sets of factors involved in the brand-consumer relationship: the brand itself, the company behind the brand, and the consumers interacting with the brand. It is also proposed that trust in a brand will lead to brand loyalty. Moreover, by using different setting based on Lau and Lee's model, Anton A Setyawan (2015) also proved that two variables: consumers' trust in

a company and brand satisfaction have significant effects on brand loyalty, whereas trust in brand (brand trust) is supported as a mediating variable.

Brand Predictability affects consumers' trust in way that when consumers have predictions about any brand and after brand usage those predictions come true, that affects the trust of consumers on brand. To be able to predict a brand correctly, one of it must have the consistent quality and performance in using. Predictability is created when consumer listens to brand from other consumers, and on the basis of that, if consumer has same experience, consumers' trust were developed. Ultimately, this trust turns into brand loyalty.

Ha and Perks (2005) proved that customers put more value on the brand experience rather than on the price, which means low pricing is less likely to make the customers feel satisfied. Meanwhile, good experiences when they interact with a particular brand are more likely to make them feel satisfied. Brand experience takes an important role in affecting brand loyalty (Brakus et al., 2009). However, other studies found that brand experience did not give a significant direct effect to brand loyalty (Choi et al., 2011). To bridge the gap, scholars proposed to insert both mediating and moderating variables.

Customer satisfaction is regarded as an important element in marketing studies because customer satisfaction is believed to affect profitability and market share (Flint et al., 2010). On the other hands, brand satisfaction helps understand how products are meeting or exceeding customer's expectations. It is also defined as a summary of customers' responses on the trade-off between their prior expectation and the actual performance (Rust & Oliver, 1994). Customer's trust can be developed when brand satisfies their needs.

Ekelund and Sharma (2001) divided consumers' trust into two categories: organizational trust and personal trust. It is organizational trust that related with the influence of a company to a commitment of relationship. In this context, belief is the main dimension of organizational trust (Morgan and Hunt, 1994). Trust in company occurred only when consumers trust in company for their quality products or brands is met with their expectations.

Perceived quality is consumers' opinion of a particular product's or brand's ability to fulfill their expectation. For example, an owner might view Nissan Truck Motors as a brand that produces durable, attractive and cost-effective vehicles that fit and delight, and would rate perceived quality quite high. In this paper, all these elements are expected to be

the most dominant factors influencing on brand trust of Nissan container truck owners in Yangon.

## **1.1 Rationale of the Study**

There are a lot of crucial elements that urge consumers to commit repurchasing Nissan container trucks. In order to build brand-loyal consumers and retain them in the trucking industry, it is essential for the industry in Yangon to understand the key factors or elements that affect brand loyalty through trust in brand.

It is not a coincidence that most of the container trucks being used at Myanmar Container Trucking Association (MCTA) are Nissan brand. Most owners at MCTA seem to be addicted to consume Nissan brand container trucks. Exploring an approaching way to study the committed elements that affect trust in a brand and to explore how trust in brand enhances consumers more loyal to the brand are beneficial to provide useful information not only to branded company for maintaining or developing their competitive branding strategies over competitors but also to consumers for making the right decision on their next re-purchasing experiences. Right-decision saves time. It is cost-effective, too. Ultimately, it is expected that this practice even leads to the readiness of launching “East-West Economic Corridors” under “Transport Corridor of the Greater Mekong Sub-region (GMS) programme”: one of MCTA’s objectives.

The key focuses of this study are to explore the effects of committed elements on trust in Nissan brand and to capture the relationship between brand trust and brand loyalty of Nissan container truck owners at MCTA in Yangon. Needless to say, winning brand loyalty is very important not only for the related companies to ensure that they maintain the development of competitive advantages they have already achieved over their rivals but also for container truck owners to make their right-choice purchase in future.

What makes container truck owners commit to stick to Nissan brand? What elements are the influential factors to trust in brand of Nissan that consequently enhances brand loyalty of Nissan? It is therefore very interesting to study the brand trust and brand loyalty of Nissan container truck owners at MCTA in Yangon. What is more, in order to have a better knowledge about brand trust and brand loyalty of Nissan container truck owners at MCTA in Yangon, there is definitely a need to do a study in the perspective of Nissan container truck owners. For those reasons, this study is conducted in way that

explore the consumers' most committed elements which are assumed heavily to be dominant on brand trust and that capture how trust in Nissan brand makes container truck owners more loyal to the Nissan brand at MCTA in Yangon.

## **1.2 Objectives of the Study**

The objectives of the study are in the following:-

1. To examine the factors affecting brand trust of Nissan container truck owners in Yangon
2. To analyze the relationship between brand trust and brand loyalty of Nissan brand container truck owners in Yangon

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

This study focusses on brand trust and loyalty of Nissan container truck owners in Yangon. In order to explore the effects of proposed elements on trust in Nissan brand among container truck owners in Yangon, the descriptive and analytical research method is used by delivering the structured questionnaires with 5 point Likert scale to Myanmar Container Trucking Association (MCTA). The primary data are collected from (222) respondents out of (501) container truck owners who are members of MCTA. The secondary data are obtained from international thesis, textbooks, previous research papers, reports, publications, journals, articles and websites. This study is also intended to explore the relationship between brand trust and brand loyalty of Nissan Container Truck Owners in Yangon. The data collection period is during May and July, 2019. In terms of analysis of this study, simple statistics methods (mean calculation and regression method) are applied.

According to the Myanmar Container Trucking association, there are (501) truck owners who are registered members at MCTA in July, 2019. The members have been increasing year by year. Respondents of this study only include Nissan brand container truck owners in Yangon. Therefore, the truck owners who do not own Nissan brand did not include in this study. The study only focused on the brand trust and loyalty of Nissan Container Truck Owners in Yangon. It does not cover the information of the whole Myanmar.

#### **1.4 Organization of the Study**

This paper is organized into five chapters. Chapter 1 includes introduction comprising rationale of the study, objectives of the study, scope and method of the study and organization of the study. Chapter 2 presents the theoretical background on brand trust, brand loyalty, previous studies, and conceptual framework of the study. Chapter 3 mainly presents brief background of MCTA, research design, reliability analysis and brand trust of Nissan container truck owners at MCTA in Yangon. Chapter 4 includes the profile of respondents, the analysis of factors affecting brand trust, and the analysis of the relationship between brand trust and brand loyalty of Nissan container truck owners at MCTA. Finally, chapter 5 comprises the conclusion with the findings and discussions, suggestions and recommendations, and needs for further research.

## **CHAPTER 2**

### **THEORETICAL BACKGROUND**

This chapter mainly presents the theoretical background of the study comprising some influencing factors which are considered most dominant elements such as brand predictability, brand experience, brand satisfaction, perceived quality, and trust in the company as independent variables. The theoretical background on brand trust, brand loyalty, and the previous studies are also presented in this chapter. The chapter is finally concluded by conceptual framework.

#### **2.1 Elements Affecting Brand Trust**

There are a lot of elements that affect brand trust. Barbarino and Johnson (1999) highlighted that brand trust results from previous experiences and prior interactions because its development is expressed from individual experiential process of learning over time. Consumers' correct predictability, for instance, to a certain product is absolutely the outcomes from his or her strong and experienced-based confidence in brand. Without experienced-based confidence in a certain brand, consumers cannot predict such a brand correctly. Experiences occur when consumers consume and use products. Consequently, satisfaction is a positive affective reaction to an outcome of a prior experience (Ganesan,1994). Different perceptions occurs on the basis of different products they experienced. Product quality is therefore subjected to Vendor or Company.

Although there are other factors that contribute to brand trust, this paper focuses on elements which are considered most influential to represent the recent condition of container trucking industry in Yangon and relevant heavily to trust in Nissan brand container truck owners in Yangon. The reason why those five elements are chosen is that container truck owners at Myanmar Container Trucking Association have unique variation and they have unique behaviours. It is also hoped that those chosen elements will be meeting the requirements of the objectives in this study. Among factors that contribute to brand trust, brand predictability, brand experience, brand satisfaction, consumers' trust in the company, and perceived quality are picked up as independent variables to study in this paper.

### **2.1.1 Brand Predictability**

Nowadays consumers are deeply connected with the brands. Whenever they purchase products such as cars, smart phones, items of daily needs and so on, this is the brand name that comes first on consumers' perception for choice. According to Hansen and Christensen (2003), when customers consider about the purchase, they evaluated the product immediately by memory and cued by the brand name. Brand Predictability is the ability of a brand to get anticipated by their consumers with full trust in every consumption (Lau and Lee,2000). Therefore, brand predictability obviously strengthens brand trust. Doney and Cannon (1997) also insist that predictability is ability of one buyer which is perceived by the other buyer.

When a consumer always predicts correctly how a certain brand will perform, he feels confident in brand he experienced, and it turns into trust in that brand over time. Because of its consistency in quality and performance, brand becomes predictable. A brand's anticipation enhances confidence because the customer knows that the brand meets his needs as he expected and that nothing unforeseen may occur when it is used. Product predictability enhances trust in a brand because certainty builds optimistic outlook (Kasperson, Golding, and Tuler, 1992).

