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CONSUMER BRAND TRUST AND LOYALTY ON RIDE
HAILING APPLICATION IN YANGON

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EMBA II-39

EMBA 16th BATCH

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ACADEMIC YEAR (2017-2019)

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“This 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 prepared by Mg Myo Min Oo entitled “**Consumer Brand Trust and Loyalty on Ride Hailing Application in Yangon**” has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree

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ABSTRACT

This study aims to examine the factor influencing brand trust on Taxi Ride Hailing Application and to analyze the effect of brand trust on brand loyalty of Ride Hailing Application in Yangon. The data are collected from 135 respondents with structured questionnaires from the taxi riders who use three main brands of ride hailing applications in Yangon. The study found that all the factors: marketing factors, attitude of mobile application and consumer factors have significant effect on brand trust. In additionally all the factors from brand trust have positive effect on brand loyalty. The result of the study give insights to the behavior of the taxi riders, simplicity, user-friendly, influential people and special offer of the product are essential to build up the consumer trust and loyalty upon mobile application.

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LIST OF ABBREVIATIONS

APP:	Application
GPS:	Global Positioning System
iOS:	iPhone Operating System
JICA:	Japan International Cooperation Agency
MOU:	Memorandum of Understanding
QR Code:	Quick Response Code
SUV:	Sport Utility Vehicle
URL:	<i>Uniform Resource Locator</i>
VIP:	Very Important Person
YCDC:	Yangon City Development Committee

CHAPTER (1)

INTRODUCTION

Brand trust and loyalty to the brand are key aspects of brand management (Chaudhuri and Holbrook, 2001). This shows that it is intangible in brand value. Building a strong brand with a loyal customer base is a strategic strategy for marketing. Because this gives significant competition and economic benefits to the company. Vulnerability to competitive marketing activities; Reducing marketing costs; Increasing market share; Better collaboration and interface; Oral and wider opportunities. Therefore, it is great interest to know how the brand built brand loyalty and brand performance.

Feeling of security held by the consumer in their interaction with the brand, that it is based on the perceptions that the brand is reliable and responsible for the interests and welfare of the consumer. First, brand trust involves a willingness to put oneself at risk, be it through reliance on the promise of value that the brand represents. Second, it is defined by feelings of confidence and security. Third, brand trust involves a general expectancy because it cannot exist without some possibility of being in error. Fourth, it is related to positive or non-negative outcomes. Fifth, it requires to make dispositional attributions to the brand such that it is regarded as reliable, dependable, and so on.

Brand loyalty has become an important issue in marketing. There are many research has been conducted to examine this issue. Brand loyalty is part of relationship marketing. In the theory of relationship marketing, there is a strong correlation between brand loyalty, trust in a brand and commitment. The aim of this empirical paper has been to investigate the nature of association between customer trust, relational marketing tactics and customer loyalty by using relational marketing mix(7Ps) tactics, consumer factor and mobile application features.

Nowadays, accommodation is one of the most significant elements for individuals who live in the urban areas particularly individuals who doesn't have vehicle or frequently utilize public transportation. Although Taxi transportation is more expensive than other kinds of public transport, taxi is one of the most advantageous transportations in Yangon, the capital of Myanmar. Individuals pick taxi to make their life increasingly helpful, quicker

and simpler to arrive at their goal. The use of taxi transportation among the larger segment of Yangon's population is also because of the lack convenient and comfortable public transportation for the Yangon Metropolitan Area.

Not with standing, they in some cases have issue to get the taxi. For instance, traveler can't discover any taxi in the region, or being cheated. Worst cases are crimes or offenses by taxi drivers to customers. A few cabbie is discourteous or gives a terrible assistance, for example, decline to pass by meters, would not take travelers, didn't have the foggiest idea about the headings, and needed of administration mind. At the point when individuals begin to see these issues, it prompts the making of taxi booking versatile application which intends to see the better changes in the general public.

Yangon's three most popular taxis are Grab, GetRide and FastGo. Although these three applications are quite different, there is one reason why they are gradually helping individuals to improve their lives. It is possible that the distribution and quantity of customers is very significant. The upsides of cabs booking portable applications is that the driver will in general get less won't take the travelers; in addition, travelers can check driver's profile and leave criticism for another client in the wake of utilizing the administration. They can check their lost things from application, and for the installment strategy they can pay via card or point and dispose of the drivers that don't have changes in certain applications. In addition, these taxi applications offer markdown and advancement that typical taxi has never offered to travelers.

Right now, there are around one hundred thousand of taxicabs in Myanmar, and around sixty thousand cabs are enlisted in City by YCDC. There are around seventy thousand taxicabs in Yangon which is such an enormous number of cabs, however travelers still have issue utilizing the administration. For instance, traveler can't discover any taxi in the region, or being cheated. A few cab driver is discourteous or gives a terrible assistance, for example, decline to pass by meters, wouldn't take travelers, didn't have a clue about the bearings, and needed of administration mind.

It was such an enormous issue for individuals who regularly utilized cabs administration, this prompts the arrangement of taxi booking portable applications which are intend to see better administrations. There are numerous taxi booking versatile applications propelling in Yangon and numerous urban communities over the world,

however what elements carry these three applications to be the best three taxi applications are. They may give the arrangement of better taxi benefits or satisfy the client fulfillments.

1.1 Rationale for the Study

Brand trust is of crucial importance. Trust has to be considered as the corner stone and as one of the most desirable qualities in the relationship both between a company and its customers and in the relationship between a brand and its consumers. The focus on brand trust is based on findings that there is a strong positive relationship between brand trust and brand loyalty (Chaudhuri and Holbrook, 2001). To provide additional insight into the product value – brand trust – brand loyalty chain by examining the effects of moderating variables on these relationships. More specifically, we investigate both the link between hedonic and utilitarian value of a product and brand trust and the link between brand trust and attitudinal and purchase loyalty and the impact of selected customer characteristics on these relationships in the context of mobile application that can be characterized as consumer durables with high brand relevance.

The American Dialect Society voted “app” (noun, an abbreviated form of application, a software program for a computer or phone operating system) as the word of the year for 2010. The definition defined by Wigmore I. (2013) that a mobile app is a software application developed specifically for use on small, wireless computing devices, such as smartphones and tablets, rather than desktop or laptop computers. These mobile apps are built to make things easier for the users; they have different design and color from their website template. Moreover, they are designed for user-friendly site navigation and high speed load time.

In this research, the purpose is to have a better understanding the relationship between main factors (Service, Price, Place, Promotion, Car Condition, Process, Driver, Mobile Application and Consumer Factors) toward consumer brand trust to choose services among three taxi booking mobile application and to study the factors influencing consumer brand trust of top three taxi booking mobile applications in Yangon: Grab, GetRide and FastGo. Another reason is interested to provide the research information to who need to develop more effective taxi booking mobile application and getting the idea of business startup in transportation field and technology of new generation who notices the weakness of the current system and uses the creative ideas and technologies to solve the problem.

The research result could be useful for marketing expert who interested to understand the behavior of Myanmar taxi's consumers.

1.2 Objectives of the Study

The main objectives of the study are

1. To examine the factor influencing consumer brand trust on Ride Hailing Application in Yangon
2. To analyze the effect of brand trust on brand loyalty towards Ride Hailing Application in Yangon

1.3 Scope and Method of the Study

In this study, to examine and identify the relationship of marketing mix, mobile application, and consumer factors toward top three taxi booking mobile applications: Grab, GetRide and FastGo in Yangon, Myanmar. This study is a quantitative research based on the concept of the factor influencing consumer brand trust as well as related research. The questionnaires which concern with the consumer brand trust by focusing on the possible mode such as feature and function of applications upon brand trust, marketing mix (7Ps), and consumer factors and demographic are used in this independent study. Primary data are collected from one hundred and thirty five users who have used or often used the taxi booking mobile applications: Grab, GetRide and FastGo within Yangon.

1.4 Organization of the Study

This study is organized into five chapters. Chapter 1 is the introduction of the study and it includes rationale of the study, objectives of the study, scope and method of the study and organization of the study. Chapter 2 discusses about the theoretical background of each variable of the study which are marketing mix 7Ps (Service/Product, Price, Place, Promotion, Physical Evidence/Car Condition, Process, People/Driver), feature of mobile application and consumer behavior (factors). Chapter 3 represents background and a brief introduction to ride hailing market in Yangon and profile & marketing practices of Ride Hailing Platform in Yangon. Chapter 4 discusses the analysis on the factor influencing

brand trust towards brand loyalty. Finally, Chapter 5 is the conclusion that involves findings and discussions, suggestions and recommendations and the need for further study.

CHAPTER (2)

THEORETICAL BACKGROUND

This chapter focuses on the theories and empirical studies associated with Ride Hailing Application, consumer factors, marketing mix (7Ps), brand trust and loyalty. And last, conceptual framework will be conducted and make clear overview of this research.

2.1 Marketing Factors (7Ps)

Marketing mix is a marketing strategy tools which often crucial when determining a product or brand's offer, and is often associated with the four Ps. A four Ps classification was presented by the marketing expert E. Jerome McCarthy in 1960, which consists of product, price, promotion and place. The "seven Ps" is a marketing model added to the four Ps mentioned above. It's including physical evidence, people, and process. It is used when the relevant product is a service, not a physical good.

Product: The first P is about the real thing that sells to the consumer; It can be either physical or mechanical. For many products, this strategy includes the services or opportunities that accompany it. The Company must consider what the customer expects and needs from the product. The appearance of the product; first name, These important concepts are included in this P.

Price: The second P indicates which price applies to the product. First and foremost, the price of profit and competitiveness indicates what the price of a product is. In addition, rent related issues, as well as discounts related to money, are considered. The price strategy will determine what type of product it will sell or what. It is to determine how much the customer will discount.

Promotion: Here, Costs can increase compared to production costs. Therefore, they must be very careful in deciding how to sell the product and how to sell it to customers. At this stage, analysis should also be made to promote promotion decisions. Decisions about promotion include what medium to use (TV, print, etc.) and when and where to promote. The pigeon point falls into the statistics field - to learn more about this math-based industry,

take a look at the Introduction to Financial Accounting Statistics to learn some basic concepts.

Location: Final P of the original marketing mix, the space deals with distribution channels and consumer questions. The issues of business operations and logistics issues are examined here. At this point, decisions need to be kept on which product to store; whether sales force is needed or not.

People: The first P of the extended marketing mix applies to the people working for the company. It is important to recruit and train the right people; this is because he will deal with customers. These include customer service representatives, brokers and dealers. This may include customers who represent a company, sales staff, and other companies.

Physical Identity / Layout - It is very important how the customer is presented to the customer, including Windows. Of particular importance to brick and mortar stores that sell a product is that they are welcome, welcoming, and informative. Must be easy to get to. If the product sold is better than the other.

