

YANGON UNIVERSITY OF ECONOMICS
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BRAND RESONANCE OF CUSTOMERS ON
CATERPILLAR ELECTRIC POWER GENERATOR IN
MYAN SHWE PYI TRACTORS LIMITED

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EMBA II - 65

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ACADEMIC YEAR (2018-2022)

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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 Thura Min Swe, entitled “**Brand Resonance of Customers on Caterpillar Electric Power Generator in Myan Shwe Pyi Tractors Limited**” 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 brand resonance of customers on Caterpillar electric power generator by analyzing the brand building practices of Myan Shwe Pyi Tractors Limited (MSPTL), authorized dealer of Caterpillar in Myanmar. To reach the study objectives, this study is specified and tested by using multiple linear regression analysis. In this study, the simple random sampling method is used to select one hundred of the respondents among two thousands customers. Their responses are gathered through questionnaire surveys with a self-administered questionnaire. The result of this study indicates that the antecedents of brand resonance of customers on Caterpillar generator are positively affect to its brand resonance. It is, however, found that brand performance has a negative effect on one of the elements of the brand resonance such as, brand attachment. Moreover, the study found that customer satisfaction has a high positive significant effect on brand resonance of Caterpillar generator in MSPTL. The study also reveal that there is a mediation between the independent variable of antecedents of brand resonance and dependent variable of brand resonance of Caterpillar generator, while customer satisfaction is as a mediator, on the relationship between them. The study highly recommends the company that they should focus on their brand building practices by bottom-up approach of the brand resonance pyramid and their customer satisfaction in order to reach the better brand relationship at the highest level of the brand resonance pyramid.

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LIST OF ABBREVIATIONS

ADC	Asia-Pacific Distribution Centre
B2B	Business to Business
CAT	Caterpillar
CEO	Chief Executive Officer
CFO	Chief Financial Officer
CIF	Cost Insurance & Freight
COO	Chief Operation Officer
CRM	Customer Relationship Management
CVA	Customer Value Agreement
ERP	Enterprise Resource Planning
FAT	Factory Acceptance Test
MSPTL	Myan Shwe Pyi Tractors Limited
MSPTPL	Myan Shwe Pyi Tractors Private Limited
MTL	Myanmar Tractors Limited
NPI	New Product Improvement
POD	Points of Difference
POP	Points of Parity
PM	Preventive Maintenance
RAM	Remote Assets Monitoring
TIL	Tractors India Limited

CHAPTER (1)

INTRODUCTION

In order to achieve the sustainable organizational growth, branding is essential for the creation a strong brand name by the effective and efficient brand building blocks to attain the final level of development called resonance with their customers. It is the most critical tool to uplift the country's economy. A brand name also assists the customer to choose comfortably in their aggressive businesses and busy routine life. To be grown the macro-economy, not only the building of brand image but also acquiring the brand resonance is a key point in the competitive market situation of the modern world. A brand can be defined as a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors (Keller, 2013).

Brand resonance is often defined as how well they connect together with their customer both formally and casually. Creating resonance together with their brand means their message has got to permeate customers' minds and lives (Raut, 2015). Brand resonance is considered as one of the most valuable intangible asset of the company. With such nice emphasis, it can be used by the organization to realize competitive advantage (Keller, 2013). There has been a significant amount of work done in the field of customer brand connections in the once decade and it is still an arising area of study of researchers (Sahay, Sharma & Mehta, 2012). Further than the course of the decade, they have learned a numerous new effects about the nature and functions of customers' connections with brands, and the processes whereby they develop in the hands of customers and marketers.

In a broader sense, brand relationship exploration, predicated as it is in the perception of customers as active meaning-makers, helped pave way for the paradigm of co-creation embraced in brand marketing moment (Fournier, 2009). The relational approach may give a better and broader understanding of the miracles that arises between the customer and the brand (Keller, 2003). Exploring branding as a variable of customer loyalty and customer retention may reduce influences performing from symbolic consumption since loyalty may considered as a particular kind of a relationship (Nobre & Brito, 2010). The brand relationship concept represents the bonding or the attachment between the customers and their brand.

The development of brand relationship is not an easy task, as it affected by different marketing as well as other than marketing factors, such as customer demographics, knowledge, attitude, and their satisfaction. Customer satisfaction is a major factor contributing to the success of any organization. It influences customer loyalty, which, in turn, affects business performance (Gerpott et al., 2001). Retaining loyal customers is an important factor for the sustainable success of the related industry, because the paradigm in marketing has shifted from acquiring new customers to maintaining and keeping current customers (Muhammad et al., 2016). According to Reichheld (2000), acquiring the new customers is more expensive than maintaining the existing customers.

Companies can make strong brands and establish competitive advantage in turbulent diligence by creating superior emotional connection with their customers (Akgun et al., 2013). Customers want something more aspirational and personal and form deeper relationships with the brands they engage with (Kotler & Caslione, 2009). It is important for brands how to produce brand resonance with their customers in the current market segment. Despite it is important for the organization's performance, there is still relatively little knowledge about how to build and use brand resonance in the strategic marketing (Keller, 2001). Thus, there seems to be a clear need for both marketers to gain further knowledge and the company to manage this branding building process.

Myan Shwe Pyi Tractors Limited (MSPTL) is an authorized dealer of Myanmar for Caterpillar brand generators and heavy equipment machines. It is operating in B2B market, private sectors, and government sectors as well. Its customers are using electric power generators and heavy equipment machines in their manufacturing, production, food processing, electric power generation and distribution, oil and gas, mining fields, hotels, medical services, construction of infrastructure fields, real estate, tele-communications and government electrification projects in rural areas. This study focuses on the electric power generator firms only. MSPTL has currently about 2000 customers and over 5000 unit of the population of Caterpillar electric power generators all over Myanmar.

1.1 Rationale of the Study

Brand resonance describes the extent to which level customers feel they are in synchronizing with the brand and constitutes from four different elements: behavioral loyalty, attitudinal attachment, active engagement and sense of community (Raut, 2015). Building the strong brand name is one of the most valuable assets for companies as strong

brands are less vulnerable to price competition and can charge premium prices, helping to secure higher margins and liquidity in turbulent markets (Keller, 2013). Furthermore, strong brands enjoy improved marketing efficiency (Aaker, 1992). A strong brand is indeed one of the keys to build competitive advantage in current marketing environment as it directly influences the profitability of the brand (Keller, 2009). When establishing high levels of brand resonance, a company will be able to have competitive advantage against its competitors and ensure high performance within the related market.

Nowadays with the advancement in technology and economy of the country, customers have more information about the number of brands in the market and customers need a brand which they are already aware of. There are many companies that are distributing and supplying electric power generators across Myanmar for various brands. High technologies used electric power generator brands such as Caterpillar, Denyo, FG Wilsons, Cummins, Airman, Matador, Kohler, Himoina, Aksa, Power-link, Power-max and Harmony Power are well-known and widely use in Myanmar.

The purpose of this study is to identify the influencing factors on the brand resonance of Caterpillar electric power generator in Myan Shwe Pyi Tractors Limited (MSPTL), an authorized Dealer of Caterpillar in Myanmar. Even though Caterpillar is one of the good quality product brands in the related engineering field, there was no report concerning about its brand building practices in Myanmar. This is the main cause why this study is required to do for a well-known brand in the related engineering field, like Caterpillar. It also can be useful for the Caterpillar, its dealer (MSPTL), its customers, and the related business category, to manipulate its image with a purpose to accelerate its brand resonance, and customer satisfaction by means of focusing on the outcomes of this study.

In addition, competition among the different generator brands has increased rapidly due to the many products available in the country. Even though there were about 30 brands of generator suppliers 15 years ago, over 100 of generator suppliers and dealers are running in Myanmar, now. The generator market situation is more and more competitive day by day. Thus, the company need to know how to build a brand name and maintain its brand image in order to get the position of generator market leader as a flagship brand among other competitors. Hence, it is vital to analyze the elements influencing customers to get their satisfaction and loyalty to elevate their business performance.

1.2 Objectives of the Study

This study sets two main objectives:

1. To identify the antecedents of brand resonance of Caterpillar electric power generator in Myan Shwe Pyi Tractors Limited.
2. To analyze the mediating effect of customer satisfaction on the relationship between the antecedents of brand resonance and the brand resonance of Caterpillar electric power generator in Myan Shwe Pyi Tractors Limited.

1.3 Scope and Method of the Study

This study mainly uses a quantitative research method by using both primary and secondary data. The primary data were collected by the in-depth interviews of the MSPTL management team which included ten persons and the survey of customers who were chosen by using simple random sampling method, with structural questionnaires with five point likert-scales. The secondary data are taken from various sources such as relevant textbooks, journals, articles, research papers, internet websites, magazines, plans and reports of the MSPTL and other related information resources. Then, simple linear regression analysis and multiple linear regression analysis are carried out to examine the brand resonance of Caterpillar electric power generator.

MSPTL has currently about 2000 customers of electric power generators. Among them, 100 customers were randomly selected for the survey which was used with a structured questionnaire. Raosoft software is used for this study to calculate the sample size with 90% confidence level.

The main limitation of this research is the study area. This study covers only Caterpillar brand generator in MSPTL and excludes the other generator brands such as Denyo, FG Wilsons, Cummins, Airman, Matador, Kohler, Himoina, Harmony Power, Aksa, Power-link and Power-max in Myanmar as well as all other brands across the world. Therefore, it is possible that the findings of this study pertained to the brand resonance in the scopes of the study and may not represent the whole picture of brand resonance of all electric power generators in Myanmar.