### **2.1.2 Brand Experience**

According to Alloza (2008), brand experience is defined as the perception on consumers' experience, at every moment of contact they have with the brand, whether it is in the brand images projected in advertising, during the first personal contact, or the level of quality concerning the personal treatment they receive. Hence, brand experience is always rooted on actual past actions among consumers. It is also actual sensations, feelings, cognitions, and behavioural responses. Experiences include perceiving (through the senses), feeling, and doing. Product experience occurs when consumers interact with products (Hoch, 2008). Brand experience occurred when customers used the brand; talked to others about the brand; sought out brand information, promotions, and events, and so on (Ambler et al., 2002). Therefore, consumption experiences are multidimensional and include hedonic dimensions such as feelings, fantasies, and fun (Holbrook and Hirschman, 1982).

In making a decision to purchase, the product past experiences of using that product affects the intention of consumer decision process. Customers' previous experience of shopping can have a positive or negative effect on their trust (Delgado & Aleman, 2005; Lau & Lee, 1999). Good experiences when they interact with a particular brand are more likely to make them feel satisfied. Brand experience takes an important role in affecting brand loyalty (Brakus et al., 2009). If customers have a good experience or a bad experience, this experience can affect their level of trust (Yoon, 2002; Jonker & Treur, 1999).

### **2.1.3 Brand Satisfaction**

To build trust in a brand, it is essential that the brand pleases its consumers. When a consumer satisfies with a brand after using it, this situation promise fulfillment. Since the brand has kept its promise, the consumer is liable to trust it more (Lau and Lee, 1999). Customer satisfaction is simply setting up expectations and exceeding them, delighting the consumers in the process. The more satisfied the customers are, the more loyal they will be to the brand. It is pretty simple: if a customer is satisfied, he or she is more likely, to not only buy the same products again, but also recommend them to others. Customer Satisfaction is therefore still important. Brand satisfaction plays a major role in both brand trust and brand loyalty. Geyskens et al. (1999) proved that satisfaction is an antecedent to trust. Dabholkar & Sheng (2012) and Yoon (2002) also found a significant positive correlation between trust and satisfaction. Ballester and Aleman (2001) proved that brand satisfaction will strengthen brand trust and shows a direct effect of satisfaction to loyalty in the hospitality industry.

Satisfaction increases trust (Ganesan, 1994) because it indicates the brand consistency in the fulfilment of its commercial promise and that the brand protects and takes care of the individual's welfares and interests. It is a measure of how products or satisfaction calls for the different levels of trust of consumers on the brand. Further, buyer's overall satisfaction with the buying experience is proposed to have a positive impact on his or her trust of the service provider. Satisfaction is an overall contentment or pleasure's level perceived by a consumer, resulting from the quality of the product to fulfill the consumer's expectations, desires, and needs (Mai and Ness, 1999).

Satisfaction appears only when consumers' hope meets with their purchase decision (Lin and Sun, 2009). Satisfaction is also defined as a summary of customers' responses on

the trade-off between their prior expectation and the actual performance (Rust & Oliver, 1994). Ballester and Aleman (2001) proved that brand satisfaction will strengthen brand trust and show a direct effect of satisfaction to loyalty in the hospitality industry. Customer satisfaction has been widely recognized as one of the predictors for brand loyalty in various industries, such as in banking sector (Mohsan et al., 2011), hospitality industry (Clemes et al., 2011), tourism industry (Lai, 2014), and communication industry. According to Hansemark and Albinsson (2004), satisfaction is an overall customer attitude towards a service provider, or an emotional reaction to the difference between what customers anticipate and what they receive, regarding to the fulfillment of some need, goal, or desire. Satisfaction is considered as the predictor of trust and, after the customers have satisfied with the products or services provided by the brand, this situation eventually turns into trust in the brand.

#### **2.1.4 Trust in the Company**

Suhartanto (2011) pointed out that customers have difference perceptions on domestic and international brands. It also pointed out that customers react differently toward domestic and local brands. Thus, it is expected that organizational trust refers to the positive expectations of people and the expectations of organization members about competence, reliability and benevolence including interpersonal trust and institutional trust (Mayer et al., 1995). Trust in company is the confidence that the company was good, bonafide, and have the ability to create a quality product. It is of great importance in success of company. Trust plays an important issue for most company as it can have great advantages for company.

Trust in the company is the outcomes from the consumer's belief in brand of origin. Brand of origin is defined as a country where a brand belongs to, based on customer perception (Koubaa, 2008; Thakor, 1996). Brand of origin is believed to influence customers' perception or evaluation on a particular product such as container truck cars. Pappu et al. (2006) also pointed out that brand of origin can be categorized as an intrinsic cues which will affect customers' cognitive perception about a brand. In other words, consumers may trust in a certain company for some reasons. Hence, product information is considered as an important part in consumer decision making to purchase a product or service (Solomon et al., 2013). When evaluating product information, consumers use two

cues: intrinsic and extrinsic cues. An intrinsic cue is described as an information relating to a product's physical attribute, while an extrinsic cue is related to a non-physical product attribute. Trust in the company is categorized as an extrinsic cue, and believed to influence consumer decision when making process in rebuying a product or service (Lau & Lee, 1999).

Therefore, companies can build emotional trust if they can prove that the brand is only for the consumers and meet their expectations. The standard of a certain product can be judged by its country of origin. In more details, it is the company which produces the products. According to Ekelund and Sharma (2001), it is divided consumer's trust into two categories, they are organizational trust and personal trust. Organizational trust related with the influence of a company to a commitment of a relationship. Belief is the main dimension of organizational trust (Morgan and Hunt, 1994). Further, Sahin et al., (2011) mentioned the important aspects that influence relational constructs between company and their customers are trust, commitment and satisfaction.

### **2.1.5 Perceived Quality**

Perceived quality is the consumers' judgments and perceptions on overall excellence or superiority of a product or service compared to others. Zeithaml (1988) said that perceived quality is not the actual quality of the brands or products, rather, it is the consumers' judgment about an entity's or a service's overall excellence or superiority. Perceived brand quality is antecedent of trust (Botton & Lemon, 1999; Coulter and Coulter, 2003).

When we think about a product's value, we consider it in purposeful, emotional, and social terms - how well a product performs, how well the consumers relate to the people in the back of the brand, and the way the product becomes part of a customer's identity in the social world. If the quality experienced by the customer is meeting with the quality they expect about the brand, this outcomes in a better service and perceived quality (Gronroos, 1988). As defined by Zeithaml (1988), the promises made by the brand product is in order to meet the expectations of the customers. The customer valuations for the product quality and services either product meets the expectations (Olsen, 2002) is also a relative concept that can change the consumers' experiences and expectations of that product brand.

In general, perceived quality is the feeling of customer about product quality. It is the consumers' perception on the product and services quality. Perceived quality has direct influence on customer purchase decision and brand loyalty, particularly during the time customers have less or no information of the products when they are going to purchase (Aaker, 1991). Further, Davis et al. (2003) proved that perceived quality is directly related to the popularity of the firm that manufactures the products.

In a study conducted in France on goods market, on Ice creams and frozen food, the study did show a direct relationship between perceived quality and trust and indirect relationship with loyalty (Aurier & Lanauze, 201). In a study in retail banking in Thailand, Perceived quality was tested as of its effect on brand trust, by using six dimensions (Gournis et al, 2003). The results assured the effect of Perceived Quality on Brand Trust. If consumer trusts the brand, it can be concluded that consumer believed that the brand has high quality.

## **2.2 Brand Trust**

Patrick (2002) highlighted that all social relationships would fail or function irregularly without trust. When firms can provide beliefs or confidence of safety, honesty, consistency, and reliability of the brand, the brand trust will be naturally formed accordingly. Brand trust is normally created and developed by the past experiences of consumers through brands. Besides, Lewis and Weigert (1985) argued that trust is not mere predictability but confidence in the face of risk. Brand trust is “the willingness of the average consumer to rely on the ability of the brand to perform its stated function” (Chaudhuri & Holbrook, 2001). Brand trust, therefore, can be defined as the relationship between consumers and the corporate that is based on trust and reliability of its performance. Brands with higher level of trust can results in higher purchase power and greater sales, revenue, and market share (Thorbjornsen & Supphellen, 2014). In other words, the higher customer trust over a brand, the higher customer loyalty towards the brand. Morgan and Hunts (1994) quoted that “Belief is the main dimension of organizational trust. It mentions that the important aspects that influence relational constructs between company and their customer are trust, commitment and satisfaction.”

Brand trust is a promise of brand with their consumers to fulfil their expectations. Brand trust is an important item that helps consumers loyal to the brand. Without the trust on brand, consumers cannot enter into loyalty set. According to Chiu et al. (2009), trust is

viewed as a set of beliefs that deal with the benevolence, competence, and integrity of another party. Benevolence is the belief that the trustee (e.g., vendor) will not act opportunistically. Competence is the belief that the trustee is capable of fulfilling its obligations as expected. Integrity is the belief that the trustee will be honest and will honour its communities. On the other hands, firms that fail to convey a sense of trustworthiness will discourage consumer's desire to engage in shopping (Chiu et al., 2009).

Brand trust is a promise of brand with their customers to fulfill their expectations. Trust is a package of specific beliefs dealing primarily with the integrity, benevolence, competence, and predictability of a particular provider seller (Lee and Lin, 2005). Hence, brand trust can be measured with the degree of consumers' confidence and reliability on the brand, and that of the willingness to rely on the ability of the brand to fulfill its obligations as expected. Obviously, consumers who do not trust a vendor in a competitive marketplace are unlikely to be loyal.

