YANGON UNIVERSITY OF ECONOMICS

DEPARTMENT OF MANAGEMENT STUDIES

MBA PROGRAMME

THE EFFECT OF SOCIAL MEDIA MARKETING PRACTICES ON BRAND LOYALTY OF HUAWEI SMARTPHONES IN MYANMAR

ZARNI LYN

MBA II – 37

MBA 23rd BATCH

DECEMBER, 2019

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ACADEMIC YEAR (2017 – 2019)

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This thesis is submitted to the Board of Examiners in partial fulfilment of the requirements for the degree of Master of Business Administration (MBA)

Supervised by

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2017 – 2019

ACCEPTANCE

This is to certify that the thesis entitled "**The Effect of Social Media Marketing Practices on Brand Loyalty of Huawei Smartphones in Myanmar**" has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

Board of Examiners

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DECEMBER, 2019

ABSTRACT

This study intends to identify the effect of social media marketing practices on brand trust and to analyze the effect of brand trust on brand loyalty. This study is conducted through a structured questionnaire with 384 respondents who are following Huawei Myanmar Facebook page. The study found that most of the customers have positive attitude on social media marketing practices in general. Social media marketing practices have strong effect on the brand trust and it leads to customer loyalty on Huawei smartphones. Entertainment, interaction, trendiness and customizations have significant effect on credibility dimension of brand trust. While trendiness and customization have significant effect on integrity. Interaction, trendiness and customization have impact on benevolence dimension of brand trust. All three variables of brand trust have significantly affected brand loyalty. The result of study indicates that the customer trust has an impact on the customer loyalty of Huawei smartphones.

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CHAPTER 1

INTRODUCTION

In today's competitive environment, branding is an important competitiveness factor that differentiates similar goods and services which are produced by different firms in the minds of the consumers and makes them preferable for consumers. The brand, while reflecting an authenticity, value and commitment to the goods and services which are introduced to consumers for businesses, has a function ranging from reducing the risks related to goods and services for consumers and establishing social bonds without expressing their identity. In this regard, businesses that achieved to become a brand have been differently categorized in terms of goods and services they offer among other businesses. They have a special position in consumers' mind and build a business identity.

The construction of this identity is directly proportional to the communication between the brand and the consumer. The stronger the communication between the brand and the consumer, the higher the consumer's brand preference and brand loyalty. Therefore, businesses are carrying out studies to attract consumers' attention, to be permanent in their minds, to create a positive brand trust and to increase brand loyalty by applying all the communication channels they have in brand communications in order to create brand value or to protect brand value.

Building and maintaining brand loyalty are one of the central themes of research for marketers for a very long time (Bennett & Rundle-Thiele, 2002). Brand loyalty can be conceptualized as the final dimension of consumer brand resonance symbolizing the consumer's ultimate relationship and level of identification with a brand (Keller, 2008). As brands gain exclusive, positive, and prominent meaning in the minds of a large number of consumers, they become irresistible and irreplaceable, and win the loyalty of the consumers. Brand loyalty, in return, brings sales revenues, market share, profitability to the firms, and help them grow or at least maintain themselves in the marketplace (Keller, 2008; Aaker, 1991; Kapferer, 1997).

Marketers have utilized various means to maintain the brand loyalty of their customers including brand elements, classical marketing mix variables, and new methods

of marketing such as events, sponsorships, one-to-one marketing activities, and Internet marketing and social media marketing (Kotler & Keller, 2007). One of the common channels of communication that companies have recently applied in their marketing activities is social media. Social media can be defined as an online application program, platform, or mass media tool that facilitates interaction, collaboration, or content sharing between users in general (Kim & Ko, 2012).

The effect of social media on consumer's behavior include a wide spectrum of activities ranging from informing, sharing ideas and attitudes to acquire awareness and understanding, and visualize post-purchase behavior without purchasing (Tatar & Erdoğmuş, 2016).This leads businesses to be more interactive in marketing communications and to find innovative applications to make products and brands more affordable through online marketing efforts via social media communication channels. These practices, which express social media marketing activities, include actions that encourage consumers to choose products and brands and that target marketing messages to other consumers online. Since many companies use social media platforms for their brand communication, it is important to understand how this social media marketing communication influences on brand loyalty. The present study, thus attempts to comprehend how social media marketing effects brand loyalty.

1.1 Rationale of the Study

The rapid changes in this market, especially due to technological advances, have led consumers digitally empowered. Likewise, businesses have the ability to operate in a smarter and better-informed manner than ever before due to technology (Hinshaw, 2012). The consumer-seller relationship is constantly changing with digital empowerment on both sides of the coin. Thanks to social media marketing activities, businesses can perform activities such as creating their own personal brand profiles and introducing online customer service, product information and special offers in a simple, cheap, and continuous way (Breitsohl et al., 2015). It has been stated that social media marketing activities are significant parts of branding actions for businesses (Gallaugher & Ransbotham, 2010; Tsimonis & Dimitriadis, 2014).

The lifestyle of people is changing and trend of media usage are increasing in Myanmar. It drives to social media which is the most effective way for communications

with users and also can know about the brand. Most Myanmar consumers are interested to search the updated information and knowledge news via social media especially from Facebook. Myanmar had ranked up more than 9.7 million monthly active users. Therefore, social media is the fastest channel to engage with consumers in Myanmar.

Businesses are joining social media to target consumers and actively perform less costly integrated marketing activities. An overwhelming majority of marketers around the world are participating in social media marketing to market their business (Stelzner, 2014). Although businesses have joined social media to increase brand awareness and acquire more customers, the question still remains of how brand loyalty can be built and strengthened through social media? Therefore, understanding how social media marketing activities influence brand loyalty is important for strategic marketing.

Staying competitive in today's fast-moving business environment requires a strong plan for social media strategy. Companies hire social media specialists and consultants to assess the quality and attributes of their social media campaigns and events so that customers' hearts and minds are captured and brand loyalty follows (Coon, 2010). Social media marketing is different than traditional methods of marketing; therefore, it requires special attention and strategy building to achieve brand image and loyalty. Social media marketing is different from traditional marketing methods; thus, to achieve brand image and loyalty, it requires special attention and strategy building. Social media marketing is related to consumer marketing relationships, where companies need to move from 'try to sell' to 'making connection' with consumers (Gordhamer, 2009). Social media marketing is also more sincere in its interaction with customers, social media marketing is also more honest, trying to show what the product is rather than trying to show what the brand is, rather than trying to show what the company regulates its image. Finally, today's customers are more powerful and busy; therefore, every social media channel such as Facebook, Twitter, Blogs, Forums should be accessible and available to companies at any time (Gordhamer, 2009).

Within this perspective, the aim of this paper is to shed light on consumer perspective on the impact of social media on brand loyalty in order to draw conclusions for businesses to write successful social media marketing strategies for their brands. Therefore, this study focuses on the effect of social media marketing on brand loyal of Huawei smartphones in Myanmar. The result of the study will help Huawei Myanmar to understand the effect of social media marketing on brand loyal of Huawei smartphones.

1.2 Objectives of the Study

The objectives of the study are:

1. To examine the effect of social media marketing practices on brand trust of Huawei smartphones in Myanmar.
2. To analyze the effect of brand trust on brand loyalty of Huawei smartphones in Myanmar

1.3 Scope and Method of the Study

This study focuses on the effect of social media marketing practices on brand loyalty of Huawei smartphones in Myanmar. The analytical method is used in this study to achieve the objectives. There are 57,781,149 Facebook users who like and follow Huawei Myanmar Facebook page. The sample size of this research 384 is determined by using Taro Yamane's sampling size formula at 95% confidence level.

The structured questionnaires are used to collect the data. Both offline and online survey questionnaire methods are used for collection. The survey answers were collected during June-August, 2019. The primary data are conducted from 384 respondents by using structured questionnaires which are designed with 5-point Likert scales. The secondary data are collected from previous international research papers, theses, relevant text book, related websites and interviews.

1.4 Organization of the Study

This paper is organized into five chapters. Chapter one provides introduction section that comprises rationale of the study, objectives of the study, scope and method of the study, and organization of the study. Chapter two consists of the theoretical background of the study. Chapter three includes profile and social media marketing practices of Huawei Myanmar. The analysis on the effect of social media marketing on brand loyalty will discuss in Chapter four. Chapter five comprises of conclusion with findings and discussions, suggestions and recommendations and needs for further research.

CHAPTER 2

THEORETICAL BACKGROUND

This chapter focuses on the theoretical background of social media marketing and brand loyalty. This chapter also attempts to review the relevant literature on social media marketing and its effect on brand loyalty. The conceptual framework which is going to be used for this study is described in detail.