1.4 Organization of the Study

This study is divided into five portions. Chapter one includes the rationale of the study, objectives of the study, scope and method of the study, and organization of the study. Chapter two presents the theoretical background of the antecedents of brand resonance, customer satisfaction, and brand resonance of the Caterpillar electric power generator. Furthermore, this chapter describes the previous studies and the conceptual framework of the study. Chapter three consists of the profile of the MSPTL and its brand building, research design and profile of the respondents. Chapter four examines the influencing factors on brand resonance and analyzes the mediating effect of customer satisfaction on the relationship between antecedents of brand resonance and brand resonance of Caterpillar electric power generator. Eventually, chapter five is the conclusion by presenting findings and discussions, suggestions and recommendations, and needs for further research, as well.

CHAPTER (2)

THEORETICAL BACKGROUND

This chapter describes the theoretical background of all the applied theories in this study. The concept of each variable will be reviewed by different authors' perspectives and it also discusses on the relationship between each of variables. To explore the concept of brand resonance, several theories and models of brand resonance are presented in this chapter. This chapter consists of the importance of brand building, the brand resonance, the influencing factors on brand resonance and customer satisfaction. In addition, previous studies related to brand resonance and customer satisfaction are also reviewed to construct the conceptual framework of this study.

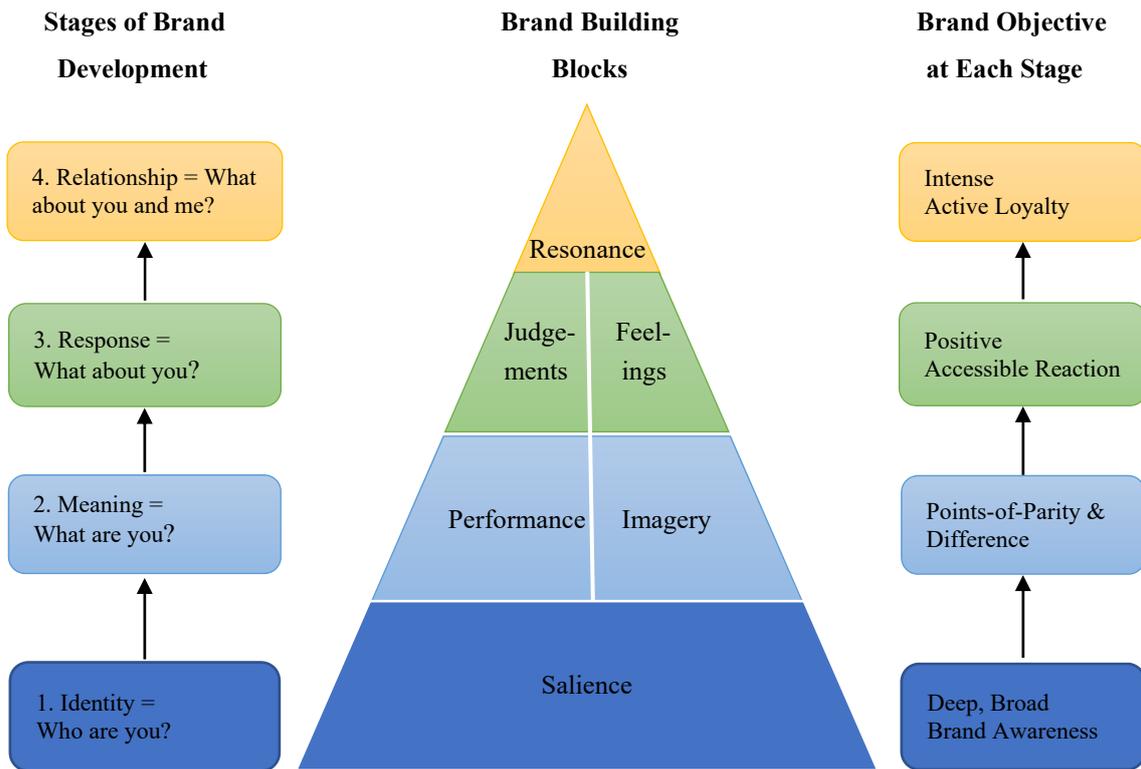
2.1 Brand Building

The basic premise of the model is that the power of a brand lies in what customers learnt, felt, saw and heard about the brand over time (Keller, 2001). The creation of brand equity involves reaching the top of the brand pyramid. According to Keller (2001), the six building blocks are: (1) brand awareness, which relates to how often the brand is evoked in purchasing and consumption situations, (2) brand performance, the extent to which the product meets customers' functional needs, (3) brand image, which relates to the extrinsic properties of the product, (4) brand judgments, which focus on customers' personal opinions and evaluations, (5) brand feelings that are customers' emotional responses and reactions towards the brand, and (6) brand resonance, which refers to the nature of the customer-brand relationship (Kotler & Keller, 2006).

In building a strong brand, the first step is to ensure identification of the brand with customers (Keller, 2001). This step is called brand awareness, which relates to aspects of customer mindfulness of the brand. In the second step, brand meaning is established in the minds of customers, which involves establishing a brand image. Brand meaning is consist of two major parts of brand associations that live in customers' mind, they are performance and image. The third step is to evoke the proper customer responses in terms of their judgments and feelings concerning regard the brand. The final step is to convert brand response to produce an intense active loyal relationship between customers and brand.

This is termed as brand resonance, which focuses upon the ultimate relationship and level of identification that customers have with the brand (Keller, 2001). In the brand resonance model, customers with true brand resonance, have a high degree of loyalty and actively seek means to interact with the brand and share their experiences with others (Atilgan, Aksoy & Akinci, 2005).

Figure (2.1) Brand Resonance Pyramid



Source: Keller (2013)

The brand resonance model looks at building a brand as a sequence of steps, each of which is contingent on successfully achieving the objectives of the previous one (Keller, 2013). The steps are as follows: 1. Ensure identification of the brand with customers and an association of the brand in customers' minds with a specific product class, product benefit, or customer need (Deep & Broad Brand Awareness). 2. Firmly establish the totality of brand meaning in the minds of customers by strategically linking a host of tangible and intangible brand associations (Points of Parity & Difference). 3. Evoke the proper customer responses to the brand (Positive Accessible Reaction). 4. Convert brand responses to create brand resonance and an intense, active loyalty relationship between customers and the brand (Intense Active Loyalty).

There are four stages of brand development. These four stages represent a set of questions that customers always ask about brands at least implicitly. The four questions (with corresponding brand steps) are; 1. Who are you? (Brand Identity) 2. What are you? (Brand Meaning) 3. What about you? What do I suppose or feel about you? (Brand Responses) 4. What about you and me? What kind of association and how important of a connection would I like to have with you? (Brand Relationship). As will come apparent, brand building blocks up the left side represent a further “rational route” to the building of brand, whereas building blocks up the right side represent a further “emotional route.” The strongest brands are built by going up both sides of this brand building pyramid (Keller, 2013).

2.2 Brand Resonance

Brand resonance describes the nature of this relationship and the extent to which customers feel that they are “in sync” with the brand. Examples of brands with historically high resonance include Harley-Davidson, Apple, and eBay (Keller, 2013). Resonance is characterized in terms of intensity, or the depth of the psychological bond that customers have with the brand, as well as the level of activity engendered by this loyalty (repeat purchase rates and the extent to which customers seek out brand information, events, and other loyal customers) (Keller, 2001). Brand resonance is posited to result from the sequence of steps, a process in which each step is contingent on successfully achieving the previous step (Keller, 2013). All the steps involve accomplishing certain objectives with customers both existing and potential. In short, brand resonance stresses the importance of understanding the cognitive, affective, and conative consequences of brand relationships, how customers think, feel, and act to guide research and planning for marketers. It also emphasizes a hierarchy in brand development and the importance of sequential steps in brand building.

In congruence with the views of several leading branding scholars (Keller, 2008), it was recognized that brand resonance encompasses a range of brand-related activities and orientations from mere repeat purchase to deep emotional ties. This model treats brand equity as a development process of brand relationship. Strong brands have to achieve the final level of development called resonance that is the approach as loyalty (Raut, 2015). The advantage of brand resonance lies in the duality of brand equity concept, customer

perceives brand equity on a basis of emotional and rational factors. It is important to mention that this model includes brand equity attributes, as well as their links.

Initially, according to Keller (2001), brand resonance concept refers to the nature of the relationship that customers have with the brand and the extent to which they feel that they are synchronizing with the brands which they are preferred. With the consideration of brand resonance that was created by Keller is the nature of relationship and position of identification the customer has with the brand. Brand resonance plays a pivotal part in customer relationship management and the development of sustainability of the brand equity between the customers and the brand (Moore & Reid, 2008). With the strong brand resonance, customers have a really high degree of brand loyalty marked by a close relationship with the brand such that customers actively seek means to interact with the brand and share their experiences to others. For examples, the brands which have had high resonance, include Harley-Davidson, Apple, and eBay.

The importance of the brand resonance model is in the roadmap and guidance it provides for brand building. It offers a benchmark by which brands can assess their progress in their brand building efforts as well as a guide for the marketing research initiatives (Keller, 2009). The above literature of brand resonance states that the brand resonance is nothing but the brand relationship and also it is a notable think that, many management researchers use brand resonance concept as a brand relationship (Aziz & Yasin et al., 2010). The brand resonance can be broken down into four categories; they are brand loyalty, brand attachment, brand community and brand engagement (Keller, 2013).

2.2.1 Brand Loyalty

Brand loyalty provides predictability and security of demand for the firm, and it creates barriers to entry that make it difficult for other firms to enter the market and it also can translate into customer willingness to pay a higher price (Kotler & Keller, 2016). Once viewed as a distinct element of brand equity, brand loyalty has repositioned as a potential consequence of brand equity (Aaker, 1992). Keller (2001) did not include brand loyalty as a distinct element of brand knowledge. Keller believed that brand knowledge only composed of brand associations and brand awareness. Yoo et al., (2000) revealed that brand loyalty may be more related to brand equity than some of the other components of brand equity. Consequently, it was meant that brand loyalty represents a more holistic

perspective and may mediate the relationship between brand awareness, brand associations and brand equity. Brand loyalty can be gauged in terms of repeat purchases and the amount or share of category volume attributed to the brand, that is, the share of category requirements (Keller, 2013). On the other hand, it is expressed as how often the customers purchase the brand and how much they purchase it.