### **2.3 Brand Loyalty**

Initially, brand loyalty was measured by considering a customer's purchase habits. If a consumer repeatedly buys products from a specific brand, then the consumer is likely to be considered loyal to this brand. According to Oliver (1999), brand loyalty is defined as "a deeply held commitment to rebuy or repatronize a preferred product consistently in the future, thereby causing repetitive same-brand or same brand-set shopping, despite situational impacts and marketing efforts having the potential to cause switching behaviour". Brand loyalty develops from actual shopping for and utilization of the product or brand (Baldauf et al., 2003). It is often indicated by the favourable attitude of consumers towards a brand, demonstrated by repeated purchase of the brand over time (Urde, 1999). Over time, the views of researchers have evolved to measure brand loyalty.

Nowadays, according to Dick and Basu (1994), brand loyalty is considered as the intention of the buyers to make the purchases again and again to build a continuous relationship with the organization. Brand loyalty is defined as even positive feelings towards a brand and determination to purchase the identical products or services repeatedly now and in the future from the same brand, irrespective of a competitor's actions or even price changes in the environment. It can additionally be demonstrated with positive word of mouth advocacy. Brand loyalty is the tendency for customers to favour one brand

consistently, above its competitors for goods and services, even when new purchasing opportunities expose themselves. Hence, brand loyalty is about sticking with a brand, even when the market opportunities change. Russell (2007) highlighted that brand loyalty can be defined based on two components; attitudinal loyalty and behavioural loyalty.

Brand-loyal consumers are people who are willing to go extra miles to buy the same product. They are the most likely to recommend others to their friends and colleagues. In this way, word of mouth is the primary factor behind nearly half of all purchasing decisions. Brand customers would benefit the company since loyal customers spread a positive word of mouth to other people (Brunner et al., 2008). Word of mouth is a powerful driver of sales for any company that takes advantages over competitors. In short, consumers will stay behind a product, service, and brand when they instinctively sense and understand (in their hearts) how it meets their personal needs. Ultimately, establishing a meaningful brand loyalty is the catalyst behind Competitive Advantage among rivals. Aaker and Keller (1990) defined brand as a name, logo, trademark, and symbol. Brand shows loyalty of end users. After continuous usage of brand, consumers experience it as a part of them. Within a situation of tough business competition, an organization having strong brand loyalty will have a bigger chance to sustain in the industry.

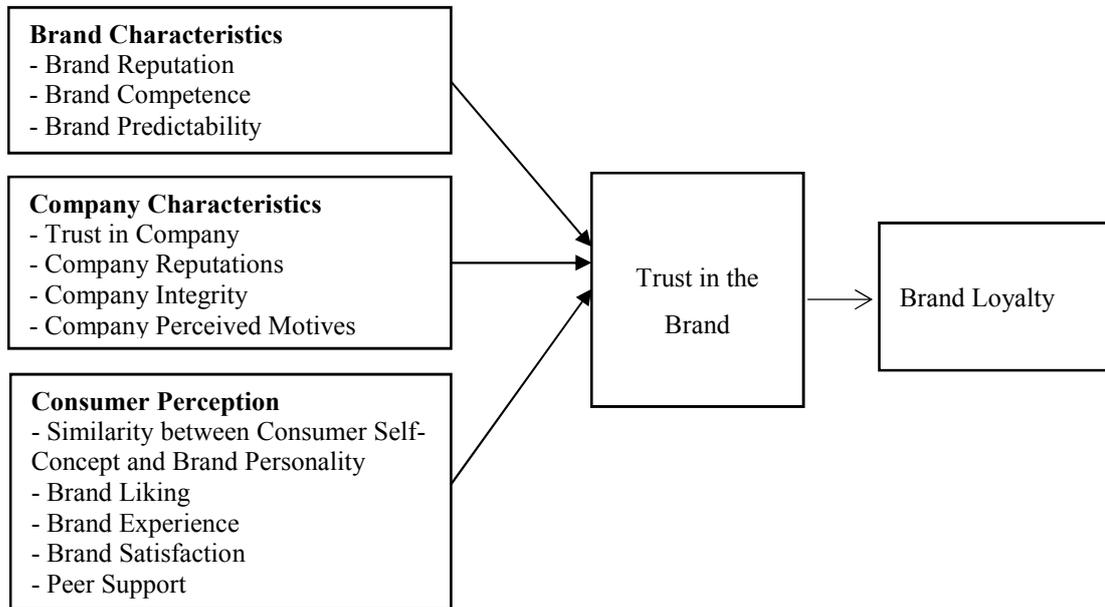
## **2.4 Previous Studies**

This conceptual framework is based on two previous research papers. The first paper is “*Consumers’ Trust in a Brand and the Link to Brand Loyalty*” by Geok Theng Lau and Sook Han Lee (1999). Another one is “*Brand Trust and Brand Loyalty: An Empirical study in Indonesia Consumers*” by Anton A. Setyawan (2015).

### **2.4.1 Consumers’ Trust in a Brand and the Link to Brand Loyalty**

In this previous research, Lau & Lee (1999) identified brand characteristics, company characteristics and consumer perception as independent variables to the dependent variable of brand trust. Conceptual framework of their study is shown in Figure (2.1) in the following:-

**Figure (2.1) Theoretical Framework of Lau and Lee (1999)**



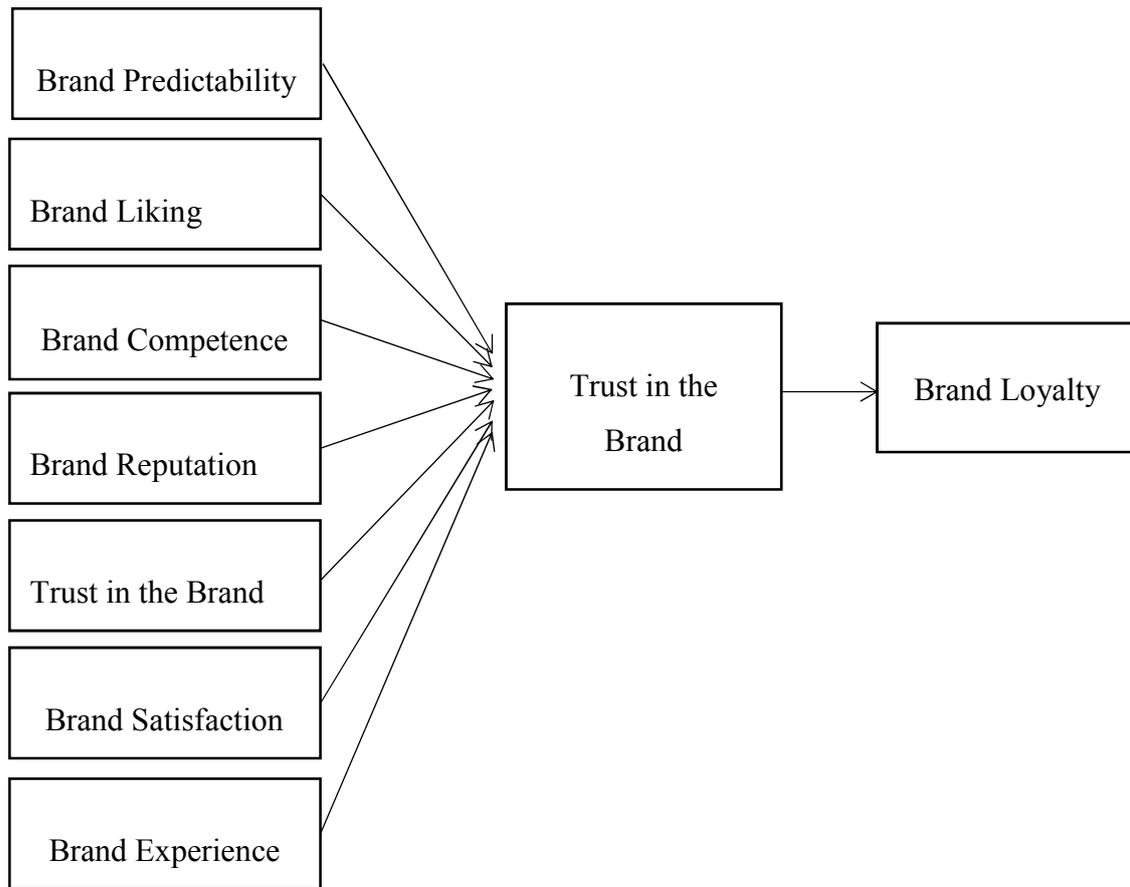
Source: Lau and Lee, 1999

They also analyzed the relationship between brand trust and brand loyalty. Survey was conducted to Singaporean consumers who have made purchases for any consume goods at four shopping malls. The findings reveal that the brand characteristics are significant to affect consumers' trust in a brand. The result also shows that trust in brand is positively related to brand loyalty.