Process: Final P dealing with customer service, handling service complaints, and the ability of the company to foresee any issues before they actually occur. These customers can gain confidence in the company's ability to handle issues clearly defined and effectively addressed.

2.2. Attitudes of Mobile Application

According to a recent study, small businesses are increasingly relying on mobile technology for growth. According to the 2013 AT&T Small Business Technology Survey, 85% of small businesses use smartphones. As a result, mobile technology has become an integral part of the business world. Let us now look at ways you can use this technology to grow your business.

Mobile technology and mobile applications are the pioneers of the digital revolution that has changed the way we live. As mobile technology reaches new advancements, mobile applications, also known as mobile technology, also grow. As we move forward in this modern mobile computing system, mobile technology and applications have opened the way for all aspects of our lives. Each year thousands of mobile applications are being developed to meet our needs and wants.

There's a simple point about mobile applications and the economy. A great mobile app can definitely help you get your business to the top. But today, it's not enough with a big mobile phone. Thousands of Android applications and iOS apps are available in stores, as your mobile applications are not only good but also essential to success. Although a good mobile application is not translated into a successful mobile application, all successful applications are excellent apps. To building successful mobile application, it is vital to these characteristics in order to be successful.

The interface of mobile application, It doesn't matter if advanced technology features and features aren't working. Highly consistent and consistent application development should be a priority. It should be tested well under extreme conditions and its performance should be consistent. In terms of performance, the best mobile application doesn't have the least CPU and battery capacity and storage space. Upload time must be less than 10 seconds. Generally, users may be impatient with long-term startup times. Get bored If your application has a lot of stored data, avoid longer startup times. If not, there is a cool startup / loading screen on the startup / loading screen and the user will be informed that the startup process is running. High and consistent activity means at least from zero to zero and freezing. It is very scary when an application collapses and freezes. Trust and consistency should be a priority in building a mobile application.

Mobile app should be memorable and stand out from the rest. Out there, there are thousands of mobile applications, what is the question of how you are aware of your application? Mobile app will be attractive to the right audience, it needs to be attractive. It must be distinctly packaged and fully sealed. Your idea is more than just memorizing other people's ideas. A key to successful applications is easy to use. In general, mobile users generally have the patience and the time to learn how to use complex applications, especially if your competitors offer the same feature but are easier to navigate when designing an application that users cannot immediately get what they want. It is important to make sure.

When designing a mobile application, make sure it is suitable for mobile devices. Remember, there are many different platforms in mobile technology. So you want to make the right design for your brand and device. If you think you will like it for Android mobile users, do not access your application by simply building an app for iOS products.

Not all users of mobile application will be tech savvy. There will always be someone who needs to download and use your application. It is important that you respond promptly to questions and requests. Sometimes a question is about selling, selling, and selling on social networks. It can lead to support or sharing. It is also important that your content is up to date and contains relevant information. Regularly correcting mistakes and posting new features is the best way to keep your end users interested. Mobile application need to have attractive and affordable, if it is not the customer is not interested in using it. If he can get a free app for the same performance, why should the customer choose expensive app? Try the free version and the full-feature paid version. However, it is important to be able to get your full-feature paid version.

2.3 Consumer Factors

As defined by Kuester, Sabine (2012), consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. From Lynn R. Kahle, Angeline G. Close's study (as cited in Asaad Ali Karam), consumer behavior blends elements from psychology, sociology, social anthropology, marketing and economics. It helps business people to understand the decision-making processes of buyers, both individually and in groups such as how emotions affect purchasing behavior. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand customer's need. It also assesses influences on the consumer from groups such as family, friends, sports, reference groups, and society in general.

This study of consumer behavior helps companies to improve their marketing strategies. Helps to understand what consumers think about different brands and products. Their culture, their culture, and their consumers. Influence of family and media. It helps marketers to adapt and improve their marketing activities and marketing strategies. Consumer behavior in services and services. Contains ideas and tangible products. (Lars Perner) Consumer research began in the mid-60s when it came to the understanding that marketing managers primarily came to understand the causes of consumer behavior. Managers want to know the different characteristics of consumer behavior as they receive information to develop marketing strategies. If managers can predict consumer behavior,

they can also influence behavior. Therefore, consumers need to know consumer behavior to understand not only consumer decisions but also different decisions about product marketing. (al. 2000, Hawkins).

There are different applications of consumer behavior. One is to develop better marketing strategies. The second application is the establishment of a public policy. The third application is related to social marketing. Consumers seek advice rather than selling something. Another benefit of studying consumer behavior is that it helps us to become better consumers. (Lars Perner) Consumers' perceptions of certain objects and attitudes this includes the perception of the subject and the behavioral intentions in marketing for certain objects. The consumer's beliefs can be positive or negative. In the consumer buying behavior, problems can be recognized; Evaluation of information and other options; Purchasing decisions; these are the stages of consumer behavior and each stage has different consumer behaviors (Blackwell et al, 2005). At each step we should understand consumer behavior. It will tell us which level of strategy to adapt to.

Understanding the consumer's psychology helps to understand the consumer's behavior at each stage. It will help to develop a marketing strategy at each stage. The customer's decision-making process is based on personal characteristics, attitudes and values. Due to psychological and social characteristics. Customer retention is very important. It is related to consumer buying behavior. After using a service or product, consumers are dissatisfied with the level of satisfaction. Depends on the quality of the service. There is so much competition in the telecommunications industry that consumers are satisfied with the expectations. It is the quality of the service that surpasses what customers expect (Jane Smith). As time goes on, customers' demands change. The needs of customers change with the new technology, and the needs of the customers become their needs. Today, companies need to understand their needs and wants in order to maintain and retain customers and to introduce service and product quality changes as their needs change.

2.4 Brand Trust

A brand is a symbol of a product or service that is unique to its competitors. Symbol, is a symbol or design or a combination of all. (Kotler, 2012). Brand qualifications; in consumer marketing literature, consumer confidence is a concept that

has strong relevance to consumers' opinions. One of these is the concept presented by Assael (1998). In this concept, brand trust is a cognitive part of the behavior. Trust means the risk of trust and expectation and behavior of payment agents (Rai and Medha, 2013; Atkinson and Rosenthal, 2014) .Brugha (1999). Certification It affects love and behavior. Assael (1998) states that trust can be measured by determining the quality and benefit of the brand.

Discussion of trust is related to marketing (Morgan and Hunt, 1994; Parasuraman et al, 1985). Trust and commitment mediate the relationship between customers and the company (Ekelundand Sharma, 2001; Tezinde et al, 2001; Morgan and Hunt, 1994; Alam and Yasin, 2010). There are two types of trust. They are institutional trust and self-belief (Ekelundand Sharma, 2001). Brand trust is a part of personal trust.

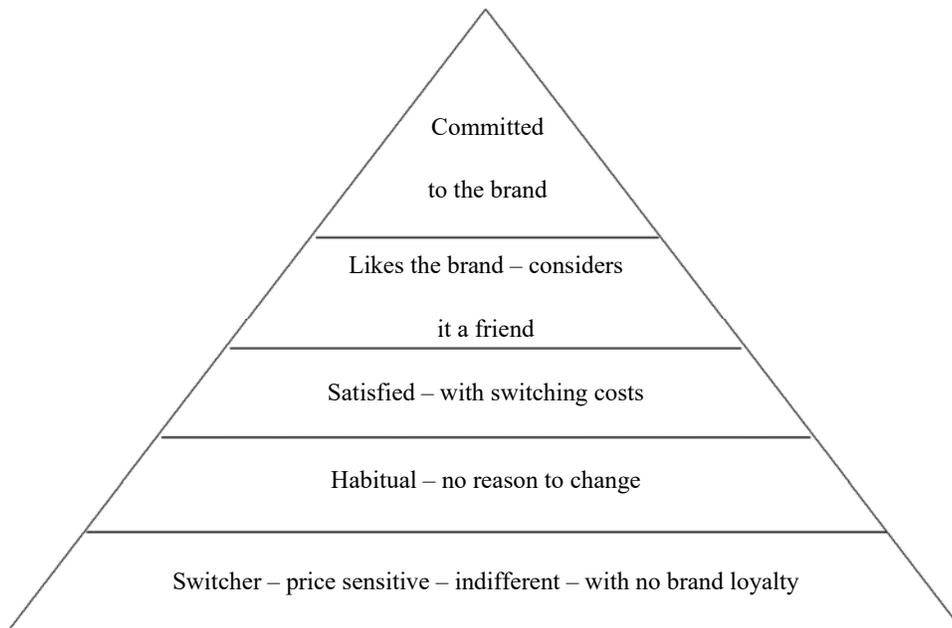
According to Gurviez and Korchia (2003), there are many things that can be expressed through trust. First of all, trust and commitment are the most important changes in maintaining long-term relationships among colleagues in the business and industry. Secondly, the explanation of the relationship between the company and the consumer is explained by the theory of economics, especially in terms of payment costs. Third, the biggest obstacle to building the concept of trust is based on perception and impact. Many factors such as brand, confidence, commitment and satisfaction, affect the loyalty (Tezinde et al, 2001; Lassoued and Hobbs, 2015; Joo, 2015).

2.5 Brand Loyalty

Being loyal is when you say no to other brands in the same product-category even if they are better than the brand you choose. loyalty gives an advantage to the firms, as they can handle competition in lower price and develop the products much better when having loyal consumers.

Brand loyalty is important for several reasons such as reducing the production cost due to sales volume is high, spending less money on advertising, using premium price for increasing profit margin and word of mouth by loyal customers. It is very important to have loyal customers, company need to point out the advantage of the product over competitor's one. The Figure (2.1) is showing the loyalty pyramid by David A. Aaker (1991)

Figure (2.1) The Loyalty Pyramid



Source: Aaker, D. A. (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. New York: The Free Press.