2.1 Social Media Marketing

Social media marketing could be defined as the process which enables online social networks to promote business website, products and services. It involves marketing related activities such as blogging, sharing photos and posts online (Mathew & Muniz, 2016). The conversion of social media from friends' network to most reliable and fast evolving source to inform about products and services brings tremendous changes to the marketing field (Rishi & Sharma, 2017). It is only possible for social media to have a functional role in the marketing actions of businesses with framing, defining and applying marketing activities in an effective way on social media. The goal of each social media marketing program varies from business to business, but mainly involves building of brand awareness, increasing visibility and through this, selling a product or services. Social media marketing is becoming an essential marketing tool for customer connectivity and online presence optimization.

In the very beginning of social media usage, consumers joined social media to keep in touch with family and friends, as time has gone by, social media interest has increased and brands have found out that they have an audience. Nowadays, consumers could follow their favorite brands on social media sites, such as Facebook and Twitter, to stay informed of the latest products, to receive discounts, to access to special promotions and to get to know more news regarding the company. Branding literature indicated that marketers could enhance their brand loyalty by strengthen consumer-brand relationships (Aaker, 1996; Fournier, 1998; Kapferer, 1998; Keller, 1998). Valuable relationship between consumer-brand results in many benefits for the consumer, such as product or service quality, price and special treatment (Liao et al., 2014; Chen and Hu, 2010). Those

perceived relationship benefits can increase the satisfaction of customers and generate positive word-of-mouth and build brand loyalty through the brand community (Muniz and O'Guinn, 2001; McAlexander et al., 2002; Schau et al., 2009; Lee et al., 2014).

Social media had become a hub for promoting goods and services which enables marketers to actively communicate with customers. Also, it had shifted the previous one-way communication channel to a two-way communications channel which enables more customer engagement and creates a sense of equality between the consumers and their brands (Evans, 2011). Furthermore, social media interaction delivered relevant information to customers and reduced their efforts to look for information (Merisavo and Raulas, 2004; Laroche et al., 2013). Additionally, it enabled customers to voice out their satisfaction or displeasure with the brand. Finally, social media can also be a constructive source of brand marketing. Ultimately, if a consumer responds favorably towards a company's advertisements and promotions through social media, then a relationship began to develop between the consumer and the brand (Fournier, 1998) and consequently, strong consumer-brand relationship in social media would lead to brand loyalty (Fournier, 1998). Therefore, it is believed that, as customers appreciate regular communication from the brand, it can further improve their brand loyalty (Merisavo and Raulas, 2004).

One of the leading classifications of social media marketing activities had been carried out by Kim and Ko (2012) and have categorized social media marketing activities for luxurious brands as entertainment, interaction, trendiness, customization, and word of mouth communication. Seo and Park (2018) have defined social media marketing activities in airline industry as entertainment, interaction, trendiness, customization and perceived risk. Sano (2014) has identified the components of social media marketing in insurance services as interaction, trendiness, customization, and perceived risk. Yadav and Rahman (2017) have categorized social media marketing activities as interaction, trendiness, information, customization, and word of mouth communication. In this research, social media marketing activities have been considered as entertainment, interaction, trendiness and customization.

(i) Entertainment

Entertainment is generated from social media experience when users are amused and entertained by the relaxation and escapism from seeking some related content (Courtois et al., 2009; Park et al., 2009). One of the main reasons why customers engaged in social media is because they found it entertaining and had an enjoyable time (Shao,

2009). In fact, Killian and McManus (2015) argued that entertainment is presumably the most important social media platform since entertainment can enhance the engagement customers have with a brand on social platforms. According to Shi et al. (2016), entertainment on social media could enhance customers' positive attitudes towards a brand and the customers will more likely continue to interact with the brand's social media accounts.

People in today's society had less time to spend on their leisure, so entertainment is a key motive to the popularity of social media as individuals seek to have a "break" in the workday (Shao, 2009). Since customers perceived the entertainment aspect to be an important factor of social media, it implied that managers should take that dimension into consideration when formulating a social media marketing strategy (Ho et al., 2015). One way of sharing information about a brand is through advertising on blogs, where the main motive of the visitor is entertainment and therefore the advertising becomes more effective if the channel is appealing to customers (Ho et al., 2015). According to Tsimonis and Dimitriadis (2014), arranging competitions with prices such as discount or gifts are one of the most common activities on a company's social media brand page. Gummerus et al. (2012) claimed that competitions that offer some sort of economic benefits are one of the reasons why individuals chose to engage on different social media platforms.

Entertainment is a crucial component that encourages participant behavior and the continuity of follow-up, which creates positive emotions/feelings about the brand in the minds of followers on social media (Kang, 2005). Even if the reasons for using social media differ, individuals emphasize that the content attracts the attention of those who find the content amusing and enjoyable (Manthiou et al., 2013). By providing entertaining shares, businesses should encourage and benefit from the liking and sharing of a large number of people (Schivinski and Dabrowski, 2015).

(ii) Interaction

Interaction in the context of social media marketing referred to the exchange of information and opinions with other people and the interaction in social media has changed the communication between brands and customers (Godey et al., 2016). Interaction is a key motivator why individual chose to engage in user-generated channel social media (Muntinga et al., 2011). Furthermore, Colliander et al. (2015) stated that the core component of social media is interaction and therefore it is natural that customers

expect to have a dialogue on social platforms. The key issue for companies is to decide to what extent they should engage in these conversations when formulating a social media strategy (Colliander et al., 2015).

Martin & Todorov (2010) claimed that brands must have a balance regarding how frequently messages are sent out through social media channels, since customers can either lose interest if messages are not pushed often enough, or feel overwhelmed if they are exposed with too much information. It is also important that communication with customers is a two-way street - the customers must be able to have a conversation directly with the brand in order to maintain customers' engagement (Martin & Todorov, 2010). The interaction indicated that the brand cares about their customers and that they are confident in products or services that are marketed, which in turn leads to stronger perceptions of the brand (Shi et al., 2016).

Godey et al. (2016) concluded that in order for companies create a successful interaction with its customers, the posted messages have to be unique, relevant for the targeted segment and managers should actively engage in conversations. Sashi (2012) argued that with the interactive nature of social media, which have the ability to establish conversations between individuals and firms in the community between sellers and customers to involve the customer in the content generation and value creation phase with the potential to serve customers and satisfy their needs. Social media becomes the newest and most up-to-date source of customer information (Hamid et al., 2016) because in real time information is shared on social media at the same time. Unlike traditional mass communication channels, social media allows companies to connect, share content and communicate with their customers (Wang, 2012). By utilizing social media as interactive communication between business and customer, it is possible to obtain requests and needs of customers, their opinions and suggestions on the product and brand in real time (Vukasovic, 2013).

(iii) Trendiness

Trendiness means that it has the ability to provide customers with the latest information and news about brands (Godey et al., 2016).According to Kim and Ko (2012),a company should strive to be the first one to post news on social media in order for customers to perceive the brand's social media sites as trendy. Leeflang et al. (2014) explained that it becomes more common for customers to base their purchase decision on brand reviews they see on social media. Customers also perceived social media as a

trustworthy channel to gather information rather than information that is provided through advertising that is directly sponsored by corporations (Mangold & Faulds, 2009). According to Muntinga et al. (2011), the gathering of information is one of the main reasons why people get engaged on social media and the information aspect can be divided into four dimensions; surveillance, knowledge, pre-purchase information and inspiration.

Customer's motivation to engage in social media sites is they want to gather brand related information that is derived from other customers' experience and knowledge about certain brands (Muntinga et al., 2011). Customers also choose to engage in brand related content to collect pre-purchase information that is provided by other customers in forms of product and brand reviews (Tiago & Veríssimo, 2014). According to Shi et al. (2016), if a customer perceived that the content posted by brands are relevant and useful information, it is more likely that the customer will continue to interact with the brand on social media. Social media can also be consumed for inspiration, and by watching other customers' purchases can, in fact, have a positive impact on purchase-decision and brand preferences (Muntinga et al., 2011). According to Hutter et al. (2013), it is important that brands are considerate of the information they post on social media since individuals rely more than ever on their social networks when making purchase decisions.

(iv) Customization

Customization refers to the extent to which tailored service or information can fulfill the individual's preferences (Schmenner, 1986) and it avoids the problem of information overloading and increase the quality of decision (Tam & Ho, 2006). Customization concerned the relevance of social media messages and if they are tailored according to customer's preferences or the intended audience and the relationship the individual has to the company or brand (Killian & McManus, 2015). Further, Godey et al. (2016) defined customization as "the extent to which social media channels provide a customized information search and a customized service". According to Zhu and Chen (2015), there are two levels of customization on social media; postings and messages that are tailored to one specific individual or a small group of people, and the other level consists of messages that are intended for everybody that is interested, such as broadcasts.