#### **2.4.2 Brand Trust and Brand Loyalty: An Empirical Study in Indonesia**

The second research model is developed by Anton A Setyawan (2015) based on Lau & Lee (1999)'s model. Anton A Setyawan (2015) developed a model by using different setting to analyze the effect of brand reputation, brand predictability, brand satisfaction, brand liking, brand experience, trust in company, and brand competence on brand loyalty, with brand trust as a mediating variable. Conceptual framework of this study is shown in Figure (2.2) in the following:-

**Figure (2.2) Theoretical Framework of Anton A Setyawan (2015)**



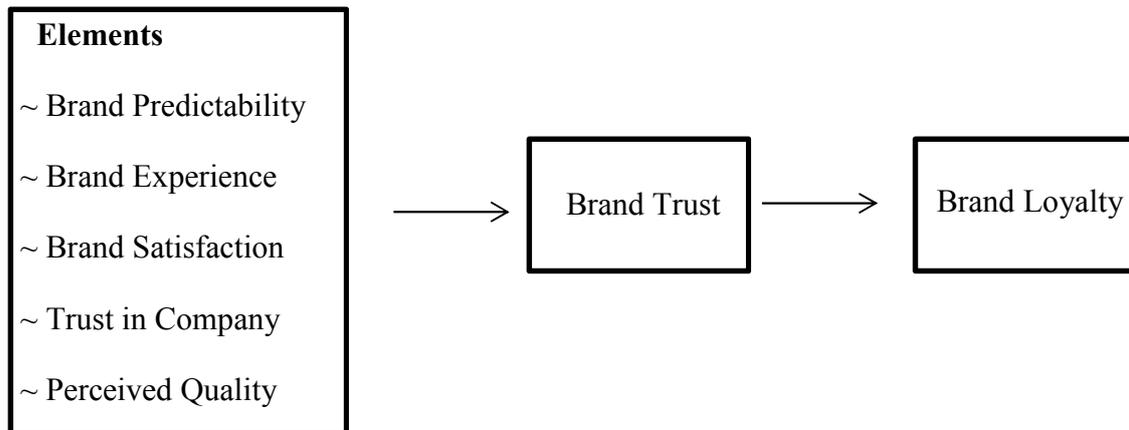
Source: Anton A Setyawan, 2015

Respondents are, different from those who consume normal goods from four shopping malls in Singapore, valuable mobile phone users in Indonesia. The results revealed only two variables; consumers' trust in company and brand satisfaction are significant to affect brand loyalty. He also found that the brand trust, as a mediator, was positively and supportively related to brand loyalty.

## **2.5 Conceptual Framework of the Study**

Based on those previous research papers and the literatures reviewed stated above, the conceptual framework of the study is proposed to capture the real tastes of Nissan container truck owners at MCTA in Yangon as follows:-

**Figure (2.3) Conceptual Framework of the Study**



Source: Own compilation, 2019

The conceptual framework is mainly based on the past researches by Geok Theng Lau and Sook Han Lee (1999) and Anton A Setyawon (2015). The integrated conceptual framework of this study is shown in Figure (2.3). According to this integrated conceptual framework, the proposed elements such as brand predictability, brand experience, brand satisfaction, trust in company and perceived quality are selected to suit the requirements of main independent variables to study in this study. In addition, they are hugely expected to affect trust in Nissan brand at MCTA.

Brand predictability affects consumers' trust in a way that when consumers have predictions about any brand and after brand usage those predictions come true, that affects the trust of consumers on brand. Predictability appears when consumer experiences the brand's promise in full, and on the basis of it, consumers' trust is developed.

Good experiences, when they interact with a particular brand, are more likely to make them feel satisfied. Hence, Brand experience is always rooted on actual past actions among consumers. Consumers' previous experience of shopping can have a positive or negative effect on their trust. If consumers have a good experience or bad experience, this experience affects their level of trust.

Brand satisfaction generates trust because it indicates the brand consistency in the fulfillment of its commercial promise. In order to build brand trust, it is essential that the brand pleases its consumers. If a consumer satisfies with a brand after using it, this situation promises fulfillment. Since the brand has kept its promise, the consumer is liable to trust it more.

The standard of a certain product can be judged by its country of origin. Since consumers have different perceptions about domestic and international brand, they react differently towards brands. Trust in company is the confidence that the company is good and that the company possesses the ability to create a quality product. Hence, the more consumers trust in company, the more brand trust is formed among consumers.

Perceived quality is the consumers' judgments and perception on overall excellence of a product. Perceived quality is antecedent of trust because it is the feeling of consumer about product quality. If consumers perceive the performance of a certain brand to be reliable, that situation turns into changes in their purchase decision and finally it turns into trust in brand.

In addition, this model also explores the relationship between brand trust and loyalty of Nissan container truck owners at MCTA in Yangon. It is expected that truck owners at MCTA have the reasons why they have formed trust in Nissan to become loyal to Nissan brand they experienced, and finally this situation leads to brand loyalty.

In summary, the proposed elements such as brand predictability, brand experience, brand satisfaction, trust in company and perceived quality are expected to be the determinants for forming the brand trust of Nissan container trucks owners at MCTA in Yangon. Especially, the conceptual framework is expected to reveal which proposed elements are most influential to brand trust of Nissan container truck owners at MCTA in Yangon. As all these variables are intangible, all their values are measured with the amount of recognition attributed by the consumers of Nissan container trucks within container trucking industry in Yangon.

## CHAPTER 3

### PROFILE AND BRAND TRUST OF MCTA

This chapter mainly includes a brief profile of MCTA, the research design of the study, reliability analysis, and brand trust of Nissan container truck owners in Yangon. Container Trucking Industry plays a vital role in the economic development of the country. The advent of MCTA is a positive and supportive formation for logistics industry in the country.

#### 3.1 Profile of Myanmar Container Trucking Association (MCTA)

Myanmar Container Trucking Association (MCTA) was established in 1991 with the aim of forming a consolidated association by organizing scattered truck owners and Gates. The purposes of MCTA is a speedy delivery of container freights with reduced and fair transportation costs. Moreover, MCTA is aimed to develop its container traffic industry from ASEAN standard to International standard. To be ready for launching “East-West Economic Corridors” under “Transport Corridor of the Greater Mekong Sub-region (GMS) programme” is one of the MCTA’s objectives.

MCTA was formally organized with scattered “Gates” (Freight Centre) in Yangon. After the advent of MCTA and the launch of market-oriented economy in 1992, Gates mean more than providers of freight transportation services for shippers and importers of all across Myanmar. MCTA provides an extensive network of international trucking to freight companies that specialize in container freight shipping and maritime transportation.

Major ports in Yangon are Asia World Port Terminal (AWPT), Myanmar Industrial Port (MIP), Myanmar International Terminal Thilawa (MITT), Myanmar Integrated Port Limited (MIPL), Ahlone International Port Terminal (AIPT), Yangon Ports. Among them, Yangon Port and Thilawa Port play the main role in Myanmar maritime trade. From these ports, data was reported that 10,70,343 TEUs (20 Foot Equivalent Units) were handled in 2017. This record is an increase from the previous number of 10,26,216 TEUs in 2016. The data is updated yearly, and it shows averaging 474,300 TEUs from 2007 to 2017. The number of containers handled has been increasing year by year. According to Myanmar

Port Authority, 1.43 million TEUs were handled during fiscal year 2017-2018. Needless to say, all of those containers are moved by Trucks.

Although all of container trucks running on the road are not registered at MCTA, the number of container trucks has been increasing year after year. Similarly, the number of membership has been increasing year by year. Registered list of container trucks at MCTA is shown in Table (3.1).

**Table (3.1) Registered List of Container Trucks at MCTA**

No	Description	2016-17	2017-18	2018-19	( % )
1	Nissan	1,133	1,093	1,067	42.73
2	Hino	417	446	445	17.82
3	Fuso (Mitsubishi)	359	392	393	15.74
4	Hyundai	117	124	126	5.05
5	Isuzu	101	98	122	4.89
6	JAC	59	58	57	2.28
7	Man	26	43	45	1.80
8	Scania	19	27	28	1.12
9	Volvo	22	31	28	1.12
10	Dong Feng	17	24	25	1.00
11	Samsung	24	24	22	0.88
12	others	143	144	139	5.57
<b>TOTAL ( units )</b>		<b>2,437</b>	<b>2,504</b>	<b>2,497</b>	<b>100</b>

Source: MCTA, 2019

Table (3.1) shows that Nissan occupies the major portion (42.73%) of total units of registered container trucks at MCTA in Yangon. Hino and Fuso (Mitsubishi) stand second and third with 17.82% and 15.74% respectively. It is noticeable that brilliant brand new Volvo and Scania are not much more influential to the tastes of truck owners at MCTA.

Today MCTA is managing well a flawless leading role of container transportation industry in organizing freight shipments not only for individuals but also small to medium level business with complex supply chains, along with stakeholders of freight shipping. MCTA offers full-service transportation solutions to their customers and is optimizing all freight shipping needs. Hence, it is found that MCTA plays a vital role in international logistics and supply chain management in Myanmar. Without these positive support of

container trucks and truck owners, smooth and flawless transportation and delivery of import and export cargos will not appear as it is today.

### **3.2 Research Design**

This study is aimed to explore the proposed elements that are considered most influential to brand trust of Nissan container truck owners in Yangon. In addition, it is also aimed to analyze the relationship between the brand trust and brand loyalty of Nissan truck owners at MCTA in Yangon. To achieve these objectives, this paper is designed to analyze the direct effect of those proposed elements on brand trust of Nissan container trucks and the relationship between brand trust and loyalty of Nissan container truck owners in Yangon.

The target population for the study is Nissan container truck owners who are also members of MCTA. The sample size is determined by using Taro Yamane's sampling size formula and the sampling error is set at 95% confident level. This study uses simple random sampling method in order to gain data by collecting questionnaire from respondents. Questionnaire are distributed and collected from respondents who are Nissan truck owners and members of MCTA for this study. Descriptive method is used to describe the profile of respondents. To analyze the data, linear regression analysis is carried out.