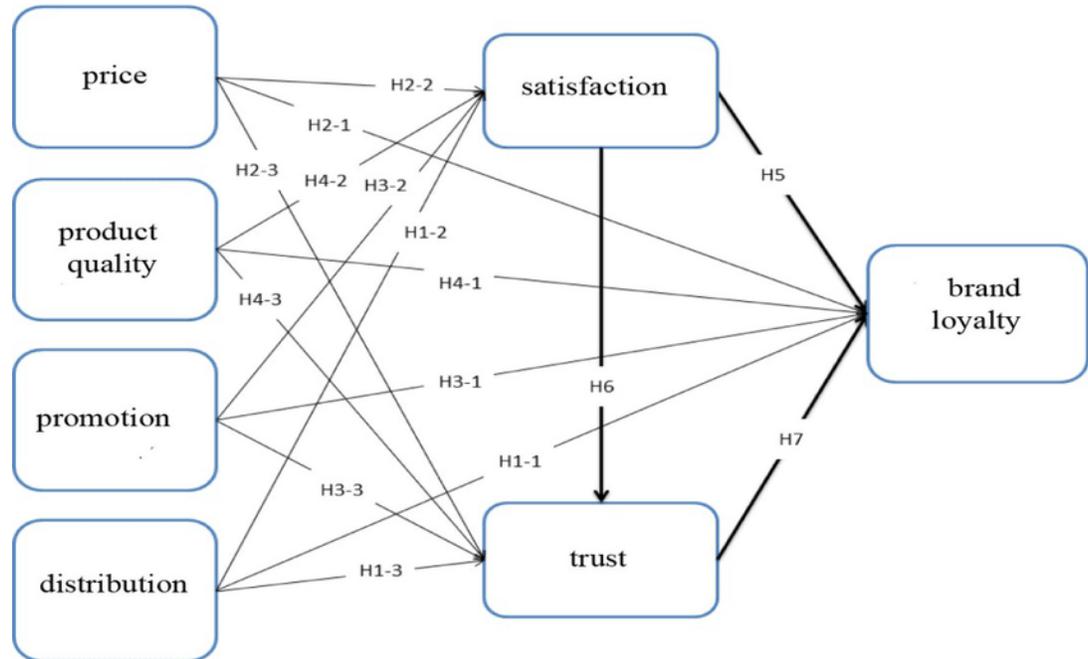
From the Figure, the first level represents non loyal customers who do not care much about brand name and can change the brand if they see differences in price. Thus, brand does not affect their decision making. Second level is group of customers who buy the brand out of their habit. These kinds of customers don't see any reason to change their purchasing behavior. If they cannot find the brand they often used in the shop, they are going to choose another brand instead of going to another shop. Third, it consists of satisfied customers with switching cost. Forth level is all about emotion, quality and experience, customers are truly like the brand and logo, they have good perception on the brand or they have a long term relationship with the brand. Last, it represents committed customers who proud to use the brand. For them, brand can express their personality and they also give recommendation to others.

2.6 Previous Studies

Adel Pourdehghan conducted the research on Master of Science in Business Administration, Persian Gulf University, Bushehr, Iran. The conceptual model is presented to investigate the impact of marketing mix elements on brand loyalty, considering the

impacts of satisfaction and trust variables on brand through studying the relationships of mentioned structures, background of the study, and the literature.

Figure (2.2) Conceptual Framework of Adel Pourdehghan



Source : Adel Pourdehghan, 2015

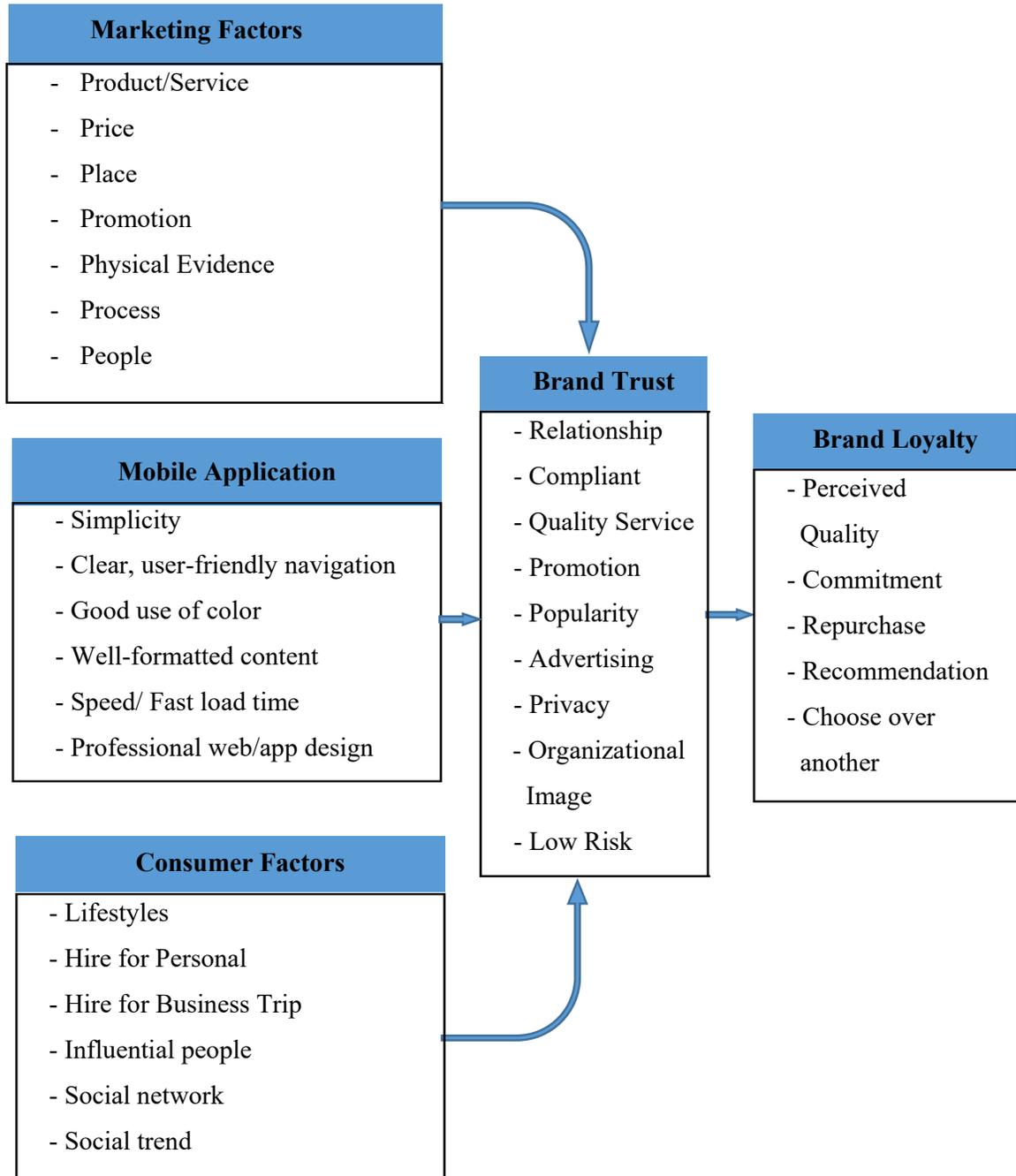
The conceptual framework is provided in Figure (2.2). This framework includes seven variables of price, product quality, promotion, distribution, customer satisfaction, brand trust, and customer loyalty.

Hong Youl Ha conducted the journal of Product & Brand Management in 2004. The online environment includes several distinct factors that influence brand trust. As consumers become savvy about the Internet. This study examines how brand trust is affected by the following Web purchase-related factors: security, privacy, brand name, word-of-mouth, good online experience, and quality of information. The author argues that not all e-trust building programs guarantee success in building brand trust. In addition to the mechanism depending on a program, building e-brand trust requires a systematic relationship between a consumer and a particular Web brand.

2.7 Conceptual Framework of the Study

Conceptual framework is formed based on the research objectives and research questions. It displays both dependent variables and independent variables. These variables are connected and linked to form a test on this study.

Figure (2.3) Theoretical Framework



Source : Own Compilation, 2019

Figure (2.3) is the conceptual framework that focuses on three dimensions that determines the brand trust towards brand loyalty. This research studies the relationship between marketing mix (7Ps), mobile applications, consumer behavior and demographic toward choices decision of top 3 taxi booking mobile applications in Yangon. There are

three sets of independent variable including marketing mix (7Ps), mobile application and consumer behavior, and 2 dependent variable which are brand trust and brand loyalty. The questionnaire will be made to be specific and conformity with conceptual framework.

CHAPTER (3)

BACKGROUND AND MARKETING PRACTICES OF RIDE-HAILING PLATFORM IN YANGON

This chapter introduces the general overview of Ride-hailing platform in Yangon. The highlights are ride-hailing market in Yangon, profile and marketing practices of ride-hailing companies.

3.1 Ride-Hailing Market in Yangon

There are more than 70,000 taxis in Yangon, with twenty percent of the population using taxi services, according to a JICA survey. Payment system smoothness and safety for travelers. Passengers are hoping for a more convenient transport by entering foreign taxis into the domestic market. In 2015, Yangon's commercial market series received eighty million kyats, with revenue expected to reach 200 million kyats by 2025.

The ride market is becoming more competitive. Drivers and travelers are comfortable, easy to use, and easy to use. Accurate location, Fair and reasonable prices; Discounts or promotions; There are many services available such as good service and commission fees. If the price is reduced to a reasonable level, the taxi market is an opportunity.

Hello Cab is truly the first taxi driver in the riding market and introduced the much needed meter taxis in Yangon in 2015. It was transported by Yaung Ni Oo Co., a transport employee. Singapore Telecommunications Strategic Services Development Holdings (SDI) and GAP VC is a Singaporean joint venture. Local customers' needs are so vast that they have to work day and night in different places. Services for business or social issues. Therefore, Oway started the Oway Ride in April 2016. Oway Ride is a fun, fun, and fun ride. The monthly growth has been rapid for drivers and registered users. Grab and Uber are the first to enter Myanmar. By 2016, the number of foreign market companies increased.