Zhu & Chen (2015) claimed that an efficient social media marketing strategy should present a product or services that will enhance customers' relationships with others and should combine the exposing of a brand and at the same time customize the

advertising in accordance with customers' social needs. Today, mass customization is growing due to the evaluation of social media and Internet and mass customization seeks to produce goods and services uniquely tailored to the needs and wants of the individuals who buy them (Galbreath & Rogers, 1999). The customization is the act of creating a customer satisfaction based on the contact of the business with individual users (Ding and Keh, 2016; Seo and Park, 2018). Businesses on the social media can transfer the uniqueness of the product and brand to the customers by means of peer to peer communication. And they can deal with their individual problems and can be influential on product and brand preferences by making touches that will make them feel important.

2.2 Brand Trust

Brand is a name, sign, symbol or design or the combination of all that means that a product or service is recognized and distinguishes it from the competitor (Kotler, 2012). Trust is the expectation of the agents involve in a transaction and the risk which related with the expectation and behavior (Rai and Medha, 2013). Trust is one of the key requirements of a long-term and healthy relationship between individuals.

Chaudhuri and Holbrook (2001) define brand trust as "the willingness of the average customer to rely on the ability of the brand to perform its stated function." Brand trust arises after the analysis of the products of companies by consumers. If companies provide beliefs of safety, honesty and reliability about their brands to customers, brand trust will be generated subsequently (Doney & Cannon, 1997).

Lau and Lee (2000) proof that brand trust is a mediating variable which related brand predictability, brand competency, brand reputation, brand satisfaction, brand experience, trust in company and brand linking with brand loyalty. Customer's trust in the marketing literature is concept which has a strong correlation with customer's perception. One of it is the concept proposed by Assael (1998). In this concept, brand trust is a cognitive component of the behavior. There are two types of trust, they are organizational trust and personal trust (Ekelundand Sharma, 2001). Brand trust is a part of personal trust.

According to Gurviez and Korchia (2003), there are several things could be identified from trust. First, trust and commitment are the most important variables in maintaining long term relationship among partners in the business and industry. Second, explanation from trust and commitment in the relationship between company and

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

The studies focusing on the measurement and definition of brand trust pay attention to the structure of the concept, which can be composed of various components (Morgan & Hunt, 1994; Kumar, 1995; Hess, 1995; Erdem & Swait 2004; Lichtle & Plichon, 2008). Although different variables are put forward in different studies (Siriex and Dubois, 1999; Frisou, 2000 Gurviez, 1999, Aurier, Benavent and N'Goala, 2001), the basic ones can be defined as credibility, integrity and benevolence.

(i) Credibility

The credibility attributed to the brand refers to the assessment of the brand's ability to meet the terms of the exchange in terms of expected performance, i.e., meet consumer's 'technical' expectations. In other words, the product must meet customer's functional requirements. Credibility is based on the consumer's attribution to the brand of a degree of proficiency consequent from consumer's functional outlooks for the fulfilment of his or her needs.

(ii) Integrity

Integrity is the attribution of loyal motivations to the brand with respect to its promises involving the terms of the exchange; in other words, the honesty of its 'claims' in the broadest meaning of the word. Integrity in relation to the relationship between trustor and trustee involves adherence to principles of morality that the trustor finds acceptable. Integrity is defined as "a complicated concept with association to conventional moral standards—especially those of truth telling, fairness, and honesty — as well as to personal ideals that may conflict with such standards (Mcfall, 1987).McFall (1987), illustrated that both the attachment to and acceptability of moral standards are essential because personal integrity is formed by this set of principles. Only if the trustor accepts a particular set of principles, the trustee would be considered to have moral integrity for our purposes. Acceptability is consistent with trustor's trustful communications about the trustee, belief that where the trustee has a sense of justice,

trustor's past actions and the extent to whether the trustor's action is congruent with the words.

(iii) Benevolence

Benevolence is the attribution to a brand of a durable consumer-oriented policy taking into account consumer interests, even before brand interest, in the short-term. The presumption of a benevolent brand policy toward consumers helps consumer envisage a less insecure future since what is being offered is the durability of the terms of a fair exchange. In the benevolence dimension, the relation of brand with consumer benefits and even if brand lets consumer benefits be prior is questioned. Benevolence is based on the extent to which a buyer believes that a seller has beneficial motivations to the buyers when new situations arise, especially those for which a commitment was not made(Ganesan, 1994).Benevolence encompasses the intentions, qualities, and characteristics that are attributed to the trustor rather than just the behavior (Remple, Holmes, & Zanna, 1985).It is the extent to which an individual or a group believes that the trusted one will do good to the them(Hwang & Lee, 2010). Benevolence indicates that the buyer has some special attachment to the seller (Mayer et al., 1995). Even if the buyers' credibility is not fully guaranteed, sellers still trust them because perceived benevolence is a positive (Ganesan, 1994).

2.3 Brand Loyalty

With the increasing competition and high costs every company faced difficulties of winning over new customers, made it increasingly necessary to build long-term relationships with the customer's (Cásalo et al., 2008). According to Chaudhuri & Holbrook (2001), "loyalty consists of repeated purchases of the brand, whereas attitudinal brand loyalty includes a degree of dispositional commitment in terms of some unique value associated with the brand". Brand loyalty is a measure of the attachment a customer has towards a brand and if customers hold the brand high in relevance compared the competitors, the value of the company grows (Aaker, 1991). According to Chaudhuri and Holbrook (2001), customers who are loyal towards a brand are more inclined to pay a premium price because they perceive that the brand possesses unique qualities that other alternatives cannot provide.

The positive effect of loyal customers on business performance in competitive markets of our age (Anderson and Mittal, 2000; Perreault et al., 2013), in the condition where the cost of acquiring new customers is higher than retaining current customers (Lee et al., 2003; Kumar et al., 2011; Keisidou et al., 2013) are gradually increasing the significance of customer loyalty. Customer loyalty is the commitment of a customer to repurchase a firm's products and services, despite all actions of competitor businesses and to commit to become a client of that business on a regular basis in the future (Dick and Basu, 1994; Oliver, 1999). In parallel, brand loyalty is a repurchase behavior that reflects a conscious decision when the consumer continues to purchase the same brand (Solomon, 2011). Schiffman et al. (2010) have expressed brand loyalty as consumers who prefer to purchase or purchase the same brand consistently in a particular product or service category.

Purchasing the same brand by customers shows the behavioral aspect of loyalty (Lam et al., 2004; Jones and Taylor, 2007). Reichheld and Schefter (2000) have stated that customers who demonstrate behavioral loyalty to a brand are skilled for acquiring new customers beyond they have low price sensitivity and they purchase more. Positive sharing about the brand by customers, recommending the brand to the potential customers and encouraging them to purchase it can be listed as attitudinal aspect of the loyalty. Bloemer et al. (1999) have stated that loyalty also has a cognitive aspect as well as being the first to come to mind and price tolerance. Behavioral loyalty to the brand provides direct income to the business, while altitudinal and cognitive loyalty enhances the tendency to give reliable recommendations to people in their environment and plays a crucial role in catching new customers. In this respect, brand loyalty is a significant non-material asset for businesses (Moisescu, 2014; Jiang and Zhang, 2016).

2.4 Empirical Studies

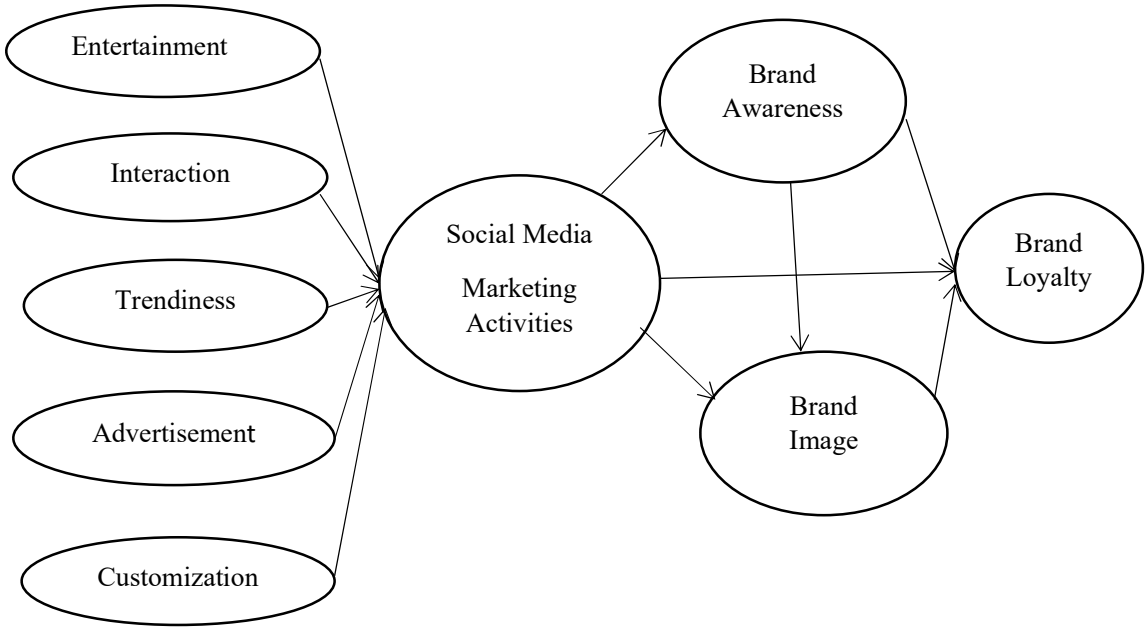
Despite the popularity of social media, the vast amount of research had done on social media marketing. In one study, Cicek & Erdogmus (2012) have attempted to examine the impact of social media marketing on brand loyalty in Turkey. The results of this study showed that advantageous campaigns on social media are the most significant drivers of brand loyalty followed by relevancy of the content, popularity of the content

among friends, and appearing on different social media platforms and providing applications.