2.2.2 Brand Attachment

The concept of brand attachment represents a particular kind of customer- brand relationship. Brand attachment is the strength of the bond connecting the brand with itself attached to a brand means the customer buys the same brand in a related product category (Park et al., 2010). Creating greater loyalty requires creating deeper attitudinal attachment, through marketing programs and products or services that fully satisfy customer needs (Keller, 2013). Keller (2013) also stated that resonance requires a strong personal attachment and the customers should go beyond having a positive attitude to viewing the brand as something special in a broader context.

2.2.3 Brand Community

Brand communities are most likely to form around products that consumed intimately and had customers who share a high position of commitment to the target brand (Muniz & Guinn, 2001). Also, brand communities are most likely to form around largely publicized brands that live in largely competitive requests. Mc Alexander et al., (2002) believed that brand communities serve to strengthen the relationship between customer and the brand. In addition, customer relationship and knowledge of the product itself will be changed once engaged in the community. The exchange of brand stories and the festivity of the brand's heritage should strengthen the connection between brand and customer. As a result, brand communities may lead to the conformation of favorable, strong brand associations due to this increase in knowledge regarding the brand and the development of social ties with other customers. Eventually, multitudinous authors have posited that there's a link between customer loyalty and brand community (Mc Alexander & Schouten, 2002). Brand loyalty is a holistic conception that is nearly related to brand equity and may moderate the relationship between the dimensions of brand equity and outgrowth measures of brand equity. Thus, it is presumptive that the integration into brand community may

affect brand loyalty therefore impacting brand equity. Empirical substantiation has shown that brand community may share a relationship with brand equity and its dimensions (Yoo et al., 2000).

2.2.4 Brand Engagement

According to Keller (2003), the strongest suggestion of brand loyalty is when customers are willing to give up their time, effort, and money in pursuit of the consumption of the brand. These types of expenditures exceed the usual amount that it takes to consume the brand and indicate a willingness to give up aspects of particular performance in a dogged pursuit of the single target brand. This concept is similar to Oliver's (1980) description of an active loyalty. Active loyalty represented the highest stage of customer loyalty toward a product and characterized by a violent oppositional brand loyalty. Actively loyal customers have committed themselves to rebuy or re-patronize a single brand and have the wherewithal to block the marketing communications of the other brands of competitors. Likewise, loyal customers can self-isolate themselves from the competitive market situation in the related product category due to the manner in which the brand resonates with them (Keller, 2008).

2.3. Antecedents of Brand Resonance

The influencing factors on brand resonance are the antecedents of brand resonance which include brand awareness, brand performance, brand image, brand judgments and brand feelings, and customer satisfaction.

2.3.1 Brand Awareness

Brand awareness or brand salience is the propensity of the product or brand to be noticed or allowed of in buying situations (Romaniuk & Sharp, 2004). Brand salience is further than the traditional top-of-mind brand awareness measure. It covers the memory associations that a customer will have for a product or a brand at one specific point in time, during the buying situation. The challenge for numerous brands is to be allowed of in as numerous situations and occasions as possible. In addition, the greater a brand is allowed of (or, the greater the number of attributes that come to mind associated with a product),

the greater is the chance for this brand to be chosen. Saliency is how many customers regard it well, or well enough, or see it as salient (Ehrenberg, et al., 1997).

The greater the saliency of the brand, the greater the probability the brand will be allowed of and the greater the chance for the brand to be bought (Ehrenberg et al., 1997). Still, there are differing views on what saliency is. Saliency as brand elevation in buyer memory has been well proved. Ehrenberg (1997), also refer to saliency as "the common factor in how many people are aware of the brand, have it in their consideration set, regard it as value for money, buy it or use it and so on. Sustainable brand saliency is constantly and totally relate to unborn customer retention through brand loyalty, and loyalty can only build for long-term company to customer community and mutual trust. On the other hand, according to Arnett et al., (2003), the beginning strength of the company to customer relationships is in the identity saliency adding from relationship converting factors such as participation, reciprocity, prestige and satisfaction together with non-relationship inducing factors such as income and perceived need.

2.3.2 Brand Performance

The product itself is at the heart of the brand equity, because it is the primary influence on what customers experience with the brand, what they hear about the brand from others, and what the firm can tell customers about the brand in their communications (Keller, 2001). In the process of making a brand loyalty and resonance, marketers must make sure that customers experience with the products a minimum of meet if not surpass, their expectations. Brand performance describes how well the product or services meet customers' expectation and their functional needs (Keller, 2001). Customers may have associations with the product that transcend it is functional aspects to more esthetic considerations like dimensions, shape, materials, and color. Thus, performance can also depend upon sensory aspects like how products look and feels and maybe even, what it sounds or smell like (Keller, 2008).

Five important types of attributes and benefits which are often underlie the brand performance, are as follows:

(1) Primary Characteristics and Supplementary Features: Customers have beliefs about the levels at which the first characteristics of the product operate. They also may have beliefs on special, maybe even patented, features or secondary elements of a product

that complement these primary characteristics (Keller, 2001).

(2) Product Reliability, Durability, and Serviceability: Reliability refers to the consistency of performance over time starting from purchasing date. Durability is that the expected economic lifetime of the product. Serviceability refers to the convenience of servicing the product whenever it needs repair. Thus, perceptions of brand performance are suffering from factors like the speed, accuracy, and care of product delivery and installation; the promptness, courtesy, and helpfulness of customer service and training; and therefore the quality of repair service and the time involved (Keller, 2001).

(3) Service Effectiveness, Efficiency, and Empathy: Customers have performance-related associations associated with service interactions they need with brands. In here, effectiveness refers to how completely the brand satisfies customers' service requirements, efficiency refers to how these services are delivered in terms of speed and responsiveness and empathy occurs when service teams are seen as trusting, caring, and with customer's attentions (Keller, 2001).

(4) Style and Design: Customers may associate with the product that transcend its functional aspects to more aesthetic considerations like its size, shape, materials, and color. Performance also may depend upon sensory aspects like how a product looks, feels, and even how it sounds or smells (Keller, 2001).

(5) Price: The pricing policy for the brand can create associations in customers' minds with the relevant price tier or level for the brand within the category {e.g., low, medium, or high priced) also like its corresponding price volatility or variance (e.g., frequently or infrequently discounted). Any of those different performance dimensions can help in differentiation of the brand (Keller, 2001). Any of those different performance dimensions can help in differentiation of the brand.

2.3.3 Brand Image

Brand Image is described as the sum of all tangible and intangible perceptions, consequences and beliefs about a brand that customers hold. Keller (2001) defines brand image as perceptions about a brand reflected by the brand associations held in customer memory (Keller, 2001). It consists of associations and attributes organized in some meaningful manner that are actuated from memory when recalled (Aaker, 1991). Faircloth et al., (2001), discussed that positive brand image is more likely to be associated with

avored brands than non-preferred brands. Positive brand image can create customer loyalty and can also develop favorable customer and brand relationship. In brand extension process, brand image provides the opportunity by creating a sense of fit between the extended product and the parent brand. Brand image also involves re-positioning and re-designing of a brand (Kaul & Rao, 1995). It can be defined as a unique pack of associations within the mindsets of targeting customers. In short, it is nothing but the customers' perception about the product.

2.3.4 Brand Judgments

Brand judgments focus on customers' personal opinions about the brand based on how they put together different performance and imagery associations (Keller, 2001). Customers may makes all types of judgments with respect to a brand, however four types are particularly important judgments about the quality, credibility, consideration and superiority (Keller, 2008).

2.3.5 Brand Feelings

Brand feelings are customers' emotional responses and reaction to the brand. Brand feelings also related to the social currency evoked by the brand (Keller, 2001). What feelings are the evoked by the marketing program for the brand or the other means? How the brand does affect customers' feelings about themselves and their relationship with others? These feelings can be mild or intense and can be positive or negative (Keller, 2008). The emotion evoked by the brand can become strongly associated that they are accessible for product consumption or use.

Keller (2001) stated that the followings are six important types of brand-building feelings: The feeling of warmth is the feeling in which the brand evoked the soothing type of feelings and made customers feel a sense of calm or peacefulness. Customers may feel sentimental, warmhearted, or affectionate about the brand. Feeling of fun is positive types of feelings and make customers feel assumed, lighthearted, joyous, playful, cheerful, and so on. Feeling of excitement is the feeling in which the brand makes customers feel energized, and they are experiencing something special. Feeling of security is a feeling of safety, comfort, and self-assurance. Because of the brand, customers do not experience worry or concern that they might have otherwise felt. The feeling of social-approval is

customers feeling that others look favorably on their appearance, behavior, and so on. This approval may be a result of direct acknowledgment of the customers' use of the brand by others or maybe less overt and the result of attribution of product use to customers. In the feeling of self-respect, the brand makes its customers feel better about themselves; customers feel a sense of pride, accomplishment, or fulfillment (Kahle et al., 1988).

2.4 Customer Satisfaction

Customer satisfaction has been considered one of the most important constructs and one of the main aspiration in marketing (Erevelles & Leavitt, 1992). Satisfaction plays a pivotal part in marketing because it is a predictor of purchase behavior (repurchase, purchase intentions, brand choice and switching behavior) (McQuitty et al., 2000). Fornell (1992) has defined satisfaction as overall evaluation after purchase. Although, Oliver (1997) offered a deeper description of satisfaction, the customer's fulfillment response. "It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) an enjoyable level of consumption related fulfillment, including situations of under or over the fulfillment".