Local taxi companies have said that even after the departure of Uber, which was cycling in Myanmar earlier this year, rival Grab was struggling to survive in the domestic

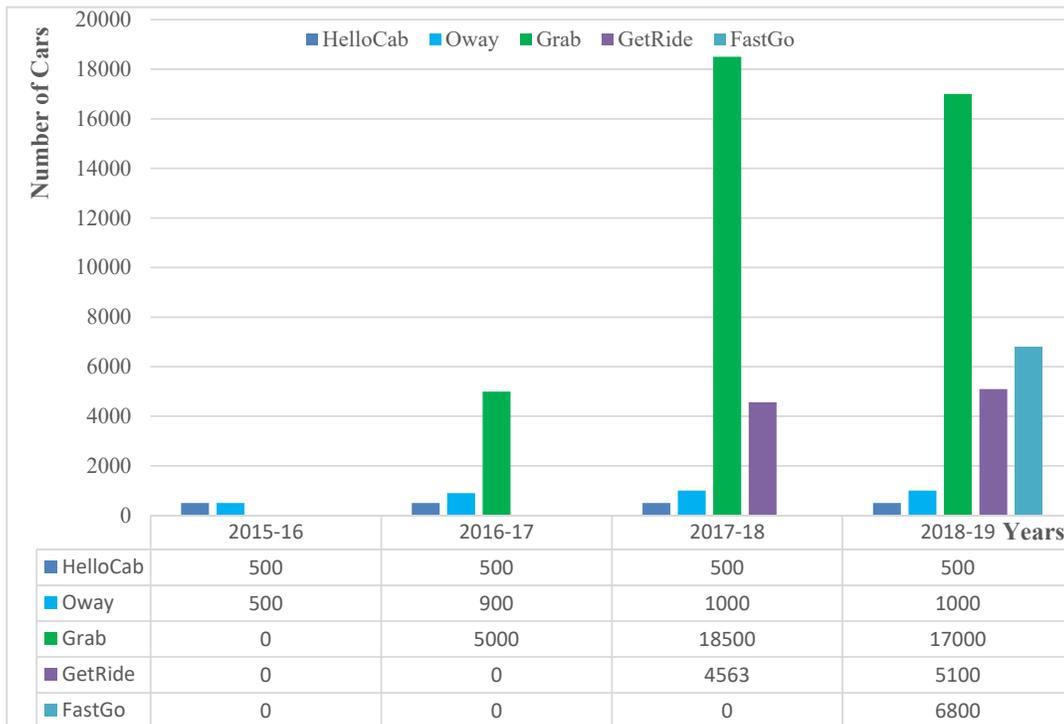
market. Hello Cabs has sued Grab for improper use of information under competition law. Before entering the market, Grab and Hello Cabs discussed a possible partnership for mobile taxi services in Yangon. As part of the agreement, Hello Cabs shared strategic information with Grab. Prior to Uber and Grab, taxi services were provided by two local companies, Hello Cabs and Oway Ride. But in August 2018, Hello Cabs canceled its taxi app because it couldn't compete with Grab. In fact, local taxi operators have called on the government to set rules to save local businesses. While Hello Cabs and Oway Ride have long been in the market, Grab and Uber have quickly moved into the market share with incentive incentives for drivers and attractive rates for travelers.

Oway Ride Hello Cabs v Ok Taxi; Other companies like Get Ride, Fast Go and Billion Taxi Group have set up their own app, but nobody is as famous as Grab. OK Taxi, Get Ride, Fast Go, Billion, and other taxi apps are starting to catch on. Some drivers and travelers feel that companies need to advertise more. Since there are not many apps that allow you to ride beyond Grab, a high number of choices will benefit from the customer's perspective. Some have complained about the services of Grab drivers, but more are concerned about the safety of ordinary taxis, according to taxi drivers who kill passengers. Another common complaint about the application between both driver and passenger is the accuracy of the location mentioned in the app. Mobile penetration in this border market reached 95% in 2018, up from 7% in 2013, according to Myanmar's second-largest network operator. However, when it comes to tourism, 80% of local consumers rely on traditional offline systems rather than on digital trends.

Hello Cabs and Oway Ride, which started services in 2016, are competing with foreign companies. To intensify the competition, Oway Ride launched a three-wheeled taxi service called Mandalay O Mini 2017. Oway Ride is one of the top taxi companies in Mandalay. But the company's market share in Yangon is not significant. Recent innovations in local taxis such as OK Taxi (Get Taxi, Get Ride, Fast Go) include hittch.com and hohotransport.com. It hopes to download users of the US taxi app Uber. Location, but mainly use registered taxis. As expected, along with the newly created web app, these problems are further complicated by the realities of Yangon's internet connection.

Table (3.1) showing the Market Analysis of Ride Hailing Application in Yangon in terms of number of TAXI using Mobile Application in each year.

Table (3.1) Market Analysis of Ride Hailing Application in Yangon



Source: Survey Data, 2019

3.2 Background of Ride Hailing Platform Companies in Yangon

There are currently six ride hailing companies in Myanmar – Grab, Oway, Hello Cabs, OK, Fast Go and GetRide.

Hello Cabs: The home-grown Hello Cabs have been around for a while, but started introducing a new app in April 2016 by launching their new metered cab service (an innovation in Yangon). Offer quite basic interface: Grab similar but colorless. Although the Internet was slow at the time, Hello Cab was well received by travelers in Yangon. Initially, there were five hundred taxi drivers registered at one thousand up until now. After getting a taxi with the app on the website. Hello Cabs has proved to be more than a simple taxi service. The company offers a wide range of rental options. Most of their vehicles include: vehicles, vehicles Vans, vans and vans Advanced riding; Drive SUVs and their services; Includes long distance travel and taxis. The company is probably the most well-known provider in this market. Uber and Grab's services do not offer their own services. These services are not recognized by the app. One thing is, as the Yangon market becomes more aggressive, the company will be wise to act.

Oway Ride: Myanmar's largest online travel and travel business company is in the market to raise capital to expand across the country. Oway was founded in 2012 and started as an online travel platform and entered the market in 2015. Oway Ride launched services in 2016 and is part of the Oway Group. Price flights and bus trips across the country. To date, the Company is an international financial corporation corporation; Singapore-based private equity firm Northstar Group; Daiwa PI Partners Openspace Ventures from Japan It has received twenty four million and seven hundred United State Dollars in funding from investors, including Emerging Markets Investment Advisers and Belt Road Capital Management. The company's strategy is to penetrate other parts of Myanmar. Its competitors, mainly the Southeast Asian Riding Group, are in Yangon, which holds a market share. Oway is located in Yangon, Myanmar. Mandalay Bagan Currently, there are 5 townships in Pyin Oo Lwin and Mawlamyine. The largest market share except Yangon. In addition to its tourism operations, Oway operates Oway Fleet for retail and corporate customers. In June, the company partnered with Telenor to offer free wifi services from Mini Oway to Three Wheeler tuk tuk service in Mandalay.

Grab: Singapore-based transportation network, formerly known as MyTeksi and Grab Taxi. It launched mobile ride service in Yangon in March 2018. He said he had registered five thousand taxi drivers in the first four months of launching his service. : Grab Taxi Plus launched in January 2011 It also drives Grab's best rated drivers. The service urges drivers to maintain the highest vehicle quality and maintenance standards for high rates or revenue. Grab also started Grab for Business. This allows companies to better manage the transportation costs of their employees. In addition to transportation, the company provides food delivery and digital payment services through the mobile app. The company was originally founded in Malaysia in June 2012 and has since moved from the notoriously difficult Malaysian taxi market to move its headquarters to Singapore in 2014. The economic model is now Singapore, Singapore and Southeast Asia. Malaysia Philippines Vietnam Thailand Myanmar and Cambodia. According to a rapid expansion program, they are now operating across Southeast Asia. Stealing the march on Uber; Grab is available in Yangon from March 2016. The company's app can show nearby drivers and provide fast and accurate wait times. The company selects a card payment system (currently not available in Yangon) and allows them to plan future trips and save favorite routes. There is also a feedback support function. In addition, the company is working on rewards

programs and monthly promotional promotions, and is the best way to compete in the highly competitive market.

Get Ride: GetRide's regional business application was established in 2017 and launched in the local taxi market in October 2018. They want to provide a reliable, reliable taxi service for people all over Myanmar. Although the company has planned to operate a three-wheeler motorcycle network in the states and regions, upgrade the GetRide application and start the system for taxis and commissions this year. At that time, Uber was leaving the Southeast Asian ride market, including Myanmar. In addition, Hello Cabs' first taxi service suspended its service. Another company, Oway Ride taxi service, is struggling to maintain its service in the market. In such a situation, Grab has dominated the economic opportunities that have come into Myanmar. GetRide is unwise to enter businesses. Big companies like Uber have not been successful in Myanmar. But start building trust in the company and its people. They believe in the fact that they are born and that the locals will accept this.

GetRide is a very young ride service and is trying to become more popular in the market, it offers two types of services - one using the GetRide application and the other without the application. Non-application services aim to expand market share in states and regions. You must be a GetRide Drivers member to purchase a Wheeler with a rental system. Then they can use the app or they can drive three wheels without it. Customers can blow three wheels through the app. Now Mandalay Pyin Oo Lwin Mon Village Bagan Sittwe: Thandwe has about 1400 wheels with three GetRide wheels. Local Challenges. Currently, Grab, an international traffic conglomerate, dominates the regional competition market, with a few domestic competitors, including GetRide. International raiding companies operate around the globe by providing incentives to drivers and consumers to gain market share. For now, GetRide has not received any investments from foreign investors or angel investors.

GetRide developed its application in programmers from Myanmar and Vietnam. However, with the help of the Chinese programmers, it is planning to upgrade the application. The company says it will soon launch a new app. In the meantime, it is focusing on increasing the number of drivers to catch up with Grab to become a second place according to market share and customer preferences. GetRide has over ten thousand registered and serviced vehicles in its app. However, no commission has been collected from drivers. After the Thingyan festival, the company plans to start collecting

commissions from drivers. Now, the company has started setting up a commission of just eight percent of drivers in June, 2009.

Fast Go: Vietnam-based ride company has expanded to Myanmar, becoming the first Vietnamese company in the business sector to expand its business to foreign markets. FastGo plans to introduce its services to major cities in Myanmar, targeting two million users and one hundred thousand drivers in the first year. In addition, it is necessary to invest and invest in developing new services in the market. Vietnam signed a memorandum of understanding with Myanmar Sun Asia Group in November 2018, seeking to expand e-commerce and tourism. It will also partner with telecommunications operator Mytel to provide telecommunications and data services and to guarantee its customers in Myanmar. MyTel is the fourth telecommunications company in Myanmar, funded by the Viettel Group, which links to the Vietnamese military. FastGo will compete in the market with Grab in Malaysia. It was the foreign-owned ride-hailing company in the country after leaving the US-based rival in Southeast Asia last year. Grab is one of the largest airports in Myanmar. Apart from Rangoon FastGo, it will also oppose local ride companies such as Oway Ride, OK Taxi and GetRide.

OK Taxi: The new OK Taxi application, which was launched in early September 2018, offers flexibility and options for both drivers and passengers compared to other commercial rental apps in Myanmar. The company will not accept any commission from drivers. Riders can ride a taxi at the rates specified in the Appers. Or you can choose between negotiating with drivers. There will also be an In-app option that allows riders to choose between air-conditioned and non-air-conditioned vehicles. Currently, the App has registered about three thousand taxis in the OK app. At this time, drivers on Android phones can download the app. More importantly, horsemen will also be given a chance to book popular forms of transportation in other states and regions. In the next two to three months, the company expects to expand its network to other states and regions. 2.0 is the OK dollar mobile money transfer application.

In this research studies top three most often used Ride-Hailing Application which are Grab, GetRide, FastBo. Table (3.2) is the comparison of offline taxi service and top three application.