Bruno Godey et al. (2016) have studied social media marketing efforts of luxury brands: influence on brand equity and consumer behavior. The results have found that entertainment, interaction and trendiness are most relevant and social media marketing efforts have positive effect on brand loyalty.

Patria Laksamana (2018) had examined the impact of social media marketing on purchase intention and brand loyalty: evidence from Indonesia's Banking Industry. Results indicated that social media marketing is significantly impacts both purchase intention and brand loyalty. It also revealed that purchase intention affects brand loyalty. Yusuf Bilgin (2018) had studied the effect of social media marketing activities on brand awareness, brand image and brand loyalty. The results have shown that social media marketing activities have a significant effect on consumers' brand awareness, brand image and brand loyalty. This result has been complied with the results of the researches conducted by Godey et al. (2006), Kim and Ko (2012), Duffett (2017) and Seo and Park (2018). The most significant social media marketing activities are found out as customization and entertainment. The conceptual framework of this paper is depicted as Figure (2.1):

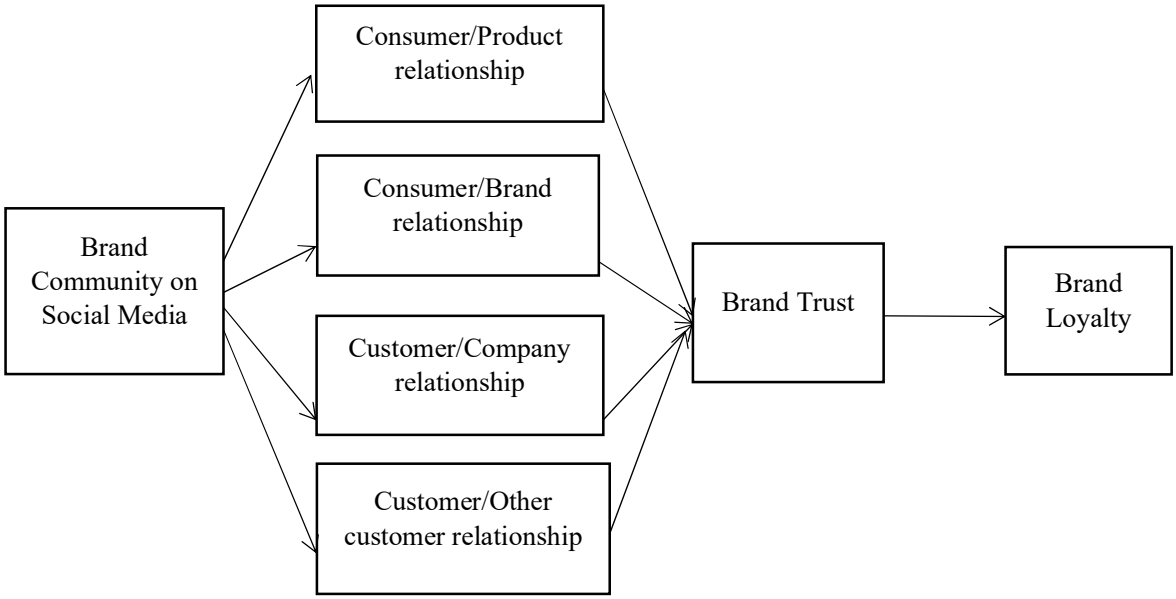
Figure (2.1) Conceptual Framework of Bilgin



Source: Bilgin Y (2018)

Michel Laroche et al. (2013) have studied to be or not to be in social media: how brand loyalty is affected by social media as shown in Figure (2.2):

Figure (2.2) Conceptual Framework Laroche



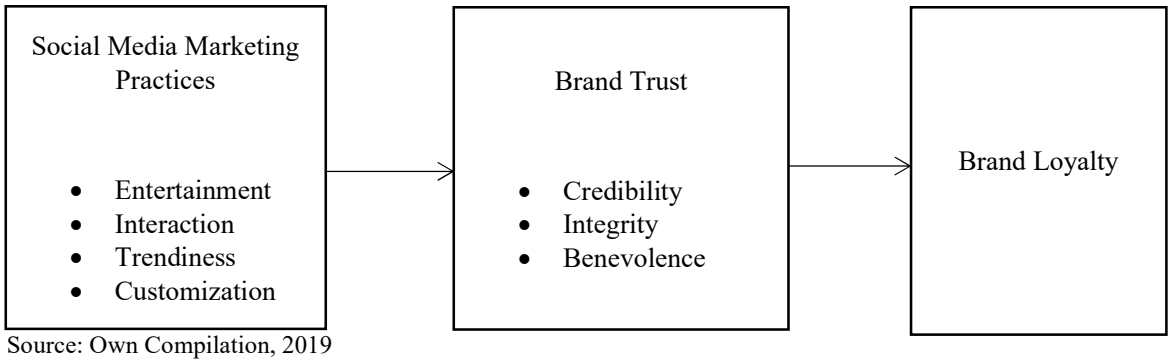
Source: Laroche M et al. (2013)

The result has shown that brand trust has a fully mediating role and social media marketing could be platform to achieve more loyal customers.

2.5 Conceptual Framework of the Study

The conceptual framework of the study is combination of previous research of Michel Laroche et al. (2013) and Bruno Godey et al. (2016). The conceptual framework of this study is described in the following Figure (2.3).

Figure (2.3) Conceptual Framework



Source: Own Compilation, 2019

In this conceptual framework of the study, advertisement is not included in social media marketing practices because due to United States-China trade crisis period, President Trump bans Huawei with a national security order. In that meantime Huawei does not run the advertisements on United States based social media platforms like Facebook and Google.

In this research, entertainment, interaction, trendiness and customization have been considered social media marketing practices. Although, there were many factors for brand trust, the three dimensions for brand trust – credibility, integrity and benevolence were used in this study. The final part of the research examines the relationship between brand trust and brand loyalty. This model was developed to examine the effect of social media marketing on brand loyalty of Huawei smart phone in Myanmar.

CHAPTER 3

PROFILE AND SOCIAL MEDIA MARKETING PRACTICES OF HUAWEI MYANMAR

This chapter consists of background and social media marketing practices of Huawei Myanmar. The demographic profile of respondents and the influence of brand trust on brand loyalty are demonstrated from the survey data.

3.1 Background of Huawei Myanmar

Huawei Technologies Co. Ltd. is a Chinese company based in Shenzhen, Guangdong, that manufactures telecommunications and networking equipment. It also offers consulting services regarding the operation of their products and equipment, building telecommunications networks, cloud computing services, and has started manufacturing portable communications devices such as smartphones for the mass consumer market. Huawei aims to bridge digital divide, drive the economy growth and social development to enrich the lives of people through good communication by providing its customers with excellent information and communications technology solutions. Huawei is a leading global provider of information and communications technology (ICT) infrastructure and smart devices. With integrated solutions across four key domains – telecom networks, IT, smart devices, and cloud services –committed to bringing digital to every person, home and organization for a fully connected, intelligent world.

Huawei products are available in more than 140 countries and are serving 45 of the world's 50 largest communications service providers. Aside from deploying their products worldwide, they also have Research and Development institutes in fourteen countries other than China, including the United States, Canada, France, The United Kingdom, Germany, Sweden, Ireland, and Russia. Huawei has more than 180,000 employees, and operate in more than 170 countries and regions. Founded in 1987, Huawei is a private company fully owned by its employees.

3.2 Social Media Marketing Practices of Huawei Myanmar

The development of technology and changes in have led the organization to use social media as marketing communication and promotion tool to attract and engage with the customers and retain the brand. Huawei Myanmar also considers not only the traditional marketing communication and promotion mix, but also the social media as marketing communication tool. As one of the largest social media, Facebook holds a great potential for promoting product information for Huawei Myanmar Company.