Both primary and secondary data are used in this study. Whereas secondary data are obtained from textbooks, articles from international journals, previous research papers and internet websites, the primary data were collected from (222) respondents who own Nissan container trucks, out of (501) registered members of MCTA, with well-prepared and systematic survey questions. This model uses the model proposed by Lau and Lee (1999) and Anton A Setyawan (2015). Whereas Lau and Lee (1999) uses this model to measure consumer's loyalty in a low involvement product consumers in Singapore in order to find out consumers' trust in brand and the link to brand loyalty, Anton A Setyawan uses a high involvement products; cellular phone consumers in Indonesia in order to find out their brand trust and brand loyalty in his empirical study.

The questionnaire consists of three parts; the first part is about demographic information. The second part is about proposed elements namely Brand Predictability, Brand Experience, Brand Satisfaction, Trust in Company, and Perceived Quality which are expected to be influential heavily on brand trust and loyalty of container truck owners at

MCTA. The last part of questionnaire is designed to explore the relationship between brand trust and brand loyalty. All questions were measured with 5-point Likert Scale method (1= Strongly Disagree to 5= Strongly Agree).

### 3.3 Reliability Analysis

Reliability Analysis is conducted to determine the internal consistency of all the variables by using Cronbach's Alpha. It is a measure of how closely related to a set of items are as a group. Cronbach's Alpha works when Likert Scale surveys are reliable. And, it tells whether the test is accurately measuring the variables or not. The Reliability Analysis of each variable is described in Table (3.2) as follows:-

**Table (3.2) Reliability Analysis**

<b>Sr. No.</b>	<b>Categories</b>	<b>Cronbach's Alpha</b>	<b>No. of items</b>	<b>Interpretation</b>
1	Brand Predictability	.749	5	Good
2	Brand Experience	.701	5	Good
3	Brand Satisfaction	.869	5	Good
4	Trust in the Company	.710	5	Good
5	Perceived Quality	.704	5	Good
6	Brand Trust	.735	5	Good
7	Brand Loyalty	.862	5	Good

Source: Survey Data, 2019

In Table (3.2), the result shows that Cronbach's Alpha Coefficient for brand predictability, brand experience, brand satisfaction, trust in the company, perceived quality, brand trust, and brand loyalty are more than the standard and suggested value 0.6 by Moss et al. (1998), and recommended value 0.7 by YUE (2019). It can be therefore interpreted that the data are reliable.

### 3.4 Brand Trust

Brand trust of truck owners at Myanmar Container Trucking Association (MCTA) is examined in this study. The combination of five survey questions is used to investigate brand trust affecting on brand loyalty. The mean value of each variable that relates to brand trust is shown in Table (3.3) as follows:-

**Table (3.3) Perception on Brand Trust**

<b>Sr. No.</b>	<b>Brand Trust</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Reliability on Nissan trucks	4.66	.476
2	Confidence in purchasing	4.23	.722
3	Positive words of mouth about Nissan trucks	4.19	.624
4	Most favoured choice among other trucks	4.20	.950
5	Meet the needs	4.35	.668
Overall Mean		<b>4.33</b>	

Source: Survey Data, 2019

Table (3.3) shows the users' perception on brand trust. The highest mean score is 4.66 for the statement that "Reliability on Nissan trucks" because Nissan has a strong positive correlation with respondents' perception in a way that they know Nissan is always offering the excellent features and superior quality of products in terms of container trucks. It is not only because of words of mouth from their friends and relatives but also because of their actual experience upon Nissan trucks. Moreover, since Nissan container trucks meet and exceed their needs, they receive the promise of brand. Consequently, that practice turns into reliability on brand. The lowest mean value of 4.19 is that "Saying positive things about the Nissan container trucks to people" because the respondents might have intention to change to another brand or to switch their attitudes in future because some people may seek changes and better alternatives always. Since the overall mean is 4.33, greater than neutral score of 3, it can be interpreted that owners' degree of trust in Nissan brand is moderately high at MCTA in Yangon.

## CHAPTER 4

### ANALYSIS OF BRAND TRUST AND BRAND LOYALTY

This chapter includes the analysis of brand trust and brand loyalty of Nissan container truck owners at MCTA. Firstly, profile of respondents is presented. Secondly, the analysis of factors affecting brand trust is presented. Finally, the relationship between brand trust and brand loyalty is analyzed by conducting linear regression analysis.

#### 4.1 Profile of Respondents

In this study, the respondents' profile includes gender, age, education level, occupation, and income level. The main study area is truck owners at MCTA in Yangon. There are total (501) members at Myanmar Container Trucking Association (MCTA) in July, 2019.

Table (4.1) shows detailed demographic data for (222) survey respondents from MCTA in Yangon. According to the results, all of respondents are male. It can be therefore said that male entirely keeps in touch with Container Trucking Industry in this study. Regarding age, the result shows that the age group of 36 to 50 are dominantly participated. Perhaps this age group could afford to run this type of business efficiently in Yangon. In today's complex business environment, organizations need to make profound shifts in order to stay competitive. This age group is energetic for doing any business. Regarding educational level of respondents, almost respondents are bachelor degree holders. The high school respondents are 1.35% of the total respondents while bachelor degree holder respondents are 98.65% of total respondents. Therefore, it can be concluded that most of Nissan Container Trucks Owners are bachelor degree holders in this study. Based on the data, it is found that most of educated people with bachelor degree holder have been managing the container trucking business at MCTA in Yangon. According to occupation information, the group of self-employed who are full of entrepreneurial mindset accounts for full percent of total respondents. The income level between 10,00,001 and 15,00,000 Kyats is the highest group and followed by that of between 15,00,001 and 20,00,000 Kyats. The monthly income less than 500,000 Kyats is the least group. The detailed demographic

data for (222) survey respondents at MCTA in Yangon are shown in Table (4.1) as shown below:-

**Table (4.1) Profile of Respondents**

Sr.	Category	Particular	Respondents	Percentage
1	Gender	Male	222	100
2	Age	18~25 years	2	0.90
		26-35 years	54	24.32
		36-50 years	102	45.95
		above 50 years	64	28.83
3	Education	High School	3	1.35
		Bachelor Degree	219	98.65
4	Occupation	Self-employed	222	100
5	Income	Less than 500,000 Kyats	3	1.35
		500,001~10,000,000 Kyats	39	17.57
		10,00,001~15,00,000 Kyats	86	38.74
		15,00,001~20,00,000 Kyats	63	28.38
		above 20,00,001 Kyats	31	13.96

Source: Survey Data, 2019

In summary, male entirely keeps in touch with Container Trucking Industry because a trucking business is not as simple as delivering goods from one place to another. It is a hard work and less job security in the country. Accordingly, trucking industry in Yangon is dominantly participated by the age group of 36 and 50 who are energetic in doing any business. They all are self-employed and persons of entrepreneurial mindset. Since most of Nissan Container Trucks Owners are bachelor degree holders, it can be concluded that educated people have been managing the container trucking business at MCTA in Yangon. In accordance with their skills and excellent performance, it is found that their monthly incomes come out with a decent condition.

## 4.2 Analysis of Factors Affecting Brand Trust

The main purpose of this paper is to explore the factors affecting brand trust of truck owners at MCTA in Yangon. Accordingly, this study is focusing on some elements of consumers' most committed to brand namely brand predictability, brand experience, brand satisfaction, trust in company and perceived quality of Nissan container truck owners at MCTA. Among factors presumed to affect the brand trust of Nissan at MCTA, those five proposed elements are picked up to prove that they are hugely dominant and influential to brand trust of Nissan container truck owners at MCTA in Yangon.

### 4.2.1 Brand Predictability

In this study, the combination of five survey questions is used to examine brand predictability affecting on brand trust. The mean sources of each variable that relates to brand predictability are as shown below:-

**Table (4.2) Perception on Brand Predictability**

<b>Sr no.</b>	<b>Brand Predictability</b>	<b>Mean</b>	<b>SD</b>
1	Acceptable standard of quality	4.46	.583
2	Correct anticipation on Nissan brand	3.33	.559
3	Predictable quality and performance	3.98	.692
4	Meet customers' expectation	4.43	.596
5	Have good performance of the trucks	3.50	.600
<b>Overall Mean</b>		<b>3.94</b>	

Source: Survey Data, 2019

According to Table (4.2), the highest mean score is 4.46 for the statement that "Acceptable standard of quality" because, based on their belief in the consistent quality and performance of Nissan Trucks, respondents are always ready to predict correctly how Nissan will pop up. In other words, the degree of their brand predictability is high because respondents strongly believed that this brand has a great degree of product quality. The

lowest mean value of 3.33 is that “Correct anticipation on Nissan brand” because some respondents seem to have less time to experience the brand when intending to buy Nissan trucks. Furthermore, perhaps the respondents in this study are more influenced by “words of mouth” of their friends rather than their actual experience. Since overall mean score is 3.94, greater than neutral score of 3, it can be assumed that brand predictability influences positively on brand trust.