Table (3.2) Comparison of Three taxi calling apps: Grab, GetRide, FastGo

	Traditional Taxi Services	Grab	GetRide	FastGo
Payment	Cash	Cash / Card	Cash / Card	Cash / Card
Number of Cars	31,000	17,000	5,100	6,800
Advance Calling	NO	YES	YES	YES
Show the current location of Taxi and estimate time of waiting	NO	YES	YES	YES
Able to share trip information	NO	YES	NO	NO
Feedback	NO	YES	YES	YES
Android	NO	YES	YES	YES
iOS	NO	YES	YES	YES
Taxi booking fees	NO	NO	NO	NO
Ride with Air Condition	Maybe	YES	YES	YES
Fare	Adjust	Fixed	Fixed	Fixed

Source : Survey Data

Table (3.2) showing the difference feature and services between Top three Ride Hailing Application in Yangon and Traditional Taxi Services.

3.3 Marketing Practices of Ride Hailing Platform in Yangon

For the marketing, almost all ride hailing companies actively carry out promotional and marketing activities to drive up their client acquisition and popularize their services. Marketing and promotional activities have proven to increase the revenues of ride hailing companies resulting in higher profits for both them and their contractors and increasing their capacity to further improve their services allowing them to charge premium rates.

3.3.1 Promotion and Advertising

The campaign for wires is especially beneficial for car buyers and buyers at the moment, which is particularly beneficial for car buyers and buyers. In view of the current

structure of the country, No one is allowed to sell his goods through the sale of goods without the right to sell goods to the business. However, service providers do not cover service delivery. Improved vehicle mechanics; In particular, the wealth of wealth, wealth and wealth, especially of cities and automakers, and the wealth of business, including the special needs of each buyer and buyer.

Capital Displacement is when an organization sells its products or services at a lower cost than its cost of production and production. This is an arbitrary price to increase the market share initially and subsequently charge a higher premium. To make matters worse, the local taxi operators are not aggressively opposed to the hostility of the people who depend on the services being provided. Consider special plans to attract more users and make special plans to publish or distribute them in public. It's a movie theater, Exhibitions; It will work effectively in most places, such as sports and arts. Make sure to include all contact information (company name, mobile / cell number, website address) in all marketing materials. Nevertheless, Any formal competition commission that has not yet been formally taken into account must take any action. Stickers are like a positive marketing tool. They can be used outside of the taxi. The taxi company creates a program that refers to new customers with a 10% discount. Ordering a QR code promotional sticker Such a code is directed directly to the download page of the passenger app.

Figures (3.1) QR Code for Taxi App



Source onde.app.com (2018)

There are many taxis in Yangon and it is not easy to find a taxi driver at any given time. In fact, the taxi driver is much more than the demand. The average daily wage of a driver can be reduced from K 450,000 per month to K600,000 per month. The biggest problem with traveling to Yangon by taxi is the lack of an interchange system with taxi meters. Existing taxi applications in relation to payments to consumers. Still in the dark.

Lastly, this is because of the limitations of the taxi industry, so drivers may have to travel long distances, or even to get a taxi. Traffic, Passenger weight That means taking into account fuel consumption and the time of the moon. Go up as an app. If it is successful, then the poor development of Yangon's mobile internet has improved, especially if it is difficult to negotiate payment with those who need the most mobile phone applications, if it goes beyond enough to drive enough.

But can these mobile applications solve the long-term problem of relocating to Yangon? This could give drivers a higher salary. But in order to solve traffic congestion, Yangon needs taxis on the streets where it can buy valuable time. Despite the fierce competition, companies say all the services that come with it are expected to have higher incomes compared to standard taxis. Services are now available in Yangon in partnership with licensed taxi drivers. It is unlike any major city in which foreign travelers can bid on private vehicles.

(a) Early Adopter Advocacy: Verbal marketing is essential for riding services. One way to get the company started is to find people who are shaking the Silicon Valley and to support the brand. Many technologies are constantly looking for new products and services that change their way of life, but they are leading. First, there is a free trial of horse riders. Model the change in free-agency commissions and change strategies for early adopters with a new, new company.

(b) Reference: Early adopters were able to take advantage of the referral marketing program for a free ride when friends were available for credit. This gives a good reason to try out a service for money in the first place. For the ride-hailing app, some of the superstars have received a huge crowd of some \$ 50000 for the ride app and the transfer credit. Drivers can get faster and easier for both buyers and contractors by getting referral incentives.

(c) Review: One of the distinguishing features of the flying platform is that transportation interruption is a rating system for drivers and passengers. Because passengers can't easily find where they stand, drivers may be more motivated by their rating. Nevertheless, The system fosters confidence in their application and promotes better behavior on both parts of the driver and passenger. Uncertainty (or fear of being overwhelmed by how many people a friend is traveling to) makes all this a little smoother for everyone.

(d) Partnership: The raid areas have implemented many partnerships to attract first and foremost loyal customers. Credit card holders can avail of discounts; Guests like the hotel can get hotel points for every trip they visit. Spotify users can link their profile to their music to play music while they stream. While Capital One and Hotel Partners offer a financial incentive to drive these customers, Spotify's alliance is a fun one for backpackers. All of these partnerships provide greater legitimacy for large startups.

(e) Loyalty Program: Many consumers do not know it but have a loyalty plan for at least two years if they ride on skyscrapers. "VIP" rides over 100 riders for loyalists. The main advantage of the program seems to be that VIPs have special access to the highest rated drivers. However, the program is "very important." But the shadow is "very important."

3.3.2 Services

Taxis are one of the means of transportation in the region along with trains and public buses. But it is by far the professional taxi service for the country's commercial capital. As a matter of fact, most of the 60,000 taxis are driven by individual owners. The taxi fare depends on the negotiation between the driver and potential passengers. Taxis do not use meters; So prices are weak.

The process is often tedious, and squeezes out travelers who want to reach their destination as soon as possible. The situation is even more resilient during the monsoon season. Also, most drivers are not well trained to provide expert service. To make matters worse, there is no way for a taxi to track a taxi through GPS. Overnight, taxi drivers will usually depart for long distances. If there is a traffic jam during a traffic jam, drivers will also refuse passengers. However, if they agree to bring in passengers during rush hour, they will incur significant costs.

But for travelers who are running fast, they can only endure all their inconveniences to get to their destination. Travelers can use these taxis for their mobile phones, mobile phones and mobile phones. You can rent via Facebook accounts or company websites and call centers. Hello Cab Taxi has over 900 taxis and is popular among travelers. The company took a commission of up to 12% of the taxi fare, depending on the route. But now they bring only 9% off the price. Employees must have good character. They should also have good air conditioning in their cars. The Oway Ride has about 1,000 drivers and aims to increase to 5,000 drivers by the end of 2017. Grab plans to start implementing mobile

payments in the future. But now travelers pay with cash rates. Grab is in Singapore, Singapore. Indonesia Philippines Malaysia Everyone can download the company's application for free from the application or Google Play and sign up for their phone number or email.

When passengers request a ride through the app, they will receive important details. For example, driver's contact information and vehicle license number. Waiting times are usually 15 to 20 minutes, depending on the location of a passenger. Passengers can even find the driver's location through the app. Friends! Share details about the trip to see if you are safely home with your family. Most travelers say that the application is easy to get around, but it is not. Taxes are expensive. The average cost is 1,500 to 2000 kyats compared to ordinary taxis who need to be skilled at negotiation.

In other countries, local taxis dislike the app-run taxi service because local taxis reduce the cost of renting a taxi. Therefore, the local taxi industry cannot compete with the international taxi service. The Japan International Cooperation Agency (JICA) reported in its report that 20% of the more than 2 million passengers in Yangon use taxis and the rest travel with public transport. According to the Department of Road Transport, there are only 60,000 taxis on Yangon's streets, but only 30,000 are required. Taxis make the first impression about the country. Because when a foreigner arrives at the airport, the first thing they have to deal with is a taxi and his driver. Repairing large numbers of taxis is a long way off, as locals and foreigners often lack skills and knowledge of taxi drivers. They often complain about their attitude toward customers to the failure to read Google Maps.

3.3.3 Product Features

Taxi app development is one such service which saves time & cost by providing user-friendly apps in mobile phones. Taxi apps cover two major interfaces such as Passengers & but visible Taxi drivers by making it easy to communicate with both on the same phase. Some of the key features that a taxi app development is as follows:

(a) GPS tracking, Maps, & Route - As connected with the service of real-time tracking, so it is like a boon for can booking apps. It is beneficial for both the passenger & driver in such a way that passenger will get proper time through live tracking that exactly how many minutes cab is going to arrive and driver will also get the exact pick-up location of the passenger. GPS & route map will help to track the location and with the traffic condition as well. It is an important factor as per security concern. A GPS is regularly

monitored at the main office which keeps track of taxi's fixed route to a location making it much secure.

(b) Application for Passengers - If passenger will go through a basic Taxi App, he/she will get the three important features for passengers such as Payment methods, Order cab, offers & gift vouchers as well to make it attractive & engaging for them. Apart from the three feature Taxi app also include ETA (Estimate Time of Arrival), real-time status, booking for someone else, fare calculator, present location and so on.

(c) Communication - It is one of the significant factors of downloading taxi apps which will help passenger with the SMS in apps through all the exclusive features.

(d) Application for Drivers – Whereas driver apps have features such as trip request, accept a ride, cancel ride, Alerts, Notifications, fuel station finding, route selection and the reason for cancellation etc. There are some hidden features also such as in-app analytics and conversation metrics.

(e) 24/7 Service - This can be helpful at times while traveling odd times of day and night such as 2 am flight will complex task of finding a taxi nearby. Because of taxi mobile application booking, it will be easy to book cab even at odd timings.

(f) Data Collection – Taxi app users have to register themselves through email and mobile numbers which converts into a valuable data and by saving their saved destination, trip frequency, can send personal notification on the base of this data. By storing these data on their next ride Apps can notify them with attractive offers such as coupons, discounts etc.

(g) Radio System - Reliable communications are essential under all circumstances. Taxi app will use the KDT 5000 system design because it provides multiple levels of reliability to assure communications will be maintained under the most rigorous condition.

(h) Credit/Debit Card system - This system is convenient for both the passenger and driver because approval is given instantly. Taxi app use the in-car credit/debit card system, which is a new market segment for the taxi industry. This involves customers using their debit cards in any Taxi cab with approval being given instantly, eliminating the need to dial in to head office for approval numbers. By using this system, the company will be addressing the need for convenience and reliability. Taxi app also features a computer-aided dispatch system which will be represented under the name. The company has also applied for a license to run a 490 narrow band frequency and voice data transmission. From

the perspective of customers, the advantage of Taxi app's products and services is the high level of technology, which leads to superior customer service. In contrast to competitors, Taxi app's products and services offer convenience. The key pad and swipe machine are built into the back seat, thus giving the customer privacy. Whereas competitors have to call in a credit/debit card transaction for approval, our customers will be able to get on-the-spot approval before the driver even pulls over.