The goal of social media marketing communication is to produce content that users will share with their social network to help a company increase brand exposure and broaden consumer reach. Companies produce quality content that grabs their targets attention and consumer engagement.

Huawei Myanmar Company posted about information, promotion, activities, entertainment, wishing for memorial days, campaigns, sharing the information which are related to the company's products and article sharing to incorporating infographics, videos and interactive elements into their posts to get their targeted consumers' attention and loyalty. Huawei page was started on February 2, 2013. Currently in 2019, 56,297,463 people like Huawei page.

i. Entertainment

Huawei Myanmar Facebook page advertised its products with amusing videos and enjoyable comments. Huawei Myanmar Facebook page live stream the videos of their promo campaign to entertain the customers for example, live streaming Huawei nova gaming workshop, Huawei mobile esports challenge for PUBG mobile, Mobile Legends and AOV esports games.

ii. Interaction

Huawei Myanmar interacts with customers Facebook by allowing the customers to comments below their posts and reply with the information that the customers need. And service team answers all the customers' questions about the product information on the Facebook messenger for 24 hours.

iii. Trendiness

Huawei Myanmar Facebook page provides customers with the latest information and news about their products on Facebook. Huawei Myanmar use hashtag word on every

Facebook posts thus customers can click or tap on hashtag word to easily information search.

iv. Customization

Huawei Myanmar Facebook page have groups for their products series. Huawei P series Fan Club, Huawei Mate series Fan Club, Huawei Y series Fan Group and Huawei Nova Series Fan Group. Each group provides the product information, specifications and chipsets information. And share information about the software updates, EMUI updates and android version updates about specific product series.

3.3 Reliability Analysis

Reliability was undertaken in order to test the internal consistency of the variables in the questionnaire. Cronbach's alpha is a measure of internal reliability of the questionnaire. Cronbach's alpha was selected to conduct the reliability test, as it is the most common tool for internal consistency reliability coefficient in particular psychometric measurement. The reliability test is a process of measuring the consistency or repeatability of the scale. Cronbach's alpha test to see if multiple question Likert scale surveys are reliable. These questions measure latent variables – hidden or unobservable variables like: a person's conscientiousness, or openness. Cronbach's alpha will test if the test is accurately measuring the variable of interest.

Table (3.1) Reliability Analysis

Category	Cronbach's Alpha	No. of Items
Entertainment	0.870	5
Interaction	0.888	5
Trendiness	0.850	4
Customization	0.854	4
Interaction	0.840	4
Credibility	0.857	4
Benevolence	0.843	4
Brand Loyalty	0.926	6

Source: Survey Data (2019)

Table (3.1) showed that the Cronbach's Alpha of all the factors more than 0.7. Therefore, it can be interpreted that overall items of questionnaires have accomplished with consistency and stability.

3.4 Demographic Profile of the Respondents

In this study, there are five items of demographic characteristics explored to describe the profile of the respondents. They are gender, age, education, occupation and marital status.

Table (3.2) Demographic Profile of Respondents

Sr. No	Demographic Factors	No. of Respondents	Percentage
	Total	**384**	**100**
1	**Gender**		
	Male	196	51.04
	Female	188	48.96
2	**Age**		
	Under 20 Years	123	32.03
	21-30 Years	169	44.01
	31-40 Years	92	23.96
3	**Education**		
	High School	18	4.69
	Bachelor Degree	238	61.98
	Master Degree	120	31.25
	PhD Degree	8	2.08
4	**Occupation**		
	Student	153	39.84
	Unemployed	26	6.77
	Employee	179	46.61
	Self-employ	26	6.77
5	**Marital Status**		
	Single	278	72.40
	Married	106	27.60

Source: Survey Data (2019)

There are total of 384 respondents who were surveyed with structured questionnaire to measure the effect of social media marketing on brand loyal of Huawei smart phones in Myanmar. Table (3.2) represents the demographic data of the respondents as above.

According to the Table (3.2), 51.04% of respondents are male while 48.96% of respondents are female. The number of male respondents is greater than that of female respondents because male is more interested in smartphones rather than female.

In term of age, the respondents' age, the respondents' age level is classified based on three groups. The results found that 32.03% of the respondents belong to the group age under 20 years, 44.01% of the respondents are between 21 and 30 years, 23.96% of the respondents are between 31-40 years.

The highest percentage of the respondents is aged between 21 and 30 years. People at this aged are using social media every day to contact with friends and family. They are also more familiar with smartphones and social media. They turn to social media to solve problems or find information. Therefore, it can be concluded that young people pay more attention to social media marketing of Huawei Myanmar.

The majority of the education level of respondents is Bachelor degree by 61.98% of the respondents followed by Master degree which takes 31.25% of the respondents. There are only 2.08% of respondents who are holder of PhD degree. Education level of minority is high school which takes 4.69% of the respondents only. According to the result, it can be verified that most of the graduated people are interested in social media marketing.

The occupation of the respondents is divided into four groups as shown in Table (3.2). The highest respondents of the sample are employee, 170 respondents, followed by student which takes 153 respondents. There are 35 respondents who are self-employ. The lowest respondent of the study is 26 and they are unemployed. In order to buy smartphone, one must have money. The highest percentage of the respondents is employees because they have the self-spending power to buy Huawei smartphones.

In this research, the marital status of the respondents is classified into two groups in Table (3.2). The majority of the respondent is single by 278 respondents and followed by married which takes 106 respondents. The majority of the respondents are single because they have more free time to use Facebook. Married people have crossed certain

age limit and have family to look after, for that reason they do not have many free times as single.

3.5 Customer Perception on Social Media Marketing Practices

Social media marketing practices include such factors as entertainment, interaction, trendiness and customization. The effect of social media practices factors (entertainment, interaction, trendiness and customization) and what social media marketing practices have influence in their decisions are analyzed.

3.5.1 Entertainment

This section describes customer opinion on entertainment. Respondents were surveyed about their point of view towards entertainment by asking the following questions which are described by the Table (3.3).

Table (3.3) Entertainment

Sr. No	Description	Mean	Std. Dev.
1	Enjoyable	3.50	0.65
2	Interesting	3.67	0.69
3	Exciting	3.54	0.77
4	Fun	3.63	0.55
5	Easy to kill time	3.42	0.59
	Overall Mean	**3.55**	

Source: Survey Data (2019)

According to Table (3.3), regarding on entertainment factors, the highest mean value is 3.67, indicating that content of Huawei's social media seems interesting. The lowest mean value is 3.42, indicating that it is easy to kill time using Huawei's social media. The overall mean score value of perception on entertainment is 3.55; meaning positive influence from entertainment is also important factor.

Huawei has always updated the content and also make entertainment activities such as quiz, give-away, music video and game competitions. Therefore, customers think

Huawei's social media marketing is interesting. Huawei has been updating their social media content with schedule so sometimes it takes more time to update activities. Also, customers have different preferences; therefore, customers do not think it is not easy kill time using Huawei's social media.

3.5.2 Interaction

The following Table (3.4) shows the mean value of interaction. In the interaction category, there are five questions to analyze. The mean value of each are shown as below.

Table (3.4) Interaction

Sr. No	Description	Mean	Std. Dev.
1	Enable information-sharing with others.	3.59	0.72
2	Conversation or opinion exchange with others	3.55	0.65
3	Easy to provide opinion	3.50	0.61
4	Easy to express opinions	3.61	0.76
5	Possible to do two-way interaction	3.37	0.67
	Overall Mean	**3.53**	

Source: Survey Data (2019)

Regarding on interaction, customers think the expression of opinions is easy on social media of this brand and the mean score is 3.61. But customers do not think it is possible to do two-way interaction through Huawei's social media and mean value is 3.37.

Customers can easily comment, complain and question on Huawei's social media every time they want. Therefore, it is easy to express opinions in Huawei's social media. Since there are many comment and questions from customers, sometimes it takes time to response to customers. Therefore, customers do not think it is possible to do two-way interaction through Huawei's social media.

3.5.3 Trendiness

In this study, four survey questions are used to explore customers' opinion on trendiness of Huawei's smartphones. In this study, four survey questions are used to explore customers' opinion on trendiness of Huawei's social media marketing practices. The results from the survey on trendiness are shown in Table (3.5).

Table (3.5) Trendiness

Sr. No	Description	Mean	Std. Dev.
1	Updated information	3.85	0.68
2	Newest content information.	3.74	0.70
3	Very trendy.	3.53	0.60
4	Using leading fashion	3.57	0.75
	Overall Mean	**3.67**	

Source: Survey Data (2019)

Regarding on trendiness, the highest mean value is the mean value of the information shared on social media of Huawei Myanmar is up to date and the mean score is 3.85. The lowest mean value is the mean values of using Huawei's social media is very trendy and mean value is 3.53.