#### 4.2.2 Brand Experience

In this study, the combination of five survey questions is used to investigate brand experience affecting on brand trust. The mean sources of each variable that relates to brand experience are as shown below:-

**Table (4.3) Perception on Brand Experience**

<b>Sr. No.</b>	<b>Brand Experience</b>	<b>Mean</b>	<b>SD</b>
1	Satisfying experience to use	3.47	.722
2	Excellent performance of the trucks	4.58	.494
3	Security and confidence when using	4.27	.576
4	Ruggedness and durability of Nissan trucks	4.66	.474
5	Finding competence of the trucks through friends	3.76	.597
<b>Overall Mean</b>		<b>4.15</b>	

Source: Survey Data, 2019

According to Table (4.3), the highest mean score is 4.66 for the statement that “Convincing in the ruggedness and durability of Nissan trucks” because the respondents underwent the flawless experience in their personal contacts with Nissan container trucks, where the brand meets and even exceeds what they expected before. When consumers have a good experience or a bad experience, this experience can affect their level of trust. The variable “Satisfying experience to use” having mean value of 3.47 is the lowest mean score. Although the respondents satisfy with the ruggedness and durability of Nissan container

trucks, some owners are likely to doubt on the easy-accessibility and availability of Nissan spare parts and accessories in the country. Since the overall mean is 4.15, greater than neutral score of 3, it can be assumed that brand experience influences positively on brand trust.

### 4.2.3 Brand Satisfaction

In this study, the combination of five survey questions is used to investigate brand satisfaction affecting on brand trust. The mean sources of each variable that relates to brand satisfaction are as shown below:-

**Table (4.4) Perception on Brand Satisfaction**

<b>Sr. No.</b>	<b>Brand Satisfaction</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Enjoyment on the performance of the trucks simply	4.50	.501
2	Right decision to buy this brand	4.18	.617
3	Good value for choosing Nissan trucks	4.21	.786
4	Meeting with preferences	4.24	.781
5	Satisfaction upon buying experience	4.12	.567
	<b>Overall Mean</b>	<b>4.25</b>	

Source: Survey Data, 2019

According to Table (4.4), the highest mean score is 4.50 for the statement that “Enjoying on the performance of the trucks simply” because the respondents’ expectation is not only met with their preferences and even exceeded their needs about container trucks but also the brand manages to fulfill its promises. Since the brand has kept its promise, the consumer is liable to trust it more. The lowest mean value of 4.12 is that “Satisfaction upon buying experience” because there may be some respondents who may not be convinced in the ruggedness and durability of Nissan container truck for the long run. Some may have different preferences about trucks. “Meeting with preferences” has the second highest score of 4.24 because their actual experience on using Nissan trucks appears high after usage. Since the overall mean is 4.25, greater than the neutral score of 3, it can be assumed that brand satisfaction influences positively on brand trust.

#### 4.2.4 Trust in the Company

In this study, the combination of five survey questions is used to examine trust in the company affecting on brand trust. The mean sources of each variable that relates to trust in the company are as shown below:-

**Table (4.5) Perception on Trust in the Company**

<b>Sr. No.</b>	<b>Trust in the Company</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Consistent product quality	4.52	.501
2	Security and cost-effectiveness when in use	4.23	.552
3	No disappointments on this brand	4.25	.586
4	Positive comments about the Company from others	4.14	.723
5	Being able to send a strong signal to consumers	4.16	.680
Overall Mean		<b>4.26</b>	

Source: Survey Data, 2019

According to Table (4.5), the highest mean score is 4.52 for the statement that “Having a consistent product quality” because the respondents simply assume the company as a trusted partner who ever produces consistent product quality. However, the lowest mean score value with 4.14 is that “Positive comments about the Company from others” because the respondents may have different perception on what other people said. Or, they might be pragmatic or realistic persons who believe only when they actually experienced it. Or, they may be stereotype persons. Or, they simply trust in Nissan Company rather than positive words of mouth of friends and relatives. Since the overall mean is 4.26, greater than neutral score of 3, it can be assumed that trust in the company influences positively on brand trust.

#### 4.2.5 Perceived Quality

In this study, the combination of five survey questions is used to investigate perceived quality affecting on brand trust. The mean sources of each variable that relates to perceived quality are as shown below:-

**Table (4.6) Perception on Perceived Quality**

<b>Sr. No.</b>	<b>Perceived Quality</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Addiction to superior quality of trucks	4.26	.468
2	Reliability and safety of Nissan trucks	4.24	.588
3	Good reputation for the quality	4.39	.534
4	Good for paying	3.86	.724
5	Best vehicle for trucking business	4.11	.639
<b>Overall Mean</b>		<b>4.17</b>	

Source: Survey Data, 2019

According to Table (4.6), the highest mean score is 4.39 for the statement that “Having good reputation for the quality” because the respondents felt overall excellence of Nissan container trucks and satisfied the performance of Nissan trucks. Because their perception on brand is high and accurate, truck owners manage to judge correctly on overall excellence and the superiority of Nissan brand container trucks. They receive good signal from Nissan trucks. The lowest mean value of 3.86 is that “Good for paying” because perhaps the respondents want more attention from what they paid. Or, some are likely to be serious for the price they pay. Since the overall mean is 4.17, greater than neutral score of 3, it can be assumed that perceived quality influences positively on brand trust in this study.

#### **4.2.6 Factors Affecting Brand Trust**

The linear regression model is used to find out which elements would have the expected positive sign and are highly significant on brand trust. In this study, independent variables are brand predictability, brand experience, brand satisfaction, trust in company, and perceived quality. They are assumed to be most dominant factors influencing on brand trust of Nissan truck owners at MCTA. The dependent variable is brand trust. The results of this model is shown in Table (4.7) as shown below:-

**Table (4.7) Factors Affecting Brand Trust**

Variable/ Model	Unstandardized Coefficients		t	Sig.	VIF
	B	Std. Error			
(Constant)	-.081	.266	-.303	.762	
Brand Predictability	.017	0.052	.327	0.744	1.272
Brand Experience	.037	0.073	.503	0.616	2.056
Brand Satisfaction	.359 ***	0.054	6.591	.000	2.145
Trust in Company	.366 ***	0.066	5.563	.000	1.892
Perceived Quality	.264 ***	0.063	4.202	.000	1.615
R	0.803				
R Square	0.645				
Adjusted R Square	0.637				
F Value	78.561***				
Durbin-Watson	1.886				

Source: Survey Data, 2019

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

According to the results shown in Table (4.7), the specified model could explain very well about the variation of brand trust at MCTA. Among five variables, three variables; brand satisfaction, trust in company, and perceived quality are statistically significant effect on brand trust at 1% coefficient level. It means that 1 unit fulfilling brand satisfaction, trust in company, and perceived quality can lead to 0.359, 0.366, and 0.264 units in brand trust respectively.

Brand satisfaction has positive effect on brand trust of truck owners. The reason is that Nissan container truck meets with the needs of truck owners at MCTA. It is pretty simple: if a consumer is fulfilled and met with his expectation by a product, he is more likely to feel that brand protects and take care of his welfare and interest. This is how brand satisfaction calls for the different levels of trust of truck owners on the brand at MCTA. Furthermore, truck owners at MCTA feel that they earn good value for choosing Nissan

container trucks because Nissan definitely matches with their preferences with a satisfactory buying experiences. Once truck owners' hope meets with their purchase decision, brand satisfaction appears at MCTA. As a result, it improves brand trust.

Trust in company is also significant on brand trust by experiencing the perfect consistent product quality of Nissan container trucks at MCTA because owners feel trust in Nissan Company hugely. Moreover, after experiencing the consistent performance of Nissan container trucks, truck owners believe that the company would never disappoint to them. It makes them feel secure and even cost-effective on using Nissan container trucks. The more secure they feel, the more they trust in Nissan brand.

Perceived quality has positive effect on brand trust of truck owners. The reason is that since truck owners mainly focus on superior quality of Nissan container trucks and they also perceive the quality and reputation of Nissan container trucks quite high, they view Nissan Motors as a brand that produces durable, attractive, cost-effective and reliable vehicles. Because perceived quality is not the actual quality of the brands, rather, the feeling of truck owners about Nissan trucks, all their perception on brand is high. Hence, they buy the trucks, and the trucks meet their needs, then it finally turns into brand trust.

Since R value lies between 0 and 1 ( $R=0.803$ ) according to Table (4.7), the proposed elements and brand trust are correlated. The power of the variables in this model that affect brand trust is considered moderately strong as values of R square and adjusted R square are 64.5% and 63.7% respectively. The Durbin-Watson value is close to 2. And, the value of F test, the overall significance of the model, turned out highly significant at 1% level. Therefore, it indicates that there is no auto correlation in sample.

Variance inflation factors (VIF) are used to provide information on the extent to which non-orthogonality among independent variables inflate standard errors. According to the Table (4.7), the VIF value is less than 10. Therefore, there is no substantial multicollinearity problems encountered in this study. This means that there is no correlation among independent variables (Neter and Wasserman, 1985).

In summary, the results show that three factors have the significant relationship with trust in Nissan brand container trucks and, among them, the most dominant determinant of trust in brand is found to be Trust in Company in this study. It means that Trust in Company leads to using Nissan brand container trucks first. After using, when the Company meets and fulfill the requirements of truck owners at MCTA, it appears satisfaction on Nissan

brand. Consequently, those processes result in high perceived quality on Nissan brand container trucks, and finally all those consequences turn into Brand trust of Nissan container truck owners.

### 4.3 Analysis of Relationship between Brand Trust and Brand Loyalty

The main purposes of this study are to explore the factors affecting brand trust of truck owners and the relationship between brand trust and brand loyalty on Nissan trucks in Yangon. Accordingly, it needs to know the perception on brand loyalty. Brand loyalty of truck owners at Myanmar Container Trucking Association is examined in this study.