(i) Feedback – It is evident that the brand identity of business largely depends on the feedback as a response by the customers. Customers rating & reviews can help improve service further. Thus, take it very seriously because these days, people prefer the services that seek feedback from customers.

(j) Seasoned management - The company's management is highly experienced and qualified and has extensive experience in the industry.

(k) Multiple Payment options - This payment option makes the app more interesting and solves the issue of cash payment because if the passenger doesn't have on hand cash, then they can simply pay through credit card or e-wallet by doing online payment.

(l) Security - While booking a taxi, trustworthiness is a great factor every person take in consideration. Taxi booking app providing the details of the driver's name, contact number, taxi number etc. so that while cab will arrive, can know he's the one. Because of the above security services, will be secure from other threats while traveling with a stranger.

(m) Enhanced productivity - While monitoring performance on a daily base, drivers will feel motivated towards work with more efficiency & resolve the coming issues as quickly as possible. As a result, taxi app business gets a boost with enhanced productivity.

CHAPTER (4)

ANALYSIS ON FACTORS INFLUENCING CONSUMER BRAND TRUST AND LOYALTY

There are mainly three main parts in this chapter. In the first part, demographic characteristics of respondents are described. In the second part, examine the influencing factor of consumer brand trust on Ride Hailing Application in Yangon. In the third part, analysis on the effect of consumer brand loyalty on Ride Hailing Application in Yangon.

In the analysis of influencing factors on consumer brand trust and loyalty, descriptive survey method is mainly used. In this measure, it focuses on the variables of marketing mix, feature of mobile application and consumer behavior on brand trust which are measured by five-point Likert scale (1: strongly disagree, 2: disagree, 3: neutral, 4: agree, 5: strongly agree). Therefore, it can be concluded that consumer have positive components towards on brand trust if the mean score is greater than 4.0 while consumers have negative components towards brand trust if the mean score is less than 4.0. In this chapter, survey results are presented with frequency; percentage and mean scores based on facts and figures of the findings. Analysis is done using SPSS software and presented using linear regression results.

4.1 Demographic Characteristics of Respondents

Total of 135 respondents are included in this survey to explore the effect of brand trust on brand loyalty. All participants were explained that all the surveyed data will be kept confidential and used only for academic paper. This section describes the demographic characteristics of the respondents such as age, gender, educational level, job position and monthly income. Table (4.1) presents the demographic data of the respondents.

Table (4.1) Demographic Characteristics of Respondents

Sr. No.	Particular	No. of Respondents	Percentage
	Total	135	100.00
1.	Gender :		
	Male	57	42.22
	Female	78	57.78
2.	Age (years):		
	20 and under	0	0.00
	21-30	9	6.67
	31-40	87	64.44
	41-50	26	19.26
	51-60	9	6.67
	60 and above	4	2.96
3.	Education Level :		
	High School or equivalent	12	8.89
	Bachelor's degree	65	48.15
	Master's degree	39	28.89
	Professional degree	10	7.41
	Doctoral degree	4	2.96
	Others, please specify_____	5	3.70
4.	Employment Status :		
	Full time employmnet	83	61.48
	Part time employment	0	0.00
	Self-employed	27	20.00
	Unemployed	2	1.48
	Student	12	8.89
	Retired	4	2.96
	Others, please specify_____	7	5.19
5.	Monthly Income :		
	MMK 300,000 and less	13	9.63
	MMK 300,001 – 500,000	15	11.11
	MMK 500,000 – 800,000	35	25.93
	MMK 800,001 – 1,500,000	48	35.56
	MMK 1,500,001 – 3,000,000	18	13.33
	MMK 3,000,001 and more	6	4.44

Source: Survey Data, 2019

It is found that most respondents are female as females take more interesting to ride taxi with application in Yangon than male. Most respondents are between 31 to 40 years old as they are working at the company and need to hire taxi for their job and other social activities. Other major group is between 41 to 50 years adult as these people also need to ride taxi for their job. In terms of educational background, most respondents are educated and they are bachelor degree holders, followed by respondents who are master degree and higher school or equivalent. The least group in the respondent are Ph.D. As they are earning a lot of salary and more spending power and most people are educated. Most of the respondents earn more than 800,000 Kyats and most are employees while some respondents are business owners. The most respondents earns between 500,000 Kyats to 1,500,000 Kyats are using ride hailing application platform.

4.2 Analysis on Factor Influencing Consumer Brand Trust on Ride Hailing Application in Yangon

In this study, the influencing factor on brand trust and loyalty has been surveyed. All the respondents were asked by 5 points likert scaled questions (5= strongly agree, 4 =agree, 3 =can't decide, 2 = disagree, 1= strongly disagree) in order to the find out the influencing factor on brand trust in ride hailing application platform. The standard deviation, percentage and mean scores of marketing mix, feature of mobile application and consumer factor are described in the study based on findings.

4.2.1 Marketing Factors

Marketing factor could influence on brand trust of Ride Hailing Application. In order to find out the important of marketing factor on Ride Hailing Application in Yangon, structured questionnaire was used. The standard deviation, percentage and mean scores of the marketing factors are presented in the study based on findings.

In this study to find out the effect of marketing factor in Ride Hailing Application, 135 respondents have been surveyed. The results are shown Table (4.2) based on survey findings.

Table (4.2) Marketing Factors

Sr. No.	Marketing Factor	Mean	Std. Deviation
Product / Service			
1	Security	3.93	0.704
2	Convenience	3.81	0.641
Price			
3	Reasonable	3.78	0.607
4	Fixed Price	3.91	0.738
Place			
5	Availability in everywhere	3.87	0.552
6	Availability of number of taxi	3.73	0.625
Promotion			
7	Discount	3.89	0.499
8	Special Offer	4.15	0.797
Physical Environment			
9	Car Condition	4.00	0.623
10	Cleanliness	3.88	0.611
Process			
11	Online Booking	3.93	0.654
12	Service during the trip	4.07	0.729
People / Driver			
13	Friendliness and politeness	3.93	0.630
14	Trust and credibility	3.87	0.524
Overall Mean		3.91	

Source: Survey Data, 2019

As shown in Table (4.2), Special Offer has the highest mean score. The main reason is the respondents like to be treated as VIP and they feel confident in the brand, if they think they will have a different opportunity. If they are given opportunities that are not always available, they are eager to take them. Also, most are concerned about the condition of the car and the cleanliness of the car. Security, Fixed Price, Politeness of Driver and availability of Online Booking are also essential factor of marketing on brand trust. According to

overall mean scores, marketing factor has effectiveness of brand trust on ride hailing application platform in Yangon.

4.2.2 Attributes of Mobile Application

Mobile Application is important that influencing towards on brand trust of ride hailing application in Yangon. In order to find out the importance of Mobile Application feature, structured questionnaire was used. The standard deviation, percentage and mean scores of the Mobile Application are presented in the study based on findings.

In this study to find out the effect of mobile application on brand trust of Ride Hailing Application in Yangon. 135 respondents have been surveyed. The result are shown Table (4.3) based on survey findings.

Table (4.3) Attitude of Mobile Application

Sr. No.	Mobile Application	Mean	Std. Deviation
1	Simplicity	4.04	.714
2	User-friendly	4.01	.607
3	Good use of color	3.91	.568
4	Well-formatted content	3.96	.606
5	Speed/ Fast load time	4.09	.666
6	Professional app design	3.93	.596
Overall Mean		3.99	

Source: Survey Data, 2019

As shown in Table (4.3), Speed and Fast loading time of application has the highest mean score. The main reason is the respondents focus on the speed of application and they want quick response when using the application. Also emphasize the simplicity and ease of use of the application. Well-formatted content, design of application and theme color using in application are also essential factor of marketing on brand trust. According to overall mean scores, feature of Mobile Application has effectiveness of brand trust on ride hailing application platform in Yangon.

4.2.3 Consumer Factors

Consumer Factor is important that lead toward on brand trust of Ride Hailing Application. In order to find out the important of consumer factor on brand trust of Ride

Hailing Application, structured questionnaire was used. The standard deviation, percentage and mean scores of the consumer factor are presented in the study based on findings.

In this study to find out the effect of consumer factor on brand trust of Ride Hailing Application in Yangon. 135 respondents have been surveyed. The result are shown Table (4.4) based on survey findings.

Table (4.4) Consumer Factors

Sr. No.	Consumer Factor	Mean	Std. Deviation
1	Lifestyles	3.99	.680
2	Hire for Personal	3.88	.635
3	Hire for Business Trip	3.93	.676
4	Influential People	4.07	.749
5	Social Network	3.93	.654
6	Social Trend	3.85	.567
Overall Mean		3.94	

Source: Survey Data, 2019

According to Table (4.4), influential people of consumer are essential factor to use taxi service and scores of mean value is highest. It means for using Ride Hailing Application, respondents are doing their self for using Ride Hailing Application. The changing lifestyle also drives the use of Ride Hailing Application. According to Table (4.1), middle income people are more likely to ride a taxi, and those in the demographic survey data have found that those earning between five lakhs and fifteen lakhs Myanmar Kyats are doing more for the riding taxi. Using a Ride Hailing Application is more often used for business than personal matters. Ride Hailing Application is more commonly known from social networks and especially from FaceBook. According to overall mean scores, the above mentioned facts can influence on using of Ride Hailing Application.

4.2.4 Brand Trust

In order to analyze the brand trust of consumer on Ride Hailing Application, 135 respondents are surveyed. The results of the brand trust of they are shown in Table (4.5).

Table (4.5) Brand Trust

Sr. No.	Brand Trust	Mean	Std. Deviation
1	Relationship	4.19	.745
2	Compliant	4.02	.604
3	Quality Service	3.93	.576
4	Promotion	3.98	.617
5	Popularity	4.11	.677
6	Advertising	3.96	.578
7	Privacy	3.93	.483
8	Organization Image	3.90	.638
9	Low Risk	3.93	.971
Overall Mean		3.99	

Source: Survey Data, 2019

Regarding to the brand trust Table (4.5), mean score of relationship is the highest, it means most of the respondents have trust upon brand when they have relationship with them. Popularity of the brand is also the main facts to build up the trust from consumer. Compliant of product is not to be neglected and that means in the service area customer taking care and quick response on complain is essential and will happen brand trust degree. Promotion, Advertising, Quality of Service, Privacy and having Low Risk have great mean scores for brand trust. According to the overall mean score, most respondents have brand trust that can moderate influence on brand loyalty.

4.2.5 Factor Influencing Consumer Brand Trust

In the analysis on the effect marketing mix, mobile application and consumer behavior, sample respondents are answering how much they agree or satisfy with six people related total quality management practices. Marketing factor include fourteen questions, Mobile Application include six questions, consumer factor include seven questions and each statement is measured with five-point Likert scale (1: strongly disagree, 2: disagree, 3: neutral, 4: agree, and 5: strongly agree).