Huawei has updated content, products information, announcement and entertainment activities depends on the trend. Therefore, Huawei social media is up to date. However, customers are using social media to interact with friends and family, and they only check company page only when they want to know information. Therefore, customers do think using Huawei's social media is very trendy.

3.5.4 Customization

In this study, four survey questions are used to explore customers' opinion on customization of Huawei's social media marketing practices. The results from the survey on customization are shown in Table (3.6).

Table (3.6) Customization

Sr. No	Description	Mean	Std. Dev.
1	Offering customized information search	3.56	0.66
2	Able to used anytime, anywhere	3.75	0.74
3	Interesting information	3.64	0.71
4	Providing lively feed about information	3.68	0.69
	Overall Mean	**3.66**	

Source: Survey Data (2019)

Regarding on customization, the highest mean value is the mean value of Huawei's social media can be used anytime, anywhere and the mean score is 3.75. The lowest mean value is the mean values of Huawei's social media offers customized information search and mean value is 3.56.

Huawei Facebook page provided 24 hours access for customers. So, they can check Huawei Facebook at any place when they have time. Huawei made separate group for each product to information. But some customers are not aware of this group. Therefore, they have least opinion on customized information search.

CHAPTER 4

ANALYSIS ON THE EFFECT OF BRAND TRUST ON BRAND LOYALTY

This chapter focus on the analysis of the relationships between the variables. The effect of social media marketing practices on three components of brand trust are analysed. Moreover, the relationship between three components of brand trust and brand loyalty are analysed. The results of the analysis are also be presented.

4.1 Analysis on the Effect of Social Media Marketing Practices on Brand Trust

To analyse the relationships between independent and dependent variables, Linear Regression Model will be used. Entertainment, interaction, trendiness and customization are predictors for three components of brand trust which are credibility, integrity and benevolence.

4.1.1 Brand Trust

Credibility, integrity and benevolence are components of brand trust. Huawei is always looking to improve its products and upgrade its product depends on the latest technology. Therefore, when Huawei releases new products, it delivers what it promises. However, each customer has different expectation. Therefore, sometimes Huawei's does not meet everything they expect.

According to Table (4.1), the overall mean value of credibility is 3.75. Among the variables, the highest mean value is the mean value of Huawei delivers what it promises and the mean score is 3.81. The lowest mean value is the mean value of this brand (Huawei) gives me everything I expect out of the product and mean value is 3.64. Regarding on integrity, the overall mean score is 3.64. Among the variables, the highest mean value is the mean value of this brand (Huawei) is honest with its customers and the mean score is 3.71. The lowest mean value is the mean value of Huawei will keep their commitments and mean value is 3.60. The mean values are shown in Table (4.1).

Table (4.1) Brand Trust

Sr. No	Description	Mean	Std. Dev
	Credibility		
1	Willing to meet customer expectations.	3.77	0.57
2	Product under warranty.	3.67	0.70
3	Delivering its promises.	3.81	0.78
4	Gives everything expect out of the product.	3.64	0.63
	Overall Mean	**3.72**	
	Integrity		
1	Sincere with customers.	3.62	0.73
2	Honest with its customers.	3.71	0.81
3	High integrity.	3.63	0.77
4	Keeping commitments	3.60	0.73
	Overall Mean	**3.64**	
	Benevolence		
1	Renews its products to take into account advances in research.	3.67	0.66
2	Always looking to improve its response	3.72	0.74
3	Expressing an interest in its customers.	3.71	0.76
4	Offering the request with full stretch	3.62	0.68
	Overall Mean	**3.68**	

Source: Survey Data (2019)

Huawei usually updates and provides accurate and reliable information about its products and price through social media. Therefore, most customers agreed that Huawei's is honest with its customers.

Regarding on benevolence, the highest mean value is the mean value of Huawei is always looking to improve its response to consumer needs and the mean score is 3.72. The lowest mean value is the mean values of Huawei will help me at full stretch and mean value is 3.62.

4.1.2 The Effect of Social Media Marketing Practices on Brand Trust

To analyze the relationship between social media marketing practices on brand trust, Linear regression model will be used.

(a) The Effect of Social Media Marketing Practices on Credibility

Credibility is the dependent variable and entertainment, interaction, trendiness and customization are the predictors of the dependent variable. The reasons for using social media differ, individuals emphasize that the content which arouses the attention of them who finds the content amusing and pleasing. The results are shown in Table (4.2).

Table (4.2) The Effect of Social Media Marketing Practices on Credibility

Variable	Under-standardized Coefficients		Beta	t-value	Sig	VIF
	B	Std. Error				
(Constant)	0.875	0.144		6.055	0.000	
Entertainment	.287***	0.058	0.275	4.975	0.000	2.482
Interaction	.340***	0.089	0.348	3.804	0.000	6.78
Trendiness	.319***	0.063	0.327	5.051	0.000	3.401
Customization	.148*	0.076	0.156	1.945	0.052	5.191
R	0.729					
R Square	0.532					
Adjusted R Square	0.527					
F-value	107.771***					
Durbin Watson	1.966					

Source: Survey Data (2019)

Note *** significant at 1% level, ** significant at 5% level, * significant at 10% level

Entertaining actions can motivate customers' participation, promote their excitement and concentration, and make them enjoy the experience on social media. Entertainment boosts social media success because it motivates users to participate, promote their excitement and keep them coming back. Entertainment is important since it can enhance the engagement customers have with a brand on social platforms.

Entertainment on social media can enhance customers' positive attitudes towards a brand and the customers are more likely continue to interact with the brand's social media accounts. Since customers perceive the entertainment aspect to be an important factor of social media, entertainment positively affects credibility.

As shown in Table (4.1), This model can explain 52.7% about the variance of dependent variable with the independent variable. F-value (the overall significance of the model) is highly significant at 1% level. Entertainment, interaction and trendiness are significant at 1% level and customization is significant at 10% level. The Standardized Coefficient (Beta) indicates that all variables have positive relationship with brand credibility of this study. It means that the higher the independent variables, the greater the dependent variable. A unit increase in entertainment results increase in credibility of the brand. Similarly, a unit increase in interaction leads to increase in credibility of the brand. A unit increase in trendiness will lead to increase in credibility of the brand while a unit increases in customization leads to increase in credibility

Customers can either lose interest if messages are not pushed often enough, or feel overwhelmed if they are exposed with too much information. Consumers' level trust become higher when help and support is provided when consumers need it, room for discussions is offered, and involvement through communication tools is granted. Therefore, brands need to be active in discussions and helpful with practical matters so as to promote interaction. The interaction indicates that the brand cares about their customers and that they are confident in products or services that are marketed, which in turn leads to stronger perceptions of the brand. Therefore, it is important that communication with customers is a two-way street because the customers must be able to have a conversation directly with the brand in order to maintain customers' engagement. Therefore, interaction positively affects credibility.

Customers use social media to search for information about products and brands before making a purchase decision. Therefore, social media marketing is characterized by trendiness as they perceive social media as a trustworthy channel to gather information. Trendiness means that company has the ability to provide customers with the latest information and news about brands. Social media site that provides the latest news and hot topics of discussion is perceived as a more trustworthy source of information. Therefore, trendiness positively affects credibility.

Customers want products and services that meet or exceed their individual requests. Customers like the feeling of being special and companies should strive to provide offers that are aimed to an exclusive group of customers or individuals. Customization concerns the relevance of social media messages and if they are tailored according to customer's preferences or the intended audience and the relationship the individual has to the company or brand. Therefore, customization positively affects credibility.

(b) The Effect of Social Media Marketing Practices on Integrity

Integrity is the dependent variable and entertainment, interaction, trendiness and customization are the predictors of the dependent variable. Trendiness and customization are correlated with integrity. The results are shown in Table (4.3).

Table (4.3) The Effect of Social Media Marketing Practices on Integrity

Variable	Under-standardized Coefficients		Beta	t-value	Sig	VIF
	B	Std. Error				
(Constant)	0.57	0.170		3.353	0.001	
Entertainment	0.029	0.068	0.024	0.426	0.670	2.482
Interaction	0.166	0.105	0.148	1.580	0.115	6.780
Trendiness	.318***	0.074	0.285	4.283	0.000	3.401
Customization	.333***	0.089	0.306	3.723	0.000	5.191
R	0.712					
R Square	0.508					
Adjusted R Square	0.502					
F-value	97.648***					
Durbin Watson	2.197					

Source: Survey Data (2019)

Note *** significant at 1% level, ** significant at 5% level, * significant at 10% level

Trendiness is an aspect that provides the customer with the latest information and news about their brand and products. Customers look for information on social media sites before making a purchase to get both a thought of what they should expect, but also to gain information from other customers regarding brand-related news. The fact that many customers turn to a brand's social media platform to collect information before a

purchase is to see new products and to get information before they choose to purchase them or not. This shows that it is important for companies to be active on social media and frequently update customers with the latest news, since social media has the ability to have a positive influence on customers' perceptions of the brand.