#### 4.3.1 Brand Loyalty

The combination of five survey questions is used to investigate brand loyalty of container truck owners at MCTA. The mean sources of each variable that relates to brand loyalty are shown in Table (4.8) as follows:-

**Table (4.8) Perception on Brand Loyalty**

<b>Sr. No.</b>	<b>Brand Loyalty</b>	<b>Mean</b>	<b>SD</b>
1	Intention to buy the same brand again	4.31	.800
2	Continuous buying Nissan truck in future	4.16	.808
3	Being a loyal customer of Nissan container truck	3.52	.753
4	Sticking to buy even when price raised	3.00	.456
5	Recommendation of brand to friends and relatives	4.05	.822
<b>Overall Mean</b>		<b>3.81</b>	

Source: Survey Data, 2019

According to Table (4.8), the highest mean score is 4.31 for the statement that “Always intending to buy the same brand again” because the conscious and unconscious decisions of the respondents may be to repurchase the same Nissan brand again and again.

“Continuing to buy Nissan truck in future” is the second highest score of 4.16 because the respondents are intending to continue purchasing Nissan brand container trucks in future. The lowest mean value of 3.00 is that “Sticking to buy even when price raised” because some respondents seem to be price sensitive customers. They view price as a serious factor in a purchase. Even though some respondents know and like the performance of Nissan container trucks, they are not willing to pay higher at all. Since the overall mean is 3.81, greater than neutral score of 3, it can be interpreted that respondents are loyal to Nissan container trucks.

### 4.3.2 Relationship between Brand Trust and Brand Loyalty

In this study, independent variable is Brand Trust. Dependent variable is Brand Loyalty. Brand trust is assumed to be correlated with brand loyalty of Nissan truck owners at MCTA. Furthermore, to analyze the relationship between brand trust and brand loyalty is one of the objectives in this study. Accordingly, the relationship between brand trust and brand loyalty is analyzed in this study. The analysis of the relationship between brand trust and brand loyalty is shown in Table (4.9) as follows:-

**Table (4.9) Relationship between Brand Trust and Brand Loyalty**

Variable/ Model	Unstandardized Coefficients		t	Sig.	VIF
	B	Std. Error			
(Constant)	.428	.273	1.569	.118	
Brand Trust	.782 ***	.063	12.474	.000	1.00
R	0.644				
R Square	0.414				
Adjusted R Square	0.412				
F Value	155.597***				
Durbin-Watson	1.935				

Source: Survey Data, 2019

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

According to the results shown in Table (4.9), the specified model could explain the relationship between brand trust and brand loyalty of Nissan container truck owners in

in Yangon. The brand trust is statistically significant effect on brand loyalty at 1% coefficient level as the significance value is 0.000. It means that there is positive relation between brand trust and brand loyalty and 1 unit fulfilling brand trust lead to 0.782 units in brand loyalty.

Brand trust has positive effect on brand loyalty of truck owners. The main reason is that truck owners at MCTA recognize Nissan brand trucks to be reliable trucks among other vehicles. Their willingness to rely on Nissan brand forms a positive buying intention towards Nissan brand. This intention leads to loyalty because loyalty to a brand always involves trusting it. Moreover, underlying loyalty is always trust, a willingness to act without calculating costs or benefits. Hence, truck owners intending to buy the same Nissan brand again means that they feel confident in purchasing Nissan container trucks. Obviously, truck owners at MCTA would not buy Nissan container trucks repeatedly or, more importantly, recommend it to their friends without trusting the brand. Further, Nissan meets and exceeds the needs of truck owners at MCTA and the truck owners who are fulfilled with their needs by Nissan trucks are good enough to trust in Nissan brand. Especially, in industrial marketing, trust in the supplier leads to supplier loyalty. In short, truck owners at MCTA cannot enter in loyalty set without trust in Nissan brand.

In Table (4.9), R value indicates the relationship between independent variables (Brand Trust) and dependent variable (Brand Loyalty). R value lies between 0 and 1 ( $R=0.644$ ). Therefore, the proposed elements and brand trust are correlated. The power of brand trust that affect brand loyalty is considered moderately strong as values of R square and adjusted R square are 41.4% and 41.2% respectively. The Durbin-Watson value is close to 2. And, the value of F test, the overall significance of the model, turned out highly significant at 1% level. Therefore, it indicates that there is no auto correlation in sample.

According to the Table (4.9), the VIF value is less than 10. Therefore, there is no substantial multicollinearity problems encountered in this study. This means that there is no correlation among independent variables (Neter and Wasserman, 1985).

In summary, according to the results shown in Table (4.9), there is positive significant relationship between two variables-brand trust and brand loyalty of Nissan container truck owners at MCTA. It indicates that the more truck owners believe in the brand due to the quality and performance of Nissan brand container trucks, the more loyal to Nissan brand. In other words, the more truck owners receive the promise of Nissan brand,

the more they will rely on the brand and the more they will say positive things about the brand. This recommendation enhances the willingness to buy the same brand again and again. This situation finally makes truck owners at MCTA turns into being loyal customers of Nissan container trucks.

## CHAPTER 5

### CONCLUSION

This chapter is organized with findings and discussions of the previous chapter, suggestions and recommendations of the study. This chapter also includes the suggestions for future study needs. Findings and discussions are based on the analysis of the relationship among proposed elements, brand trust and brand loyalty of Nissan container truck owners in Yangon. Suggestions and recommendations are based on the result of the findings. Finally, the needs for future study also based on the result of the finding in this study.

#### 5.1 Findings and Discussions

The main purposes of this study are to explore the brand trust and loyalty of Nissan container truck owners who are also registered members of Myanmar Container Trucking Association (MCTA) in Yangon. In more details, the main objective of this study is to identify the most customers' committed elements to Nissan brand container trucks. After selecting the proposed elements which are considered most dominant on brand trust of the industry, this study is aimed to uncover how these elements are affecting brand trust, and how the relationship between brand trust and brand loyalty of Nissan truck owners in Yangon naturally formulates.

This study is designed to analyze the direct effect of factors affecting brand trust and also explore the relationship between brand trust and brand loyalty. Total (222) of Nissan container truck owners participated in this study. In order to collect primary data, structured questionnaire are distributed and simple random sampling method is applied. The questions involved in questionnaire are structured with five-point Likert scales.

According to the results from the analysis of factors affecting brand trust of Nissan container truck owners at MCTA, brand predictability is not statistically significant to brand trust. Although the respondents may always be ready to predict correctly about the brand and may strongly believe that this brand has a great degree of product quality, the degree of their brand predictability does not seem high enough to predict correctly because of their different educational background. Or, the respondents in this industry seem to have less time to experience the brand and to predict the brand correctly.

Brand experience also is not statistically significant to brand trust according to the analysis results. Perhaps the reason why respondents in this study bought the trucks mainly based on the positive word of mouth of their friends rather than their actual experiences. When consumers have a good experience or a bad experience, this experience can affect their level of trust. As they found out all about the competence of Nissan trucks through their friends or relatives, lack of experience on using trucks make them reluctant when buying Nissan trucks, and which consequently results in less confidence on trust in Nissan brand.

Brand satisfaction is strongly influencing on the brand trust of Nissan container trucks. According to the results, it is proved that Nissan container trucks simply meets the needs of truck owners from MCTA and the perception of truck owners who experienced Nissan trucks were good. They have definitely experienced the full satisfaction for what they experienced. They have a satisfactory buying experience on Nissan brand container trucks. Moreover, because the knowledge of the Nissan brand's consistent degree of product quality is inherently formed and existed in their minds, their trust remains increased when they come to know that the brand fulfill its promises in their real experience.

Trust in company is also significant to brand trust in this study. This is the uniqueness of consumers' behavior among container truck owners at MCTA. According to the results of the analysis, it shows that the respondents simply assume the company as a trusted partner. Moreover, Myanmar is unique for fonding international brand. Accordingly, the respondents from MCTA are persuaded by international brand of quality product. The trust in product of a certain company is the root of trust in company. Nissan company managed to send its good reputation with a strong signal to its consumers. The country of origin is categorized as an extrinsic cue, and believed to influence consumer decision when making process in rebuying a product or service. Furthermore, trust in the company and trust in brand go hand in hand. One may not be achieved without the other.

Perceived quality also shows strong significance to brand trust in this study. The reason is that, according to the results, their perception on brand was high and accurate. Moreover, the perception of truck owners who experienced Nissan trucks are good. The more positive experience perceived by consumers toward a brand, the higher their trust would be. Therefore, as long as their perception was good, their trust in brand would be remaining increased. In this study, consumers have managed to judge correctly on overall excellence and the superiority of Nissan brand container trucks.

Regarding the analysis of relationship between brand trust and brand loyalty, according to the results, brand trust is statistically significant effect on brand loyalty. Based on this findings, the more positive trust of respondents possess, the more loyal to brand. It means that there is positive relationship between two variables – brand trust and brand loyalty. The reason is that Nissan container trucks meets the needs of truck owners at MCTA and the perception of truck owners who experienced Nissan trucks are good enough to trust in Nissan brand. Moreover, the truck owners’ existing trust in Nissan Company is intrinsically strong because the brand has good consistent degree of product quality, which finally turns to brand loyalty.