Eventually, Kotler (2016) defines satisfaction as "a person's feelings of pleasure or disappointment that result from comparing a product or service's perceived performance (or outcome) to expectations. If the performance or experience falls short of expectations, the customer is dissatisfied. If it matches expectations, the customer is satisfied. If it exceeds expectations, the customer is highly satisfied or delighted (Kotler, 2016). In discrepancy, accretive customer satisfaction that represents an overall evaluation grounded on the entire purchase and consumption experience with a product over time (Anderson et al., 1994).

This is more fundamental and useful than transaction-specific customer satisfaction in the prediction of customer's subsequent behaviors and organization's performance (Johnson et al., 2001). The satisfaction response will be reflected towards the position of affection for the brand which is in line with the suggestions (Oliver, 1980). Oliver also noted that customers at the affective stage would develop a positive attitude towards the brand or liking the brand as a result of satisfactory repetitious operation over time.

2.5 Previous Studies

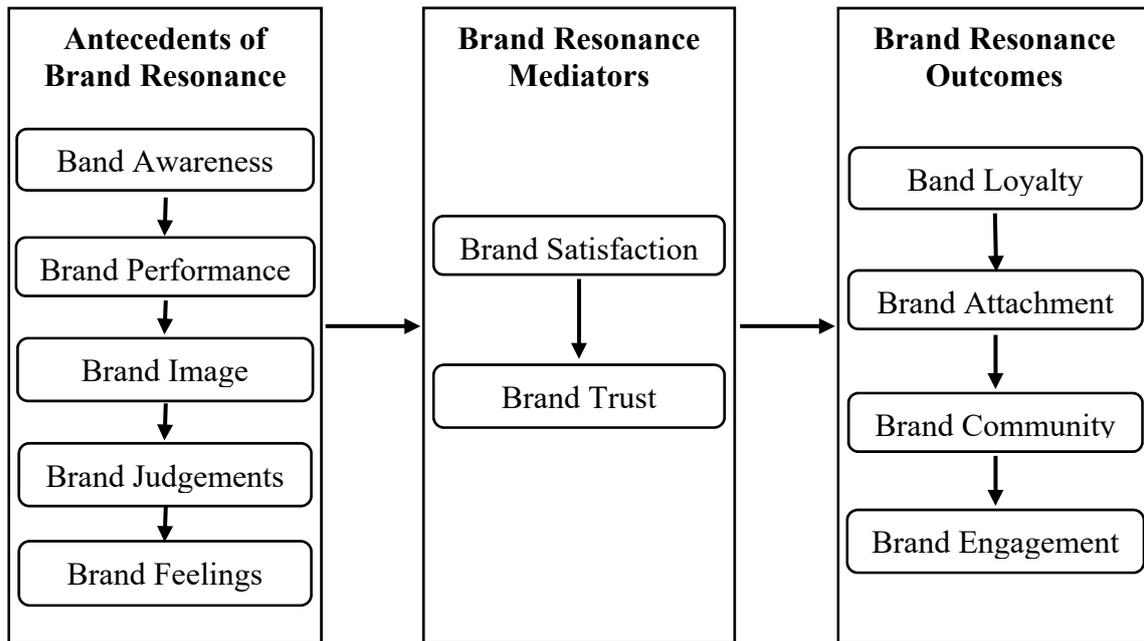
Considering increases in competition among organizations and slow growth new customers, companies seek new ways to boost up their selling abilities in their related product categories. The foremost popular trend is concentration on increasing purchases of existing customers through brand relationship. During this way, companies must study customer performance, as this is really important for in persuading customers to get companies brands, which results in purchase repetition (Agarwal & Rao, 1996).

In the first previous study, it described the empirical and conceptual work that has conducted in regards to brand resonance. The present study will test new measures of brand resonance in an attempt to provide the electric power generator field in MSPTL, some new reliable and valid measures of brand resonance. The previous study attempts to fill some considerable conceptual and theoretical gaps in the literature by testing existing, as well as a new model of brand resonance. And it did not address any engineering field like generator categories regarding, validation of brand resonance measures; consideration of young customer with brand resonance construct and consideration of brand trust and brand satisfaction while evaluating brand resonance, this study will attempt to fill this.

The theoretical framework of the previous study is based on the customer based brand equity model called the brand resonance model developed by Keller (2001). This study's conceptual model is adapted to the previous researcher' model which are closely related to basic assumptions of this study. The previous model is developed by Raut (2015) and this model is shown in Figure (2.2).

According to the idea of Raut (2015) model, the basic level of brand resonance is described as brand loyalty, and stronger level of brand resonance is described as brand engagement. This conceptual framework, it appears from the contemporary literature review that has not yet been considered while analyzing brand relationship in practice. Further, many of the brand relationship concepts couldn't be made applicable to Indian customers as they are. Therefore, it might be appropriate to switch existing conceptual framework if required, resulting in an appropriate model for ascertaining the brand resonance in Indian customers.

Figure (2.2) Conceptual Framework of Raut



Source: Raut (2015)

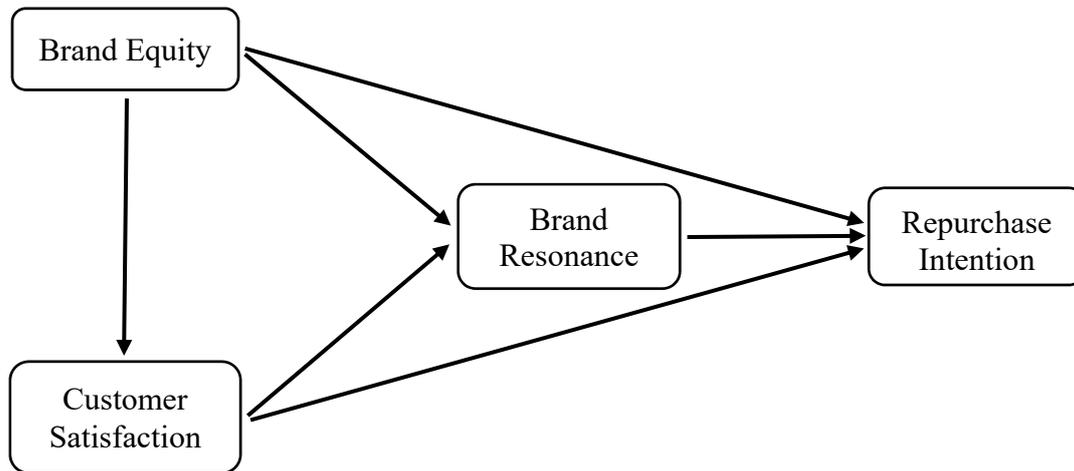
In addition, the intention of the study can analyze the brand resonance amongst young customers supported application of existing conceptual framework, can spot the key factors liable for the event of brand name resonance amongst young customers and can determine the extent of brand resonance amongst young customers for getting sales leads for marketers to develop better branding strategies.

The second previous study by Liu et al. (2014) explore the relationship between brand equity, customer satisfaction, and brand resonance when buying Taiwanese cultural and creative industry intentions, as shown in Figure (2.3). This study uses a local specialty, the Pili Doll Show, to try to understand the impact of brand equity and customer satisfaction on brand resonance, brand equity, and customer satisfaction (Liu et al., 2014).

The results of this study are as follows: (i) two dimensions of brand equity and customer satisfaction can increase customer branding for these products, and the impact of customer satisfaction on brand resonance is greater. As market capital; (ii) the three dimensions of brand equity, customer satisfaction, and brand resonance influence direct customer buying intentions; (iii) market resonance has a partial effect of mediation on the effect of market capital on purchase intentions, and market resonance has a full effect of mediation on the effect of customer satisfaction on purchase intentions.

This study found that market resonance is an intermediary of the market with overlapping strategies and irrelevant factors, or whether the market influence affects buying intentions through resonance market (Liu et al., 2014).

Figure (2.3) Conceptual Framework of Liu



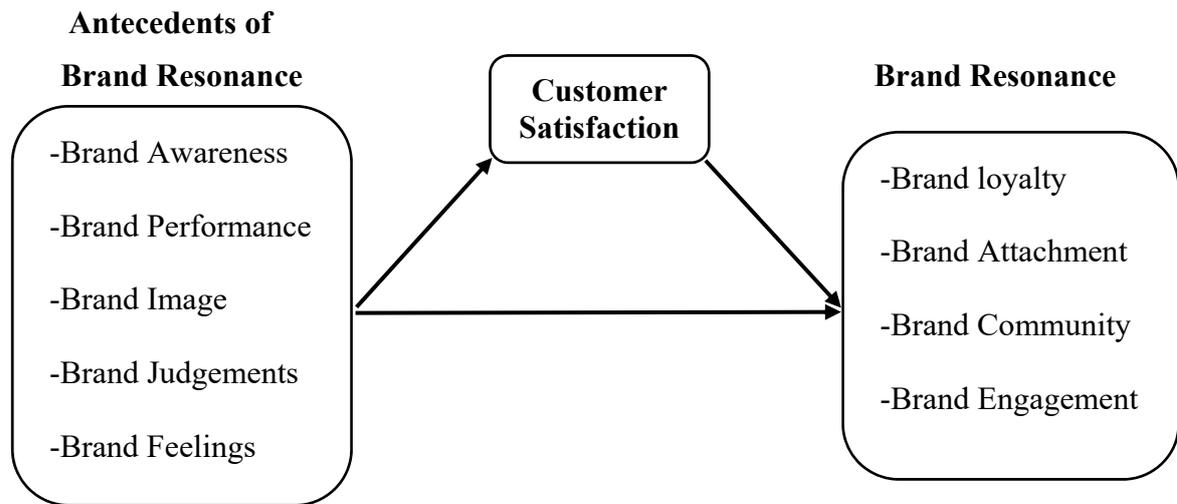
Source: Liu (2014)

As per the previous two studies, the major concentration of this study is to analyze the brand resonance dimension such as brand loyalty, brand attachment, brand community and brand engagement. Furthermore, the study analyzes the factors responsible for a brand relationship which includes brand awareness, brand image, brand performance, brand judgements and brand feelings, and the mediating effect of customer satisfaction in the relationship between antecedents of brand resonance and brand resonance of the Caterpillar generators in MSPTL. The conceptual model of this study comes out from review on conceptual model developed by previous researcher.