According to the result shown in Table (4.3), this model can explain 50.2% about the variance of dependent variable with the independent variable. F-value (the overall significance of the model) is highly significant at 1% level. The significance value of trendiness and customization are significant at 1% level. The Standardized Coefficient (Beta) indicates that trendiness and customization have positive relationship with the dependent variable (brand integrity) of this study. A unit increase in trendiness will lead to increase in brand integrity. A unit increase in customization will make increase in brand integrity.

Customers interact more on social media if the posts were directed towards their interests. If messages are tailored towards customers' preferences of the intended segment, and the relationship the individual have towards the brand, it creates a positive association in the mind of the customers. Therefore, it is important to customize information search and service to satisfy an individual's preferences as customers like the feeling of being special. Thus, trendiness and customization have positive effect on integrity.

(c) The Effect of Social Media Marketing Practices on Benevolence

Benevolence is the dependent variable and entertainment, interaction, trendiness and customization are the predictors of the dependent variable. According to the result shown in Table (4.4), this model can explain 58.4% about the variance of dependent variable with the independent variable. F-value (the overall significance of the model) is highly significant at 1% level. Interaction and customization are significant at 1% level and trendiness is significant at 5% level. Positive Beta values indicate that significant variables have positive relationship with the dependent variable of this study. The higher the independent variables, the greater the dependent variable. Interaction, trendiness and customization are correlated with dependent variable. Social media offers consumers assistance as well as space for discussions and the exchange of idea. The results are shown in Table (4.4).

Table (4.4) The Effect of Social Media Marketing Practices on Benevolence

Variable	Under-standardized Coefficients		Beta	t-value	Sig	VIF
	B	Std. Error				
(Constant)	0.607	0.144		4.221	0.000	
Entertainment	0.092	0.057	0.083	1.603	0.110	2.482
Interaction	.286***	0.089	0.276	3.213	0.001	6.780
Trendiness	.200**	0.063	0.193	3.183	0.023	3.401
Customization	.276***	0.076	0.274	3.650	0.000	5.191
R	0.767					
R Square	0.589					
Adjusted R Square	0.584					
F-value	135.508***					
Durbin Watson	2.313					

Source: Survey Data (2019)

Note *** significant at 1% level, ** significant at 5% level, * significant at 10% level.

Unlike traditional mass communication channels, social media facilitate the interaction, content sharing and collaboration of businesses with their customers. By utilizing social media as interactive communication between business and customer, it is possible to obtain requests and needs of customers, their opinions and suggestions on the product and brand in real time. Brand therefore needs to post unique content, active and open in discussions and helpful with practical matters in order to promote interaction. It is also crucial to update information on time transfer the uniqueness of product and brand to customers. By customizing communication and updating information on time, brand can deal with problems and can be influential on product and brand preferences of consumers by making touches that will make them feel important. Therefore, interaction, trendiness and customization have positive effect on benevolence.

4.2 Analysis on the Effect of Brand Trust on Brand Loyalty

This section studies the effect of brand trust on brand loyalty. Linear Regression Model will be used to analyse the effect of brand trust on brand loyalty of consumers.

4.2.1 Brand Loyalty

In this study, the respondents were asked whether they agreed or not according to the scale of strongly disagree, disagree, neutral, agree or strongly agree. The results are calculated and shown on the following Table.

Table (4.5) Brand Loyalty

Sr. No	Description	Mean	Std. Dev
1	Loyal to this brand	3.65	0.69
2	First priority to choose	3.60	0.84
3	Recommending to others	3.74	0.79
4	Prefer to buy even there is another brand	3.69	0.77
5	Purchasing from any store	3.48	0.67
6	Repurchase	3.71	0.75
	Overall Mean	**3.65**	

Source: Survey Data (2019)

According to Table (4.5), the mean score of purchase behavior ranged from 3.48 to 3.74. The overall mean score is 3.65. The highest mean value is the mean value of suggest to other consumers and the mean score is 3.74. The lowest mean value is the mean values of If Huawei smartphone is not available at the store, customers would buy the same brand from some other store and mean value is 3.48.

Huawei has delivers what it promises and always update the function as customer's needs. Therefore, customers are willing to recommend Huawei smartphones to other customers. However, since there are many choices and promotion at stores, and sometimes customers are busy and they don't have times to go to other stores, they choose to buy suitable products at that store instead of going to other store to buy Huawei's smartphones.

4.2.2 The Effect of Brand Trust on Brand Loyalty

The result of influence of brand trust on brand loyalty are shown in following Table (4.6)

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

Variable	Under-standardized Coefficients		Beta	t-value	Sig	VIF
	B	Std. Error				
(Constant)	0.229	0.118		1.943	0.053	
Credibility	.582**	0.055	0.502	10.637	0.017	3.165
Integrity	.887***	0.057	0.879	15.560	0.000	4.523
Benevolence	.539**	0.076	0.493	7.126	0.038	6.800
R	0.856					
R Square	0.732					
Adjusted R Square	0.730					
F-value	346.245***					
Durbin Watson	2.155					

Source: Survey Data (2019)

Note *** significant at 1% level, ** significant at 5% level, * significant at 10% level

According to the result shown in Table (4.6), this model can explain 73% about the variance of dependent variable with the independent variable. F-value (the overall significance of the model) is highly significant at 1% level. Integrity is significant at 1% level. Credibility and benevolence are significant at 5% level. Beta values are all positive. The relationship between independent variables and dependent variable is positive. A unit increase in integrity will lead to increase in brand loyalty of consumers. A unit increase in credibility will make increase in brand loyalty of consumers. A unit increase in benevolence will make increase in brand loyalty of consumers.

Today's consumers have more options than ever when it comes to choosing among a huge mix of hundreds of brands and thousands of products and services. In such a fiercely competitive environment, brand trust has become an important competitive differentiator. Brand trust arises after consumers' evaluation of companies' offerings. Customers are loyal to company when company meet up with their needs in addition to

delivering on promises made. Therefore, all of the three components of brand trust, credibility, integrity and benevolence are correlated with 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 needs for the further study.

5.1 Findings and Discussions

This study was conducted to gain a better understanding of the effect of social media marketing practices on brand loyalty of Huawei smartphones in Myanmar. As the objectives of this study is to analyze the effect of social media marketing practices on brand trust and to analyze the effect of brand trust on brand loyalty of Huawei smart phones. This study highlights which social media marketing practices are influencing on customer brand trust and brand loyalty.

Social media marketing practices are measured by four factors, which are entertainment, interaction, trendiness and customization. According to the research result, trendiness is the most crucial factor of Huawei's social media marketing practices. Respondents are more concerned with the newest information provided on Huawei's Facebook. Therefore, the trendiness of Huawei social media marketing can be said that the customers are highly satisfied and it scores has the highest mean value.

Regarding on brand trust, the credibility has the highest mean value among three factors. Huawei mobile as always provided customers what it promises and met their expectations. Therefore, credibility is the most influencing factors for customer brand trust of Huawei.

For the mean value of customer loyalty, respondents intended to suggest Huawei smartphones to other consumers and they also want to repurchase the product of Huawei. These intentions are based on the customers' brand trust so Huawei needs to increase more trust towards the brand.

According to the analysis results, all factors of social media marketing practices have positive significant effect on credibility of brand trust while on the other hand;

trendiness and customization have significant positive impact on integrity of brand trust. It was also found that interaction, trendiness and customization mainly influence on benevolence of brand trust.

This study describes the major influencing factors on brand trust are trendiness and customization, followed by interaction, and entertainment. Customers preferred social media that provided the most up-to-date information because social media was the most practical means of accessing such information. Customers also preferred social media that fit for their own tastes and wanted reliable content. The components of interaction or entertainment were relatively less important compared to other components, though it is important, for social media marketing practices to be successful, to achieve balance among all components.

This study highlights the effect of brand trust on brand loyalty of the respondents. Brand trust includes such factors as credibility, integrity and benevolence. All factors of brand trust have significant positive impact on purchase behavior of the respondents. Also, it was also found that customers who are loyal towards a brand are more inclined to recommend the brand to others. As a summary, the study expresses the effect on social media marketing practices on brand loyalty of Huawei Smartphones in Myanmar.

5.2 Suggestions and Recommendations

According to the result, it can be found that trendiness and customization are the main concern. Customers are following the brand on social media mainly to get brand-related information. Therefore, Huawei's social media page should provide up-to-date information about all the upcoming events, activities and share the latest news regarding products and services to their customers. Information overload can be hidden communication between brand and customers. Therefore, Huawei should identify customers' preferences, interests and needs to customize service and information.