Table (4.6) Factor Influencing Consumer Brand Trust

Variable	Unstandardized Coefficients		Beta	T	Sig	VIF
	B	Std Error				
(Constant)	.692	.205		3.373	.001	
Marketing Factor	.536***	.092	.524	5.799	.000	3.409
Mobile Application	.142**	.057	.163	2.464	.015	1.827
Consumer Factor	.193**	.080	.206	2.402	.018	3.076
R			.821a			
R Square			.674			
Adjusted R Square			.667			
Durbin-Watson			1.733			
F value			93.796***			

Source: Survey Data, 2019

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

According to Table (4.6), R Square is 0.674 and Adjusted R Square is 0.667. This model can explain 67.4% about the variance of dependent variable (brand trust) and independent variables (marketing factors, attitude of mobile application and consumer factors). R value is 0.821 and it indicates that the level of brand trust and three variables are correlated. The value of F test, the overall significance of the model, is highly significant at 1 percent level. This specified model can be said valid. All VIFs (Variance Inflation Factor) of independent variables are less than 10 and there is no problem of multicollinearity (correlation between independent variables).

In Table (4.6), it shows that marketing factors have the expected positive sign and significant coefficient variable at 1 percent level. Attitude of Mobile application and consumer factors have the expected positive sign and significant coefficient variable at 5 percent level.

The Standardized Beta Coefficient indicates that all variables have positive relationship with brand trust of this study. A unit increase in marketing factor variable results in 0.524 increases in brand trust. Similarly, a unit increase in mobile application results in 0.163 increases in the level of brand trust. A unit increase in consumer factor

results in 0.206 increases in brand trust. The positive relationship means that the increase in independent variables support to more brand trust.

In general, this model explains that all factors (marketing factors, attitude of mobile application and consumer factors) have positive and significant impact on the brand trust in this study. Customers satisfy and like the company’s product, services and price. Furthermore, it is found that they enjoy the promotion, online taxi booking. In addition, simplicity and user friendly of Mobile Application are essential and the changing lifestyle also drives the use of Ride Hailing Application. Therefore, marketing factors, attitude of mobile application and consumer factors which can lead to increase brand trust are the main influencing factors.

4.3 Analysis on the Effect of Consumer Brand Trust on Brand Loyalty towards Ride Hailing Application in Yangon

This section is analysis of consumer brand loyalty on brand trust. Brand loyalty has become an important issue in marketing. There are many research has been conducted to examine this issue. Brand loyalty is part of relationship marketing. In the theory of relationship marketing, there is a strong correlation between brand loyalty, trust in a brand and commitment.

4.3.1 Brand Loyalty

In order to analyze the brand loyalty on Ride Hailing Application, 135 respondents are surveyed, The result of the brand loyalty of they are shown in Table (4.7).

Table (4.7) Brand Loyalty

Sr. No.	Brand Loyalty	Mean	Std. Deviation
1	Perceived Quality	4.21	.734
2	Commitment	4.09	.629
3	Repurchase	3.96	.571
4	Recommendation	3.98	.604
5	Choose over another	4.11	.665
Overall Mean		4.07	

Source: Survey Data, 2019

Regarding to the brand loyalty Table (4.7), Perceived Quality is more important than other factors and having the highest mean score. It means that organization must be maintained the customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives. When consumer are loyalty on brand they will not choose or change to other brand even there have incentive or promotion. Commitment of brand is also important to maintain brand loyalty. According to overall mean score, surveyed factors have higher mean score and influence as a most important factor on brand loyalty.

4.3.2 Effect of Brand Trust on Brand Loyalty

In the analysis on the effect of brand trust on brand loyalty, sample respondents are answering how much they agree or satisfy with six people related total quality management practices. marketing factor includes fourteen questions, and each statement is measured with five-point Likert scale (1: strongly disagree, 2: disagree, 3: neutral, 4: agree, and 5: strongly agree).

Table (4.8) Effect of Brand Trust on Brand Loyalty

Variable	Unstandardized Coefficients		Beta	T	Sig	VIF
	B	Std Error				
(Constant)	.126	.196		.640	.523	
Brand Trust	.987***	.049	.866	20.314	.000	1.000
R	.866a					
R Square	.749					
Adjusted R Square	.748					
Durbin-Watson	1.729					
F value	412.670***					

Source: Survey Data, 2019

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

According to Table (4.8), R Square is 0.749 and Adjusted R Square is 0.748. This model can explain 74.9% about the variance of dependent variable (brand loyalty) and

independent variables (brand trust). R value is 0.866 and it indicates that the level of brand trust and brand loyalty are correlated. The value of F test, the overall significance of the model, is highly significant at 1 percent level. This specified model can be said valid. The VIF (Variance Inflation Factor) of independent variables is less than 10 and there is no problem of multi-collinearity (correlation between independent variables).

In Table (4.8), it shows that brand trust variable has the expected positive sign and significant coefficient variable at 1 percent level. The Standardized Beta Coefficient indicates that brand trust variable has positive relationship with brand loyalty of this study. A unit increase in brand trust variable results in 0.866 increase in brand loyalty. The positive relationship means that the increase in independent variables support to more brand loyalty.

According to Table, the brand trust has a strong relationship to brand loyalty because the variable brand has the expected the positive sign and is significant at 1 percent level. The positive relationship means that the increase brand trust leads to increase the brand loyalty. Customers trust the information about promotion and service. Company provides the attractive promotion and to solve complaints quickly. Thus, customer believe the mobile application and marketing factors. Customers are highly participation to give feedback to improve products and services due to trust on brand. Therefore, these can lead to increase brand loyalty and customer become return customer and recommend to use application.

There is a strong correlation between brand loyalty, trust in a brand and commitment brand trust and brand loyalty are central aspects in brand management. Building a strong brand with loyal customers is of strategic importance for marketing managers because it provides substantial competitive and economic benefits to a firm, such as less vulnerability to competitive marketing actions, reduced marketing costs, higher rates of return on investment through increases in market shares, better cooperation with intermediaries, favorable word of mouth and greater extension opportunities. Hence, there is great interest in how brand loyalty is built and which factors drive brand loyalty and brand performance. brand trust is of crucial importance. Trust has to be considered as the corner stone and as one of the most desirable qualities in the relationship both between a company and its customers and in the relationship between a brand and its consumers. The focus on brand trust is based on findings that there is a strong positive relationship between brand trust and brand loyalty.

CHAPTER (5)

CONCLUSION

This chapter is organized with findings and discussions, suggestions and recommendations from the study of the paper. This chapter also includes the suggestions for the further study need for Ride Hailing Application Platform.

5.1 Findings and Discussions

In this study individual factor analysis includes demographics data, marketing factor, mobile application, consumer factor, brand trust and loyalty.

Based on the demographics characteristics of respondents, the following facts can be taken as a representing facts for the taxi riders in Yangon. Among the taxi riders, female riders are slightly more than male riders, i.e, female – 60% and male – 40%. The age group of taxi riders show that most of the taxi riders were between age 31-50 (which is 85% of all the riders) which can be assumed as middle aged working population. The education level demographics show that the majority of the riders are educated with either bachelor or master degrees (seventy six percent of all the riders). This fact also supports that the majority of the riders are middle aged working class population. The employment demographics show that majority of the riders are full-time employed (sixty one percent), with self-employed seconding (twenty percent). We can assume from the fact that the majority of the taxi riders consists of working population. The income demographics show that the majority of the taxi riders have incomes ranging from (between five hundred thousand Kyats and fifteen thousand Kyats) (sixty percent). We can say from the fact that middle class working population with professional or managerial level is the major part of taxi riders.

Therefore, the marketing mix focus group for the Ride Hailing Applications are to be focused more on the “middle aged, working, middle class, educated with moderate income range. Although other demographic groups are also partial to the Ride Hailing App users, it is the best strategy to focus on the primary market segment to have the best marketing effectiveness.

From the marketing factor survey results data, it can be seen that Special Offer has the highest mean score. There is assumption that the customers preferred to be treated as VIP customers, having special privileges. Apart from that, other factors such as car quality, such as sofas and air-conditioning, price, security and reliability of the service also are influencing factors. The vendors who can provide offering mix of the factors to the customers more will winning the majority of the market share on the long run. It can be suggested that, like most of the end-customer oriented businesses, from the marketing and brand point of view, the success or failure of Ride Hailing Application depends on how well the marketing is done and how the brand image is strong. The customer offering quality, such as price, service quality, reliability, etc, is also as much as important. The App operators need to improve their offerings mix continuously to stay competitive among the competitors.

From the results of the mobile application features survey, it can be seen that speed and responsiveness of the mobile application has the highest score among others. Also, simplicity, accuracy and ease of use (user-friendliness) of the application are also important factors. Therefore, for the Ride Hailing App operators, they must design and develop their mobile applications that will suite best to the majority of the customers' favors to win market share,

Based on the results, economic situation of consumer is the most deciding factor to use taxi service. This reflects that the chance for a one taking a taxi directly depends on his economic status. Also have to consider lowering the prices of the rides as much as possible. Middle income people are more likely to ride a taxi, and to attract people from other segments, such as students or lower income group, other features such as reduced prices, discounts, and ride sharing features can attract those groups. One recommendation is to take care of solving the customer complaints and problems. Since today is the age of social media, one unsatisfied customer can cause havoc among the online society, and can cause serious damage to all the brand position built for a long time. Therefore, it is equally important to solve all the customers' complaints as fast as possible. It is also recommended that new features should always be innovated and introduced to the customers. Customers, especially end users like to try new offerings.

According to the findings, respondents are more trusted in brand where they had good relationship with them. Brand popularity is a key factor in building trust from consumers. Product compliance should not be overlooked. That is, customers who pay

attention to complaints and respond quickly to the complaint are essential and gain the trust of the brand. Promoting, Advertising, Service quality, Safety and no risk-taking are simple scores for brand trust.

Perceived quality is more important than any other factor and has the highest average score. This means that the organization is responsible for the quality or quality of a product or service. Compare customer's perception of quality with other objectives. It must be maintained. Even when they are loyal to the consumer brand, they will not select or change any other brand, even if they have a incentive or a promotion. Brand commitment is also important to maintaining brand loyalty.

The brand loyalty from customers for Ride Hailing Application are quite small. The customer can easily move to any other App anytime if he or she feels not satisfied on the current App or new App has bettering offerings (price/features/facility). Therefore, for the Ride Hailing App operator, continuous innovation, quality control, customer service, and marketing campaigns are needed to stay having major share in the market.

The study gives us insights of the customers' behavior on choosing the ride hailing app. We also got insight on the most deciding factors on which customers based on choosing their preferred ride hailing app.