2.6 Conceptual Framework of the Study

The conceptual framework (Figure 2.4) of the study is adopted from Raut (2015)'s "Analysis of the Brand Resonance Amongst Young Customers with Reference to the Select Product Categories" and Liu et al. (2014)'s "The relationship among the brand equity, the customer satisfaction, and the brand resonance to repurchase intention of cultural and creative industries in Taiwan". The model is constructed to study how well the value delivery by building the antecedents of brand resonance in MSPTL and analyzing its effects on customer satisfaction and brand resonance.

Figure (2.4) Conceptual Framework of the Study



Source: Own Compilation (2022)

According to the brand building practices of Caterpillar brand electric power generator in MSPTL, the antecedents of brand resonance which includes brand awareness, brand performance, brand image, brand judgments and brand feelings, and customer satisfaction are chosen as independent variables of the study. And the brand resonance in which the four dimensions are included as brand loyalty, brand attachment, brand community and brand engagement, is dependent variables of this study. The model also specifies the role of customer satisfaction as a mediator in the relationship between the antecedents of brand resonance and brand resonance.

CHAPTER (3)

PROFILE AND BRAND BUILDING

PRACTICES OF CATERPILLAR GENERATOR IN

MYAN SHWE PYI TRACTORS LIMITED

This chapter presents a description of the profile of Myan Shwe Pyi Tractors Limited (MSPTL), the brand building practices of Caterpillar electric power generator in MSPTL, profile of the respondents and reliability test.

3.1 Profile of Myan Shwe Pyi Tractors Limited (MSPTL)

Myan Shwe Pyi Tractors Limited (MSPTL) has been provided Caterpillar brand electric power generators, heavy equipment machines and the professional after services to its customers for their businesses for twenty-eight years. In 1976, Tractors India Limited (TIL) which is a Caterpillar Dealer base in Kolkata since 1944, established a representative office in Myanmar in order to provide Caterpillar heavy machines and electric power generators. In 1995, Myanmar Tractors Limited (MTL), a wholly owned subsidiary of Tractors India Limited (TIL), was formed as a 100% foreign investment and became a Caterpillar Dealer in Myanmar.

First of all, MTL was founded in 1995 at Yangon. In 1997, Mandalay branch is opened in order to supply the Caterpillar electric power generators, heavy equipment machines, spare parts and after sales service to upper Myanmar. In 1998, Pharkant branch is opened to provide the more convenience and satisfaction to its customers who are working in jade mining area. In 2006, the logistic office and warehouse in Singapore, MSP Tractors Pte. Ltd., (MSPTPL) is opened to be more effective in management for the better logistics from Singapore to Myanmar since all of Caterpillar products and spare parts are supplied from Caterpillar Asia-Pacific Distribution Centre (ADC) which is located in Singapore. MSPTPL also supplied the generators, the machines and spare parts to Myanmar customers in terms of CIF (Yangon). Finally, Nay Pyi Taw branch is opened in 2008 in order to achieve smooth tender operation and better relationship with the government sectors.

In 2011, Caterpillar has appointed a new dealer to take over the MTL business in Myanmar. Myan Shwe Pyi Tractors Limited (MSPTL) which is a wholly owned Myanmar company, is the newly appointed Caterpillar dealer for Myanmar. At the present day, there are fifteen branches of MSPTL across Myanmar. With a dedicated workforce of committed and motivated team of over 500 employees, MSPTL is providing complete reliable product distribution and comprehensive after sales service through the branches and facilities located in Yangon, Mandalay, Nay Pyi Taw, Taung Gyi, Tachileik, Loikaw, Pharkant, Myitkyina, Magway, Sittwe, Kyauk Phyu, Pathein, Dawei, Myeik and Mawlamyaing. In the description of profile of Myan Shwe Pyi Tractors Limited (MSPTL), it is also included the vision and mission statements, and the organization structure.

3.1.1 Vision and Mission Statements of MSPTL

A vision statement is a declaration that states the current and future objectives of an organization, intended to guide its internal decision making. The vision of MSPTL for its future prospect is “Leading customer solution provider and world-class Caterpillar dealer”. A mission statement is a short statement of the organizational purpose. The mission statement of MSPTL is “Create exceptional value for our customers and communities by providing quality power systems, machines and services and meeting the highest international accepted health & safety standards through our proud, knowledgeable and engaged team, who are known as leaders of service excellence and integrity, and consistently delivering our customers expectation exceeding experience”.

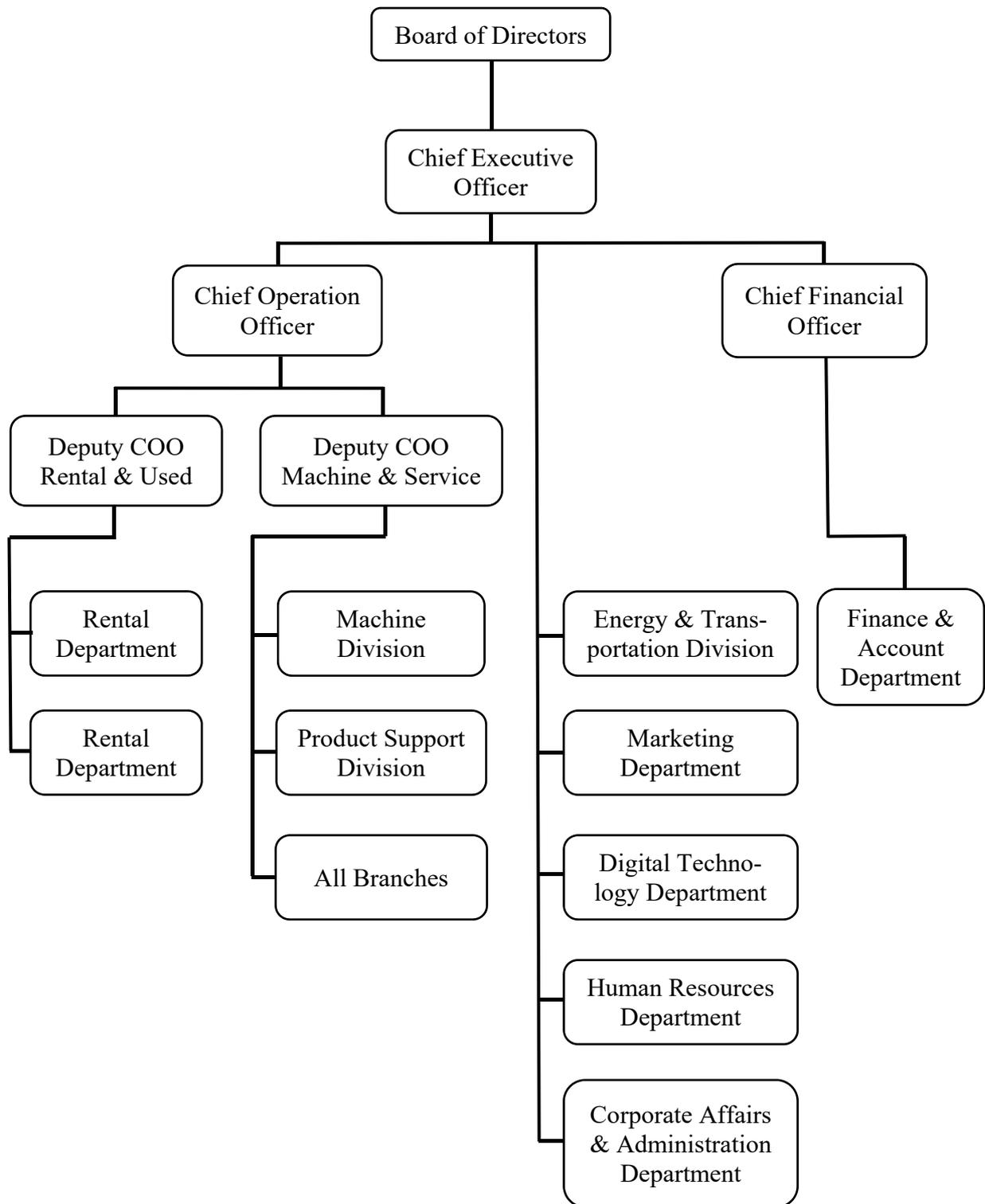
3.1.2 Organization Structure of the MSPTL

In the organization of Myan Shwe Pyi Tractors Limited (MSPTL), the matrix functional and divisional chains of command are implemented simultaneously and overlay one another in the same division. Two chains of command exist for some employees who are in branches, and require to report to two bosses for the purpose of functional and administrative.

Three main operational divisions are Energy & Transportation Division, Machines Division and Product Support Division. Every department heads are also responsible for their concerned division's functional activities in all branches. Branches employees are needed to report through their immediate superiors to not only the branch managers for administrative activities but also the concerned division heads for functional activities. MSPTL approaching matrix structure provides excellent coordination simultaneously for each product line and each geographic region and two bosses can be made joint decisions if the problems in operation are complex.

MSPTL is building its brand pyramid and brand relationships with three main operational divisions and other supporting departments such as Marketing Department, Finance & Account Department, Digital Technology Department, Human Resources Department and Corporate Affairs & Administration Department. Among the 500 employees of MSPTL, two third of the employees are performing for building the brand name in order to achieve the satisfaction of its customers. The organization chart of MSPTL is shown in Figure (3.1).