Customers are using social media to entertain themselves to escape from the harsh realities of life, search and share information. Therefore, entertainment can create positive attitudes towards brand. Huawei should develop their campaigns and contents high in entertainment element in order to engage with customers.

Since the customers are expecting to have an interaction with the brand if they follow them on social media. Interaction works for a reminder for customers. However,

they can lose interest if the company does not post often or feel annoyed if the company exposed too much information. Therefore, Huawei should have a strategy to balance messages posted on social media to increase interaction with customers.

The company campaigns should include the benefits, values, advantages for customers to obtain loyal customers. Since consumers are checking for creative reasons, variety, and differences to engage with the brand on social media, Huawei should create more engaging, participative, interesting applications, games, contents to draw their customers' interest.

Rapid development in technology and social media are offering sophisticated marketing programs for company. Therefore, Huawei should not only use social media marketing to reach customers but also as an important marketing tool for promoting products and engaging with customers.

5.3 Needs for Further Research

This study could analyze the effect of social media marketing on brand loyalty of Huawei smart phones in Myanmar only. The further study should focus on other products or brand. The survey questions were collected from only 384 respondents. Therefore, this study does not cover the whole country or even the whole city people attitude. It is, therefore, recommended that the scope of should be geographically widened and sample size should be larger for further research study in this field to better understand the effect of social media on brand loyalty. In addition, this study only focuses on Facebook. Therefore, other study should conduct on other social media channels such as Instagram, Google+, YouTube, WhatsApp and LinkedIn so that the effect of social media marketing practices can be studied on a wide scale.

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APPENDIX A
SURVEY QUESTIONNAIRE

The Effect of Social Media Marketing Practices on Brand Loyalty of Huawei Smartphones

This survey is a partial fulfillment of the requirements for Master Degree of Business Administration Program, aiming at investigating the effect of social media marketing on brand loyalty of Huawei smart phone in Myanmar. This survey is only concern with MBA thesis paper and not related with other business purpose. Please kindly answer the following questions. Thank you for your previous time.

Section 1: Individual Factors

1. Please specify your gender
   - ☐ Male
   - ☐ Female

2. Please select your age?
   - ☐ 20 or Younger
   - ☐ 21-30 years
   - ☐ 31-40 years
   - ☐ 41-50 years

3. What is your current occupational status?
   - ☐ Student
   - ☐ Unemployed
   - ☐ Employee
   - ☐ Self-employed

4. What is your level of education?
   - ☐ High School
   - ☐ Bachelor's
   - ☐ Master's
   - ☐ PhD

5. What is your marital status?
   - ☐ Single
   - ☐ Married
   - ☐ Divorced

Section 2: Influencing Factors

Instructions:

1) Please circle the number that indicates your level of agreement or disagreement with the following statements.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Social Media Marketing Practice

Entertainment	1	2	3	4	5
The content shared by Huawei's social media is enjoyable.					
Content of Huawei's social media seems interesting					
It is exciting to use Huawei's social media.					
It is fun to collect information through Huawei's social media.					
It is easy to kill time using Huawei's social media.					

Interaction	1	2	3	4	5
Huawei's social media enable information-sharing with others.					
Conversation or opinion exchange with others is possible through Huawei's social media.					
It is easy to provide my opinion through Huawei's social media.					
The expression of opinions is easy on social media of this brand (Huawei mobile).					
It is possible to do two-way interaction through Huawei's social media.					

Trendiness	1	2	3	4	5
The information shared on social media of this brand is up to date.					
Content of Huawei's social media is the newest information.					
Using Huawei's social media is very trendy.					
It is a leading fashion to use Huawei's social media					

Customization	1	2	3	4	5
Huawei's social media offers customized information search.					
Huawei's social media can be used anytime, anywhere.					
The information that I need can be found on Huawei's social media.					
Huawei's social media provide lively feed information I am interested in.					

Brand Trust

Credibility	1	2	3	4	5
Huawei smartphones meet the level of customer expectations.					
The products of this brand that I purchase are always under warranty.					
Huawei delivers what it promises.					
This brand (Huawei) gives me everything I expect out of the product.					

Integrity					
Huawei is sincere with customers.					
Huawei is honest with its customers.					
Huawei has high integrity.					
Huawei will keep their commitments					

Benevolence	1	2	3	4	5
I think this brand (Huawei) renews its products according to take into account advances in research.					
I think that this brand (Huawei) is always looking to improve its response to consumer needs.					
This brand (Huawei) expresses an interest in its customers.					
If I make requests, Huawei will help me at full stretch.					

Brand Loyalty

	1	2	3	4	5
I consider myself to be loyal to this brand (Huawei).					
This brand (Huawei) would be my first choice.					
I will suggest Huawei to other consumers.					
Even if another brand has the same features as this brand (Huawei), I would prefer to buy Huawei.					
If Huawei is not available at the store, I would buy the same brand from some other store.					
I intend to repurchase Huawei again.					

APPENDIX B

STATISTICAL OUTPUT

Regression Analysis Result for Effect of Social Media Marketing Practices on Credibility

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		Durbin-Watson
					R Square change	F Change	
1	.729 [a]	.532	.527	.38119	.532	107.771	1.966

a. Predictors: (Constant), Entertainment, Interaction, Trendiness, Customization

b. Dependent Variable: Credibility

ANOVA[a]

Model	Sum of Square	df	Mean Square	F	Sig.
1 Regression	62.641	4	15.660	107.771	.000[b]
Residual	55.072	379	.145		
Total	117.713	383			

a. Dependent Variable: Credibility

b. Predictors: (Constant), Entertainment, Interaction, Trendiness, Customization

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.875	.144		6.055	.000		
Entertainment	.287	.058	.275	4.975	.000	.403	2.482
Interaction	.340	.089	.348	3.804	.000	.147	6.780
Trendiness	.319	.063	.327	5.051	.000	.294	3.401
Customization	.148	.076	.156	1.945	.052	.193	5.191

a. Dependents Variable: Credibility

Regression Analysis Result for Effect of Social Media Marketing Practices on Integrity

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		Durbin-Watson
					R Square change	F Change	
1	.712 [a]	.508	.502	.44861	.508	97.648	2.197

a. Predictors: (Constant), Entertainment, Interaction, Trendiness, Customization

b. Dependent Variable: Integrity

ANOVA[a]

Model	Sum of Square	df	Mean Square	F	Sig.
1 Regression	78.607	4	19.652	97.648	.000[b]
Residual	76.274	379	.201		
Total	154.881	383			

a. Dependent Variable: Integrity

b. Predictors: (Constant), Entertainment, Interaction, Trendiness, Customization

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.570	.170		3.353	.001		
Entertainment	.029	.068	.024	.426	.670	.403	2.482
Interaction	.166	.105	.148	1.580	.115	.147	6.780
Trendiness	.318	.074	.285	4.283	.000	.294	3.401
Customization	.333	.089	.306	3.723	.000	.193	5.191

a. Dependents Variable: Integrity

Regression Analysis Result for Effect of Social Media Marketing Practices on Benevolence

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		Durbin-Watson
					R Square change	F Change	
1	.767[a]	.589	.584	.37937	.589	135.508	2.313

a. Predictors: (Constant), Entertainment, Interaction, Trendiness, Customization

b. Dependent Variable: Benevolence

ANOVA[a]

Model	Sum of Square	df	Mean Square	F	Sig.
1 Regression	78.010	4	19.503	135.508	.000[b]
Residual	54.546	379	.144		
Total	132.557	383			

a. Dependent Variable: Benevolence

b. Predictors: (Constant), Entertainment, Interaction, Trendiness, Customization

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.607	.144		4.221	.000		
Entertainment	.092	.057	.083	1.603	.110	.403	2.482
Interaction	.286	.089	.276	3.213	.001	.147	6.780
Trendiness	.200	.063	.193	3.183	.023	.294	3.401
Customization	.276	.076	.274	3.650	.000	.193	5.191

a. Dependents Variable: Benevolence

Regression Analysis Result for Effect of Brand Trust on Brand Loyalty

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		Durbin-Watson
					R Square change	F Change	
1	.856[a]	.732	.730	.33374	.732	346.245	2.155

a. Predictors: (Constant), Credibility, Integrity, Benevolence

b. Dependent Variable: Brand Loyalty

ANOVA[a]

Model	Sum of Square	df	Mean Square	F	Sig.
1 Regression	115.697	3	38.566	346.245	.000[b]
Residual	42.325	380	.111		
Total	158.023	383			

a. Dependent Variable: Brand Loyalty

b. Predictors: (Constant), Credibility, Integrity, Benevolence

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.229	.118		1.943	.053		
Credibility	.582	.055	.502	10.637	.017	.316	3.165
Integrity	.887	.057	.879	15.560	.000	.221	4.523
Benevolence	.539	.076	.493	7.126	.038	.147	6.800

a. Dependents Variable: Brand Loyalty