In summary, the findings show that three variables; Brand Satisfaction, Trust in Company, and Perceived Quality are positively related to trust in brand. It can therefore be concluded from the results that the “Brand Trust and Loyalty of Nissan Container Truck Owners at MCTA in Yangon” is mainly driven by Brand Satisfaction, Trust in Company and Perceived Quality of truck owners. It is therefore found that Nissan truck owners within MCTA in Yangon have strong brand trust in Nissan brand on the basis of brand satisfaction, trust in company, and their respective perceived quality on brand.

## **5.2 Suggestions and Recommendations**

Based on the findings mentioned above, Nissan Company should maintain the existing degree of brand trust he has achieved over his competitors in Myanmar, and more efforts must be made to develop consumers’ trust in Nissan container truck owners at MCTA by maintaining the consistent product quality as usual. Furthermore, as the relationship between brand trust and brand loyalty is positively significant, the more brand trust Nissan builds, the more loyal to the brand. Moreover, since trust is the main ingredient for building bond between consumers and brand loyalty, Nissan Company should nurture first trust in Nissan brand among the truck owners. It costs six times more to gain new customers than it does to retain the existing customers.

In addition, since consumers from MCTA are unique and different from other countries in their perception on international brand, the company should take careful consideration on keeping to deliver high-quality products including container vehicles to his customers in Yangon not only to retain his existing loyal customers but also to increase

their market coverage. For, this study has proved that it is the consistent quality and performance of Nissan container truck that mainly affects the root causes for trust in Nissan Company at MCTA.

From the truck owners' point of view, they should bear in mind why they have chosen this specific Nissan brand container trucks to use. They should take full consideration on the ruggedness and high performance of Nissan container trucks they are currently using and assess how much they achieved competitive advantages over their rivals by choosing and using this specific Nissan container vehicles. By enabling to make the right-choice, truck owners could develop their competitive strategies over competitors more because it not only save time but also is cost-effective, and ultimately this practice will make them sustainable in their industry.

Regarding brand predictability, Nissan Company should not rely on the power of predictability on brand anticipated by truck owners from MCTA because their prediction on brand could not be correct due to their lack of experience. Although brand predictability was highly significant to affect brand loyalty in Singapore, truck owners from MCTA are quite different and unique.

Regarding brand experience, truck owners should redesign their perception on their experience of using Nissan container vehicles. As one of the aims of truck owners at MCTA is to achieve competitive advantage over their rivals in the industry, they should plan for making changes in choosing the most appropriate trucks that would meet their original needs. For example, they should evaluate and assess using a brand new Scania brand.

In summary, in order to win brand loyalty within container trucking industry in Yangon, Nissan Company should build up trust in brand first, and develop the existing brand loyalty that they have already achieved over competitors in order to retain the loyal customers. The truck owners should take full consideration on Nissan container trucks they are using and assess how much they achieved competitive advantages over their rivals by choosing and using this specific Nissan brand.

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

This study provides practical evidences on the relationships among proposed elements, brand trust and brand loyalty in the light of container trucking industry in Yangon. Moreover, it also provides an insight of the relationship between brand trust and

brand loyalty in the container trucking industry in Yangon. However, this study has several needs for further research. The first need is about the sampling. It used purposive sampling, and thus its result cannot be generalized. It does not conclude the whole Myanmar. Secondly, in this study, only five elements that are considered most dominant to brand trust of Nissan container truck owners at MCTA are selected as antecedents of brand trust. Therefore, a future study should include more measurable and appropriate variables such as brand identity, brand image, customer engagement, brand personality, brand competence, brand positioning, brand differentiation and brand communication to get a more comprehensive model of the factors affecting brand trust in the container trucking industry. Finally, in this study, the beta coefficients in the regression analysis are rather low even though many are significant. Care has thus to be put in interpreting conclusions regarding proposed elements' contribution to trust in brand. Hence, researchers in future could further analyze more elements and could propose a good measurement of brand trust in order to get a better knowledge on the relationship between brand trust and loyalty of Nissan container truck owners in Yangon.

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## APPENDIX A : SURVEY QUESTIONNAIRE

Dear Respondent,

I am a student of MBA programme at Yangon University of Economics carrying out a thesis on “ Brand Trust and Loyalty of Nissan Container Truck Owners in Yangon”.

In Yangon, about six or seven out of ten container trucks cars running on the roads are *Nissan* Brand. This phenomenon is not accidentally happened. This paper is aimed to explore the root causes of brand loyalty of **NISSAN Heavy Duty Container Trucks Owners** in Yangon for the benefits of both container truck cars owners and the company itself.

I would like to request you to kindly spare some time to fill up this questionnaire. Thank you very much for your cooperation.

### Section A: Demographic Factor

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1. *Gender*

- Male
- Female

2. *Age*

- 18~25 years
- 26~35 years
- 36~50 years

Above 50 years

3. *Educational Qualification*

- High School
- Bachelor Degree
- Master Degree
- Others

4. *Occupation*

- Self-Employed
- Others

5. *Monthly Income*

- Less than 500,000 Kyats
  - 500,001 Kyats to 10,00,000 Kyats
  - 10,00,001 Kyats to 15,00,000 Kyats
  - 15,00,001 Kyats to 20,00,000 Kyats
  - 20,00,001 Kyats to above
- 

**Section B: Basic Elements**

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Please rate your degree of agreement upon the following statements in terms of ( 1 = strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree ).

Sr. No.	Brand Predictability	1	2	3	4	5
1	I believe Nissan brand has an acceptable standard of quality products.					

2	I always anticipate correctly how Nissan brand will perform.					
3	Nissan brand is predictable because of its consistent quality and performance.					
4	Nissan container trucks meet my needs as I expected before.					
5	I bought Nissan container truck after I knew the performance of the brand.					

Sr. No.	Brand Experience	1	2	3	4	5
1	Using Nissan brand container truck is usually a very satisfying experience.					
2	I experienced the performance of Nissan container truck to be excellent.					
3	I felt secure and confident when I use Nissan brand container trucks.					
4	According to experience, I know I can rely on the ruggedness and durability of Nissan container truck.					
5	I found out Nissan container truck's competence through my friends.					

Sr. No.	Brand Satisfaction	1	2	3	4	5
1	I simply like the performance of Nissan brand container trucks.					
2	I am satisfied with my decision to buy this brand.					
3	I earned good value for choosing Nissan trucks.					

4	Nissan matches with my preferences about container trucks.					
5	I have a satisfactory buying experience on Nissan brand container trucks.					

Sr. No.	Trust in Company	1	2	3	4	5
1	When buying container trucks, I feel trust Nissan company because of its consistent product quality.					
2	I feel secure and cost-effective using the products of Nissan Company.					
3	Nissan has a very good reputation for the quality of container trucks.					
3	I believe that this company will never disappoint to me.					
4	Nissan container truck provides good value for the money that I paid.					
4	I have heard the positive comments about Nissan company.					
5	Compared to other brands, Nissan container trucks are the best.					
5	Nissan company reputation sends a strong signal to its consumers.					

**Section C: Brand Trust and Brand Loyalty**

Please rate your degree of agreement upon the following statements in terms of

( 1 = strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree ).

Sr. No.	Brand Trust	1	2	3	4	5
1	Nissan container trucks are reliable.					
2	I am confident in purchasing Nissan brand container trucks.					
3	I intend to say positive things about Nissan container trucks to other people.					
4	Regarding container trucks, Nissan brand would be my preferred choice.					

5	Nissan container truck meets and exceeds my preferences.					
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Sr. No.	Brand Loyalty	1	2	3	4	5
1	If I had extra money, I would buy the same Nissan brand again.					
2	I intend to continue buying Nissan brand in the future.					
3	I considered myself to be the loyal customer of Nissan container trucks.					
4	Even if Nissan were to raise the price, I would still incline to this brand.					
5	I would recommend this brand to friends and relatives.					

## APPENDIX B – Statistical Output

### 1. Proposed Elements Affecting Brand Trust

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.803 <sup>a</sup>	.645	.637	.29605	1.886

a. Predictors: (Constant), Perceived Quality, Brand Predictability, Brand Satisfaction, Trust in Company, Brand Experience

b. Dependent Variable: Brand Trust

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.427	5	6.885	78.561	.000 <sup>a</sup>
	Residual	18.931	216	.088		
	Total	53.359	221			

a. Predictors: (Constant), PQ, BP, BS, TC, BE

b. Dependent Variable: BT

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-.081	.266		-.303	.762		
Brand Predictability	.017	.052	.015	.327	.744	.786	1.272
Brand Experience	.037	.073	.029	.503	.616	.486	2.056
Brand Satisfaction	.359	.054	.391	6.591	.000	.466	2.145
Trust in Company	.366	.066	.310	5.563	.000	.529	1.892
Perceived Quality	.264	.063	.216	4.202	.000	.619	1.615

a. Dependent Variable: Brand Trust

## 2. Relationship between Brand Trust and Brand Loyalty

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.644 <sup>a</sup>	.414	.412	.45775	1.935

a. Predictors: (Constant), Brand Trust

b. Dependent Variable: Brand Loyalty

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32.604	1	32.604	155.597	.000 <sup>a</sup>
	Residual	46.098	220	.210		
	Total	78.702	221			

a. Predictors: (Constant), Brand Trust

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32.604	1	32.604	155.597	.000 <sup>a</sup>
	Residual	46.098	220	.210		
	Total	78.702	221			

b. Dependent Variable: Brand Loyalty

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.428	.273		1.569	.118		
	Brand Trust	.782	.063	.644	12.474	.000	1.000	1.000

a. Dependent Variable: Brand Loyalty