Figure (3.1) Organization Chart of MSPTL



Source: Myan Shwe Pyi Tractors Limited (2022)

3.2 Brand Building Practices in MSPTL

MSPTL is providing the Caterpillar electric power generators to its customers by creating its brand building blocks through the Energy & Transportation Division which is operate as the main functional team, the supporting teams such as Marketing Department, Finance & Account Department, Human Resource Department, Digital Technology Department, and Corporate affairs & Administration Department, and administrative teams at all Branch Offices. Furthermore, Caterpillar which is the manufacturer of the generators, provides all of the product features and programs to its customers additionally.

3.2.1 Brand Identity of Caterpillar Generator in MSPTL

MSPTL provides marketing activities to its customers through its sales team and marketing team in order to achieve brand identity (who you are). It includes directory advertisements, facebook & linked-in advertisement, viber, SMS & email automation campaign, testimonials by customers, online exhibition, billboard advertisements, vinyl & signboard, calendar & diary, brochures & flyers, website, direct mailing and telemarketing. Because of high quality and reliability brand, its target customers are middle to high income business personals or organizations. Marketing team also efforts for choosing the correct category of fully addressing customer needs. Even though Caterpillar is one of the well know flagship brand in the engineering field, some business personal did not know about Caterpillar Inc. and its dealer, MSPTL till now. Thus, brand awareness process at the base of the brand resonance pyramid is the most important tool of MSPTL.

3.2.2 Brand Meaning of Caterpillar Generator in MSPTL

For achieving of brand meaning (what you are) which includes brand performance and brand image, MSPTL provides to its customers through service team which includes contract services or customer value agreements (CVA) services such as inspection service, preventive maintenance service for every (250/ 500/ 1000) operation hours, preventive maintenance service for every 3000 hours and CVA with

specific scope of parts and service supply, spare parts supply services, warranty service and documentation service. Commissioning and installation services, preventive maintenance (PM) Services such as 250 hours PM, 500 hours PM, 1000 hours PM, 3000 hours PM, 6000 hours PM, troubleshooting services and major overhaul services for Caterpillar generators can also be provided to its customer in order to get the best performance of the generator they used. Moreover, Caterpillar provides to its customers new product improvement program (NPI) through 6 Sigma team to monitor their product, equipment and components used across worldwide for already shipping items. Caterpillar provides the customers Remote Asset Monitoring (RAM) systems which includes the features of monitoring the operational data and functional assistants of their generators with a focus on point of difference (POD) among other competitors.

3.2.3 Brand Response of Caterpillar Generator in MSPTL

MSPTL customers' responses to Caterpillar generator will typically fall into two categories; judgments and feelings. MSPTL organizes comprehensive operation & maintenance training courses which aims to educate customers on how beneficial this practice, is for Caterpillar generator users across Myanmar, to improve responses to customer complaints and feedback. It is free of charge training course arranged by unit sale team by supporting of training team which is under the human resource department. Training team has enough Caterpillar certified training instructors who can provide training for their customers not only free of charge training but also paid training for other courses such as paid technical trouble shooting courses and paid operation & maintenance training courses.

For brand judgements, Caterpillar creates the product based on its actual and perceived quality, expertise innovation, trustworthiness, how relevant its product is to the customer unique needs, how superior Caterpillar brand by comparing with competitor brands. For brand feelings, Caterpillar can evoke feelings directly to the customers who will also respond emotionally to how a brand makes them feel about themselves. Among six positive brand feelings, Caterpillar focus on security, social-approval and self-respect to enhance these feelings in their customers.

3.2.4 Brand Relationship of Caterpillar Generator in MSPTL

MSPTL plan and host to encourage customer involvement by offering the customer appreciation events, customer golf tour and cycling activities periodically. It usually participate in relevant industry events, exhibitions, product demonstrations, utilization events and technical seminars. Moreover, MSPTL and Caterpillar Inc. provide oversea trip for factory acceptance test (FAT) of the purchased generator to the one who are regular and repeat purchased customers to strengthen its brand resonance in each of the four categories listed as behavioral loyalty, attitudinal attachment, sense of community and active engagement.

For the purpose of achieving customer satisfaction in the relationship between Caterpillar and its customer, digital technology department of MSPTL is running with Microsoft Dynamics 365 System (ERP System) such as the customer relationship management (CRM), lead generations, opportunity creations, follow up processes, quoting, receiving, issuing, invoicing, payment collection, credit issues, payment outstanding forecast, delivering of generators, inventory control and warehouse management. Among them, customer relationship management (CRM) is the most useful tool to build up the sufficient customer data base in order to obtain the loyal customers of Caterpillar generators in Myanmar.

3.3 Profile of the Respondents

In the analysis on the profiles of respondents, the study focuses such questions as gender, age, designation level, quantity of Caterpillar generator they purchased and used, and the segment they use. The demographic data of the respondents are essential for the study since it could show the major target segments of the Caterpillar generators in MSPTL. Total 100 respondents of the Caterpillar generator users are given structured questionnaire. In each question, respondents are given multiple choices, out of which the respondents have to choose the most relevant one at their end. The results are shown in frequency and percentage as shown in Table (3.1).

Table (3.1) Profile of the Respondents

Description		No. of Respondents	Percentage (%)
Total		100	100
Gender	Male	75	75
	Female	25	25
Age	Less than or equal 25 years old	7	7
	26 to 40 years old	50	50
	41 to 60 years old	42	42
	61 years old and above	1	1
Designation / Position	Chairman / Owner / Managing Director / Founder / CEO	24	24
	Director / Project Director	10	10
	COO/ General Manager/ Chief Engineer	10	10
	Manager (Project Manager / Factory Manager / Operation Manger, etc...)	25	25
	Project Engineer/ Maintenance Engineer / Others	31	31
Purchased Generator Unit	≤ 2 unit	58	58
	3 to 5 unit	31	31
	5 to 10 unit	6	6
	> 10 unit	5	5
Segment of the used (or) Purchased Generator	Power Utility (Residence, House, Office, Church, Monastery, etc...)	41	41
	Construction Business (Real Estate, Hotel, Resort, Construction Material Supply, Others...)	11	11
	Manufacturing & Production	25	25
	Commercial & Retail Business (Banking, Showroom, Cinema, Private School, Restaurants, Coffee Shop, Others...)	19	19
	Telecommunications/ Mining/ Oil & Gas/ Marine and Others	4	4

Source: Survey Data (2022)

According to Table (3.1), among a hundred of the respondents, male customers are the majority of the respondents by gender. The result shows that more male customers are purchasing and using the Caterpillar generators for their businesses. Regarding to the age, the majority of the respondents are between 26 and 40 years old. The figure of 61 years old and above respondents shows the least portion as they are not very familiar with the generator as young and energetic business personals.

Regarding to the designation status, the majority of the respondents are engineers which comprise all engineers who are related with purchasing and operating this generators and managers which cover project manager, factory manager, operation manager, etc. The least portion of designation of the respondents are chief operation officers, general managers, directors and project director level. The result shows all of the respondents are high level of management in their organization.

According to the purchasing and operating unit result, the respondents who used less than 2 unit of Caterpillar generator, are the majority of the respondents and the respondents who possess greater than 10 unit, are minority. As the result of the segment usage of the respondents, the majority of the customers at that range use this generators are mostly at power utility segment because there are many new office and residence buildings, housing and condominium projects, real estate projects, hotels project, the religion buildings in Myanmar.

3.4 Reliability Test

The reliability test is conducted for the purpose of ensuring consistent measurement through different statements in the questionnaire set. Cronbach's alpha ranges in value from 0 to 1 and used to describe the reliability of factors of extract from questionnaires. If the result in the calculation of Cronbach's Alpha value is above 0.7 or equal to 0.7, all questions are consistent and reliable to be applied as the research instrument for this study. If this value is less than 0.7 which means the data results are unreliable and is greater than 0.7 which indicates that the data results are reliable. The closer Cronbach's alpha coefficient value to 1.0 express as the greater the internal consistency of the questionnaire sets in the study.

Table (3.2) Results from Reliability test

Variable	Number of items	Cronbach's Alpha
Brand Awareness	4	.891
Brand Performance	4	.881
Brand Image	4	.880
Brand Judgements	4	.899
Brand Feelings	4	.921
Customer Satisfaction	5	.896
Brand Loyalty	3	.862
Brand Attachment	3	.870
Brand Community	3	.888
Brand Engagement	3	.861
Antecedents of Brand Resonance	20	.970
Brand Resonance	12	.959

Source: Survey Data (2022)

Table (3.2) describes that the reliability of this study instruments and the Cronbach's Alphas value found in the study for the influencing factors on customer satisfaction and brand resonance of Caterpillar electric power generator. Cronbach's Alpha values for all variables in the table are greater than 0.7. Hence, all the questions are trustworthy and acceptable to apply as the study instrument for this research and all the respondents are appropriate and willing to answer for this study. As shown in Table (3.2), it express that the analysis result of Cronbach's alpha for each variable whereas overall variable of the questionnaires have accomplished with consistency and stability.

CHAPTER (4)

ANALYSIS OF INFLUENCING FACTORS

ON BRAND RESONANCE OF CATERPILLAR GENERATOR IN

MYAN SHWE PYI TRACTORS LIMITED

This chapter presents analytical analysis and discussion of the study. There are three sections in this chapter. The first section is the overall mean value of antecedents of brand resonance which includes brand awareness, brand performance, brand image, brand judgements and brand feelings, customer satisfaction and brand resonance which includes brand loyalty, brand attachment, brand community and brand engagement. The second section is discussion on the regression analysis of the influencing factors of antecedents of brand resonance on brand resonance of Caterpillar generator in MSPTL. The last section involves the expression on the mediating effect of customer satisfaction on the relationship between the antecedents of brand resonance which includes brand awareness, brand performance, brand image, brand judgements and brand feelings and brand resonance of Caterpillar generator in MSPTL.