5.2 Suggestions and Recommendations

Based on the finding mentioned above, convenience seekers segment has the highest percentage of males, making up 43% of the segment. A majority of users are female, making up 57% of the segment. The young crowd is the major source of market for the call taxi service provider. Ride hailing Application in Yangon should focus target on female, aged between 31 and 40 years old who are usually go to work with taxi. Ride hailing Application should focus not only individual commuter but also private companies mostly by offering B2B relationships as their employees who work outside by using taxi.

Relating to Marketing, service providers attract offers and cash discounts. Drivers and Call Center executives should be well-trained in communication and multilingual skills to attract new markets. Service Providers must provide more services to service providers and their privileged clients. Drivers should be well-trained in different routes and driving abilities. Only then will they be kept in place to guide and direct the customers. The tax

rates are as low as the customers feel. Especially during the hour, they follow an inexpensive competitive strategy. Passengers should be clearly identified. Buyers will also be educated on the booking rights and booking privileges. Infrastructure must be upgraded to allow passengers to enjoy the trip. The most common advice that buyers give from a survey is to keep the car clean, to properly paint the vehicle, appropriate attire for drivers, Vehicle Sticker (brand), easy to travel, card payments and Special discount, etc.

Regarding Mobile Application, ride-hailing mobile application like Grab, FastGo and GetRide consists of three parts: Rider's application, Admin panel, and Driver's application. The admin panel mainly remains behind the scenes whereas the other two are the direct means of providing services to both riders and drivers. As per respondents, simplicity of mobile application features may easy to use any kind of passengers and drivers. And then, showing route accurately on map along the trip are clear and user-friendly navigation. Service provider companies should make application performance, load time such as booking time, waiting for driver time are fast and good app speed are essential. Want to suggest for the future, it is hoped that the system can be improved in terms of the reservation made much easier for users. Next, modify the system so that it can become a convenient system. The system will provide automatic notification function to the user about the existence of drivers who are near the user so that the waiting time can be shortened for drivers. Also, a module of estimating the price of taxi travels so that users would be ready with the payment. Because of the increasing crime in Yangon, the safety feature for taxi drivers and passengers should be added. In conclusion, Taxi Reservation System has been developed and can achieve the goals and objectives as stated in the outset. Meanwhile improvements process will be made in the future to enhance the ability of the system. The system is expected to help the taxi drivers in the booking process more orderly and systematic.

Relating to consumer factors, the customer satisfaction about the call taxi services, the factors they give importance in selection of the service provider, comfort, convenience, tariff, service quality and customer care rendered. It helps the service providers as an important support to understand how satisfied we are with their services and how much we use our services. The findings illustrate exactly the concept of the client and satisfy the service providers operating the Yangon market. If market participants consider these results and take action, appropriate advice and information are considered. This provide the service

providers with the goodwill of their customers and the prospect of improving their brand image in the market.

5.3 Needs for Further Research

Due to the limited scope and time of the study, the results and findings of this study may not be representing the market trend of the whole Ride Hailing App market. This study also shows only the current situation and cannot determine the future opportunities of the Ride Hailing App market. Extended studies should also be needed to perform to cover the whole country of Myanmar, which include other major cities.

Further studies can also be carried out on car leasing market, either hourly or daily, which is now emerging in Myanmar. Also, in other cities, for example, Mandalay, tricycles and motorcycles can be hailed by Apps, and in some cases consists of main part of the ride hailing app. For motorcycle and tricycle hailing market, the resulting finding will be different from the taxi hailing market survey.

Only the customer view is carried out on this survey. The view of the taxi drivers or taxi owners are not taken in this survey. To have a more complete picture of the ride hailing app market, further studies should be done on taxi drivers, taxi owners, and on the App operators.

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APPENDIXES

Appendix I

Introduction to the respondents

December 2019

Respected Sir/ Madam,

I am Myo Min Oo, a student studying the Master of Business Administration at Yangon University of Economics in Myanmar. I am now conducting the thesis in order to completed my MBA study programme.

As part of my MBA independent Study course in Yangon University of Economics. The researcher is conduction a survey that investigate **“Factor Influencing Consumer Brand Trust and Loyalty of Top 3 Taxi Booking Mobile Application in Yangon: Grab, GetRide and FastGo”**.

Your input is crucial to this study because it will support an overall picture of how the weakness of the current system and uses the creative ideas and technologies to solve the problem.

This questionnaire is developed to gather information for the purpose of this thesis. It will take an average of 20 – 25 minutes to fill it out. Your valuable answers will be handled strictly confidential and will exclusively be used for the purpose of this thesis. Therefore, I do request to answer the questions as honest and objective as possible in order to contribute to the success of this study.

I would like to be thankful if you could co-operate with me in filling the questionnaire.

Sincerely,

Myo Min Oo

This survey is divided into three parts:

1. Demographic
2. Influencing Factors
3. Influencing consumer brand trust

Below are some questions to get a better overall view of the respondent. Please note that all data remains anonymous.

Part I: Demographic Factors

Q1. What is your job title/Profession?

Q2. Please confirm your gender:

- Male
- Female

Q3. Please define your age category below:

- 20 and under
- 21-30
- 31-40
- 41-50
- 51-60
- 61 and over

Q4. What is your highest level of education?

- High school or less
- High school or equivalent
- Bachelor's degree
- Master's degree
- Professional degree
- Doctoral degree
- Others _____

Q5. What is your current employment status?

- Full time employment
- Part time employment
- Self-employed
- Unemployed
- A student

- o Retired
- o Others _____

Q6. What is your gross monthly income?

- o MMK 300,000 and less
- o MMK 300,001 - MMK 500,000
- o MMK 500,001 - MMK 800,000
- o MMK 800,001 - MMK 1,500,000
- o MMK 1,500,001 - MMK 3,000,000
- o MMK 3,000,001 and more

This part of their questionnaire is to describe the rate on a scale:

Scale: 1 = Strongly disagreed

2 = disagreed

3 = neutral

4 = agreed

5 = strongly agreed

Part II: Influencing Factors

Q	Marketing Factors	1	2	3	4	5
	Product / Service					
1	By using the taxi app, you can ensure your safety.					
2	Taxi app is very convenient for use.					
	Price					
3	Ride hailing application is fair and reasonable price among other taxi and we can know the price before booking. It provides a solution for people who need a taxi quickly and at a reasonable price.					
4	Price are fixed and do not need to negotiate when using ride hailing application					
	Place					
5	It's easy to booking from business area without any problems by using ride hailing application.					
6	There are a lot of taxi near on your location to hire by using ride hailing application.					

	Promotion				
7	I used ride hailing application because of promotion and discount.				
8	The main tangible benefit of the discount and promotion is that VIPs have special access to the highest-rated drivers				
	Physical Environment				
9	I will choose the ride hailing application by car condition is good or not.				
10	I will choose the ride hailing application by priority of Cleanliness.				
	Process				
11	Online taxi booking is convenient for you. It brings the nearest taxi driver taxi driver to you without unwanted fare negotiations.				
12	Drivers provide the best services to passengers during the trip such as (Clean car, open air conditioner, greet politely)				
	Driver/People				
13	Polite and friendly driver with you to make sure you are comfortable with the trip.				
14	Using taxi app, may trust and credibility of taxi driver and safe for passengers 24/7 when they want to go out.				

Q	Mobile Application Factors	1	2	3	4	5
1	simplicity of mobile application features may easy to use any kind of passengers.					
2	Showing route & map along the trip are Clear and user-friendly navigation.					
3	Choosing one simple color in app is good use and see clearly.					
4	taxi app with well-formatted content is user familiar and well-explained.					
5	load time such as booking time, waiting for driver time are fast and good app speed are essential.					

6	Professional app design appealing in terms of app's feature, UX and design is necessary for users.					
Q	Consumer Factors	1	2	3	4	5
1	Your economic situation is excellent.					
2	You are hiring taxi by using ride hailing application only for Personal.					
3	You are hiring taxi by using ride hailing application only for business trip.					
4	You are the person affecting your purchasing decision of taxi application.					
5	The social networks make you to affect your brand awareness of taxi booking mobile application.					
6	I used the ride hailing application according to social trend.					

Part III: Brand Influencing

Q	Brand Trust	1	2	3	4	5
1	Relationships with customers are managed effectively and involve obtaining information from them to improve products and services.					
2	Customer complaints are welcomed and resolved quickly and positively.					
3	Company understand customer need and provide good quality service.					
4	Promotion offers help me to decide which brand I should use.					
5	Popularity of Brand makes me to use ride hailing application.					
6	I used the ride hailing application by good advertising.					
7	The levels of security/privacy of ride hailing application provides the level of brand trust the consumer has.					
8	I will choose ride hailing application by company background and investment or success story.					
9	The level of brand trust is higher when consumer think there have Low perceived risk upon using it.					

Q	Brand Loyalty	1	2	3	4	5
1	I will choose good performance, features, conformity with specifications, reliability and security of ride hailing application.					
2	I have ever used an app-based transport facility for travelling.					
3	I will use taxi booking mobile application again.					
4	I would like to suggest my brand to my relative or know people.					
5	I will not change to other application when there have no Promotion.					

APPENDIX II

Regression

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.821 ^a	.674	.667	.29404	.674	93.776	3	136	.000	1.773

a. Predictors: (Constant), Marketing Factor, Mobile Application, Consumer Factor

b. Dependent Variable: Brand Trust

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.328	3	8.109	93.796	.000 ^b
	Residual	11.758	136	.086		
	Total	36.086	139			

a. Dependent Variable: Brand Trust

b. Predictors: (Constant), Marketing Factor, Mobile Application, Consumer Factor

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	.692	.205		3.373	.001	.286	1.097					
Marketing Factor	.536	.092	.524	5.799	.000	.353	.718	.800	.445	.284	.293	3.409
Mobile Application	.142	.057	.163	2.464	.015	.028	.255	.636	.207	.121	.547	1.827
Consumer Factor	.193	.080	.206	1.402	.018	.034	.352	.734	.202	.118	.325	3.076

a. Dependent Variable: Brand Trust

Regression

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.866 ^a	.749	.748	.29175	.749	412.670	1	138	.000	1.729

a. Predictors: (Constant), Brand Trust

b. Dependent Variable: Brand Loyalty

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.125	1	35.125	412.670	.000 ^b
	Residual	11.746	138	.085		
	Total	46.872	139			

a. Dependent Variable: Brand Loyalty

b. Predictors: (Constant), Brand Trust

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	.126	.196		.640	.523	-.262	.514					
Brand Trust	.987	.049	.866	20.314	.000	.891	1.083	.866	.866	.866	1.000	1.000

a. Dependent Variable: Brand Loyalty