4.1 Antecedents of Brand Resonance, Customer Satisfaction and Brand Resonance

This section consist of the overall mean value of ten main elements. These are brand awareness, brand performance, brand image, brand judgements, brand feelings, customer satisfaction, brand loyalty, brand attachment, brand community and brand engagement.

(a) Brand Awareness

It is the basic level of the brand resonance pyramid and the most crucial part of brand building of Caterpillar in MSPTL to figure out who it is. For brand awareness on the brand resonance of Caterpillar generator in MSPTL, four structural questions are constructed and data are collected from 100 respondents of its customers.

Table (4.1) Brand Awareness

No.	Items	Mean	Standard Deviation
1	Caterpillar brand is easy to recognize	4.23	0.86
2	Popularity of this brand	4.42	0.98
3	Using in different situation	4.19	0.93
4	Knowing where customer can buy this brand	3.97	0.95
Overall Mean		4.20	

Source: Survey Data (2022)

Brand awareness on brand resonance of Caterpillar generator in MSPTL is described in Table (4.1). As shown in table, the popularity is higher mean value than other variables and it can be seen that the mean value is 4.42. The lowest mean value is 3.97 and its statement is “Knowing where customer can buy this brand”. According to the survey result, there is a higher level of brand awareness with overall mean value of (4.20). Hence, the brand awareness of Caterpillar is already received by well knowing of its customer. The marketing team of MSPTL seems to be able to accomplish the task to the specific area. In additions, customers believe that this generator is a most popular well-known brand.

(b) Brand Performance

In second level of first section, four structural questions are constructed and data are collected from 100 respondents to analyze brand performance on the brand resonance of Caterpillar generator by creating points of parity and differences by the respective team.

Table (4.2) Brand Performance

No.	Items	Mean	Standard Deviation
1	Reliability of the brand	4.14	0.84
2	Durability of the brand	4.12	0.82
3	Providing on satisfying service by MSPTL	3.87	0.91
4	Fulfilling customer’s basic needs among competitors	3.84	0.97
Overall Mean		3.99	

Source: Survey Data (2022)

Brand performance on brand resonance of Caterpillar generator in MSPTL is described in Table (4.2). As per table results, the reliability of the brand is higher mean value than other variables and it can be seen that the mean value is 4.14. Fulfilling customer's basic needs among competitors is the lowest mean value, which is 3.84. The results show that there is a good level of brand performance on brand resonance of Caterpillar generator in MSPTL because respondents scored a great overall mean value (3.99). Thus, the brand performance of Caterpillar is already received by continuous using of its customer. Sales team, after sales service team and product support team of MSPTL seems to be able to produce the task to the specific job with the proper timeframe. Moreover, most of the Caterpillar generator users trust that this generator is the one which can support the best performance in Myanmar.

(c) Brand Image

In second level of the second section, four structural questions are constructed and data are collected from 100 respondents to analyze brand image on the brand resonance of Caterpillar generator in MSPTL by creating its points of parity and differences.

Table (4.3) Brand Image

No.	Items	Mean	Standard Deviation
1	Like the users of this brand	3.68	1.02
2	Respecting to the users of this brand	3.60	0.95
3	Knowing of using this brand in appropriate situation	3.87	0.84
4	Using this brand in a lot of different situations	3.66	0.90
Overall Mean		3.70	

Source: Survey Data (2022)

Brand image on brand resonance of Caterpillar generator in MSPTL is described in Table (4.3). As shown in table, knowing of using this brand in appropriate situation is higher mean value than other variables and it can be seen that the mean value is 3.87. Respecting to the users of this brand is the lowest mean value, which is 3.60. Regarding with the survey result, there is a moderate level of brand image on brand resonance of Caterpillar generator in MSPTL because respondents scored an overall mean value (3.70). Therefore, the brand image of Caterpillar is already received by continuous purchasing of

its customer. Sales team, after sales service team and product support team of MSPTL seems to be able to conduct the task to the specific job within appropriate timeframe. Additionally, most of the Caterpillar generator users consider that this generator having a good image.

(d) Brand Judgements

In the third level of the first section, to examine brand judgements on the brand resonance of Caterpillar generator in MSPTL in order to achieve the positive accessible reactions of its customers, four structural questions are constructed and data are collected from 100 respondents of its customers.

Table (4.4) Brand Judgements

No.	Items	Mean	Standard Deviation
1	Caterpillar is a good value brand	4.16	0.84
2	This is a trustable brand	4.12	0.89
3	This is a superior brand in generator category	4.09	0.92
4	Recommendation to others for using this brand	4.01	0.95
Overall Mean		4.10	

Source: Survey Data (2022)

Brand judgement on brand resonance of Caterpillar generator in MSPTL is described in Table (4.4). As per table results, good value brand is higher mean value than other variables and it can be seen that the mean value is 4.16. The lowest mean value is 4.01 and its statement is “Recommendation to others for using this brand”. The results prove that there is a higher level of brand judgements on brand resonance of Caterpillar generator in MSPTL because respondents scored a great overall mean value (4.10). Thus, the brand judgements of Caterpillar is already received. All branches of MSPTL, sales team, after sales service team and product support team seems to be able to fulfill the supporting task to the specific area with the proper timeframe. Furthermore, Caterpillar generator users in Myanmar judge that this generator can provide the positive accessible reactions to its users.

(e) Brand Feelings

In the third level of the second section, to analyze brand judgements on the brand resonance of Caterpillar generator in MSPTL in order to achieve the positive accessible reactions of its customers, four structural questions are constructed and data are collected from 100 respondents.

Table (4.5) Brand Feelings

No.	Items	Mean	Standard Deviation
1	Giving a feeling of self-respect	3.79	0.89
2	Giving a feeling of security	3.85	0.88
3	Giving a feeling of excitement	3.82	0.96
4	Giving a feeling of social approval	3.71	0.96
Overall Mean		3.79	

Source: Survey Data (2022)

Brand feelings on brand resonance of Caterpillar generator in MSPTL is described in Table (4.5). As shown in table, feeling of security is higher mean value than other variables and it can be seen that the mean value is 3.85. Feeling of social approval is the lowest mean value, which is 3.71. According to the survey result, there is a moderate level of brand feelings on brand resonance of Caterpillar generator in MSPTL because respondents scored an overall mean value (3.79). Hence, the brand feelings of Caterpillar is already received by its customer. All branches of MSPTL, sales team, after sales service team and product support team seems to be able to finish the task to the specific area with the proper timeframe and can deliver the appropriate positive feelings to them.

(f) Customer Satisfaction

Customer Satisfaction of Caterpillar generator users is the essential portion in this study to figure out how much this brand fulfilled to the customers. Thus, five structural questions are constructed and data are collected from 100 respondents.

Table (4.6) Customer Satisfaction

No.	Items	Mean	Standard Deviation
1	Satisfying on the performance of Caterpillar generator	4.12	0.76
2	Fulfillment of customer expectation	4.02	0.77
3	Thinking of purchasing this brand is good	4.04	0.78
4	Happiness for the brand image of Caterpillar	4.22	0.72
5	Overall, satisfied as a customer of this brand	4.09	0.79
Overall Mean		4.10	

Source: Survey Data (2022)

Customer satisfaction on brand resonance of Caterpillar generator in MSPTL is described in Table (4.6). As per table results, happiness for the brand image of Caterpillar is higher mean value than other variables and it can be seen that the mean value is 4.22. Fulfillment of customer expectation is the lowest mean value, which is 4.02. The survey results show that there is a higher level of customer satisfaction on brand resonance of Caterpillar generator in MSPTL because respondents scored a great overall mean value (4.10). Therefore, the customer satisfaction of Caterpillar is already received by satisfying of its customer. All branches of MSPTL, marketing team, sales team, after sales service team, product support and management team seems to be able to reach the task with the right time, right place and right person of MSPTL. In additions, most of the Caterpillar generator users in Myanmar are satisfying by using Caterpillar generator in their businesses.

(g) Brand Loyalty

It is the top level of the brand resonance pyramid and the first elements of brand resonance in brand building of Caterpillar in MSPTL. For brand loyalty on the brand resonance of Caterpillar generator in MSPTL, three structural questions are constructed and data are collected from 100 respondents.

Table (4.7) Brand Loyalty

No.	Items	Mean	Standard Deviation
1	Prefer brand to buy for customer	3.85	0.82
2	Buy this brand whenever they can	3.86	0.88
3	Considered themselves loyalty to Caterpillar brand	3.86	0.88
Overall Mean		3.86	

Source: Survey Data (2022)

Brand loyalty on brand resonance of Caterpillar generator in MSPTL is described in Table (4.7). As shown in table, all these three variables are nearly the same mean value. Regarding with the survey result, there is a moderate level of brand loyalty on brand resonance of Caterpillar generator in MSPTL because respondents scored an overall mean value (3.86). Thus, the brand loyalty of Caterpillar is already received. All of MSPTL team members seems to be able to perform their task to the specific area with the proper timeframe.

(h) Brand Attachment

For the second elements of brand resonance in brand building of Caterpillar in MSPTL, three structural questions are constructed and data are collected from 100 respondents to analyze brand attachment on the brand resonance of Caterpillar generator in MSPTL.

Table (4.8) Brand Attachment

No.	Items	Mean	Standard Deviation
1	Special brand for the customers	3.91	0.88
2	Really like this brand	4.14	0.84
3	More than a product for customers	3.77	0.91
Overall Mean		3.94	

Source: Survey Data (2022)

Brand attachment on brand resonance of Caterpillar generator in MSPTL is described in Table (4.8). As per table results, really like the Caterpillar brand is higher

mean value than other variables and it can be seen that the mean value is 4.14. The lowest mean value is 3.77 and its statement is “More than a product for customers”. The results prove that there is a moderate level of brand attachment on brand resonance of Caterpillar generator in MSPTL because respondents scored an overall mean value (3.94). Hence, the brand attachment of Caterpillar is already received. All of MSPTL team members seems to be able to execute their task to the specific area within the proper timeframe in order to obtain the better relationship between the customers and Caterpillar brand.

(i) Brand Community

For the third elements of brand resonance in brand building of Caterpillar in MSPTL, three structural questions are constructed and data are collected from 100 respondents to analyze brand community on the brand resonance of Caterpillar generator in MSPTL.

Table (4.9) Brand Community

No.	Items	Mean	Standard Deviation
1	Using of this brand by customers like me	3.73	0.90
2	Identifying with the people who used this brand	3.71	0.99
3	Feeling deep connection to others who used this brand	3.59	0.88
Overall Mean		3.68	

Source: Survey Data (2022)

Brand community on brand resonance of Caterpillar generator in MSPTL is described in Table (4.9). As shown in table, “using of this brand by customers like me” is higher overall mean value than other variables and it can be seen that the overall mean value is 3.73. The lowest mean value is 3.59 and its statement is “Feeling deep connection to others who used this brand”. The results show that there is a moderate level of brand community on brand resonance of Caterpillar generator in MSPTL because respondents scored an overall mean value (3.68). Therefore, the brand community of Caterpillar is already received. All of MSPTL team members seems to be able to achieve their task to the specific area within the proper timeframe in order to obtain the good relationship. Additionally, Caterpillar generator users in Myanmar having the experiences in which they can be easy to contact Caterpillar’s community such as facebook groups and viber groups

for the purpose of sharing knowledge and information, and achieving better relationship between customers and Caterpillar brand.

(j) Brand Engagement

For the forth elements of brand resonance in brand building of Caterpillar in MSPTL, three structural questions are constructed and data are collected from 100 respondents to examine brand engagement on the brand resonance.

Table (4.10) Brand Engagement

No.	Items	Mean	Standard Deviation
1	Proud of knowing others about using this brand	3.78	1.00
2	Interesting in learning more about this brand	3.82	0.81
3	Really like talking about Caterpillar brand to others	3.89	0.85
Overall Mean		3.83	

Source: Survey Data (2022)

Brand engagement on brand resonance of Caterpillar generator in MSPTL is described in Table (4.10). As per table results, talking about Caterpillar brand to others is higher mean value than other variables and it can be seen that the mean value is 3.89. The lowest mean value is 3.78 and its statement is “Proud of knowing others about using this brand”. Regarding with the survey result, there is a moderate level of brand engagement on brand resonance of Caterpillar generator in MSPTL because respondents scored an overall mean value (3.83). Thus, the brand engagement of Caterpillar is already received. All of MSPTL team members seems to be able to attain their task to the specific area within the proper timeframe in order to achieve the better relationship between the customers and Caterpillar brand.

4.2 Analysis of the Influencing Factors on Brand Resonance of Caterpillar Generator

This section is discussion on the regression analysis of antecedents of brand resonance on brand resonance of Caterpillar generator in MSPTL.

(a) Influencing Factors on Brand Loyalty of Caterpillar Generator in MSPTL

In this section, influencing factors of antecedents of brand resonance on brand loyalty are identified by using multiple linear regression analysis. In this study, there are two main variables: antecedents of brand resonance and brand loyalty. In each regression model, brand awareness, brand performance, brand image, brand judgements and brand feelings are used as independent variables and brand loyalty is used as the dependent variables. All the data types and sample size are consistent with the assumption of multiple linear regression statistics.

Antecedents of brand resonance have a positive effect on brand loyalty towards Caterpillar generator in MSPTL across Myanmar, brand loyalty is regressed with brand image and brand feelings. The results of regression analysis are presented in Table (4.11).

Table (4.11) Influencing Factors on Brand Loyalty

Variable	Unstandardized		Standardized	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	0.962	0.278		3.464	0.001	
Brand Awareness	0.139	0.119	0.147	1.164	0.247	3.796
Brand Performance	-0.138	0.155	-0.138	-0.888	0.377	5.739
Brand Image	0.238*	0.143	0.250	1.665	0.099	5.348
Brand Judgements	0.064	0.168	0.066	0.379	0.706	7.196
Brand Feelings	0.454***	0.144	0.495	3.162	0.002	5.821
R Square	0.604					
Adjusted R Square	0.583					
F Value	28.647***					

Source: Survey Data (2022)

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

As presented in Table (4.11), R^2 is 0.604 and adjusted R^2 is 0.583. This model explains that the variation of brand loyalty is predicted by influencing factors towards brand awareness, brand performance, brand image, brand judgements and brand feelings as the value of adjusted R^2 is 58%. According to the variance inflation factors (VIF), it is found that there is no multicollinearity. The value of F test, the overall significance of the

model is highly significant at 1 percent level. This specific model can be said valid.

It is also found that brand image has positive effect on brand loyalty 10% significant level and brand feelings has positive effect on brand loyalty 1% significant level. The increase in brand image by 1 unit will also raise the effect on brand loyalty of Caterpillar generator by 0.238 unit. Moreover, the increase in brand image by 1 unit will also raise the effect on brand loyalty of Caterpillar generator by 0.454 unit. The findings showed that brand feelings has the greater influence than brand image on brand loyalty for Caterpillar generator in MSPTL.

The study show that concerning the brand image, most of the customers consider themselves loyalty to Caterpillar brand and purchase this brand whenever they can. Regarding with brand feelings, Caterpillar is a prefer brand to buy in generator category in order to achieve the feeling of security for their businesses.

(b) Influencing Factors on Brand Attachment of Caterpillar Generator in MSPTL

In this section, influencing factors of antecedents of brand resonance on brand attachment are identified by using multiple linear regression analysis. In this study, there are two main variables: antecedents of brand resonance and brand attachment. In each regression model, brand awareness, brand performance, brand image, brand judgements and brand feelings are used as independent variables and brand attachment is used as the dependent variables. All the data types and sample size are consistent with the assumption of multiple linear regression statistics.

Antecedents of brand resonance have both positive effect and negative effect on brand attachment towards Caterpillar generator in MSPTL across Myanmar, brand attachment is regressed with brand performance and brand feelings. The results of regression analysis are presented in Table (4.12).

Table (4.12) Influencing Factors on Brand Attachment

Variable	Unstandardized		Standardized	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	1.026	0.278		3.694	0.000	
Brand Awareness	0.110	0.119	0.114	0.922	0.359	3.796
Brand Performance	-0.270*	0.155	-0.263	-1.735	0.086	5.739
Brand Image	0.206	0.143	0.211	1.444	0.152	5.348
Brand Judgements	0.191	0.168	0.193	1.135	0.259	7.196
Brand Feelings	0.523***	0.144	0.556	3.641	0.000	5.821
R Square	0.624					
Adjusted R Square	0.604					
F Value	31.187***					

Source: Survey Data (2022)

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

As presented in Table (4.12), R^2 is 0.624 and adjusted R^2 is 0.604. This model explains that the variation of brand attachment is predicted by influencing factors towards brand awareness, brand performance, brand image, brand judgements and brand feelings as the value of adjusted R^2 is 60%. According to the variance inflation factors (VIF), it is found that there is no multicollinearity. The value of F test, the overall significance of the model is highly significant at 1 percent level. This specific model can be said valid.

It is also found that brand feelings have positive effect on brand attachment 1% significant level and brand performance has negative effect on brand attachment 10% significant level. The increase in brand feelings by 1 unit will also raise the effect on brand attachment of Caterpillar generator by 0.523 unit.

The results may reflect that regarding with positive significant effect of brand feelings, Caterpillar is a special brand for customer in order to obtain the feeling of social approval of their businesses. Regarding with the brand performance, the results show that it was negatively significant with the brand attachment. Even though the customers would like to purchase the Caterpillar generator in terms of ready-stock whenever they want, there may be long lead time of the Caterpillar and delay service response of MSPTL because of COVID 19 pandemic across the world, especially in Myanmar. Moreover, they prefer the

better lead time for their ordering unit and the quicker response of the service team. Both Caterpillar and MSPTL could not fulfill their requirements in order to achieve attachment with their customers at that period of time. Furthermore, there is insufficient stock of Caterpillar generator in MSPTL during the time of unstable utility power distribution in Myanmar. Hence, these situation is turn leads to the negative impact on brand attachment because of the lack of points of parity which includes both availability and serviceability of the product as the main factors.

(c) Influencing Factors on Brand Community of Caterpillar Generator in MSPTL

In this section, influencing factors of antecedents of brand resonance on brand community are identified by using multiple linear regression analysis. In this study, there are two main variables: antecedents of brand resonance and brand community. In each regression model, brand awareness, brand performance, brand image, brand judgements and brand feelings are used as independent variables and brand community is used as the dependent variables. All the data types and sample size are consistent with the assumption of multiple linear regression statistics.

Antecedents of brand resonance have positive effect on brand community towards Caterpillar generator in MSPTL, brand community is regressed with brand image and brand feelings. The results of regression analysis are presented in Table (4.13).

As presented in Table (4.13), R^2 is 0.586 and adjusted R^2 is 0.565. This model explains that the variation of brand community is predicted by influencing factors towards brand awareness, brand performance, brand image, brand judgements and brand feelings as the value of adjusted R^2 is 56%. According to the variance inflation factors (VIF), it is found that there is no multicollinearity. The value of F test, the overall significance of the model is highly significant at 1 percent level. This specific model can be said valid.

It is also found that both brand image and brand feelings have positive effect on brand community 1% significant level. The increase in brand image by 1 unit will also raise the effect on brand community of Caterpillar generator by 0.583 unit. Moreover, the increase in brand image by 1 unit will also raise the effect on brand loyalty of Caterpillar generator by 0.477 unit. The findings showed that brand image has the greater influence than brand feelings on brand community for Caterpillar generator in MSPTL.

Table (4.13) Influencing Factors on Brand Community

Variable	Unstandardized		Standardized	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	1.059	0.311		3.404	0.001	
Brand Awareness	0.009	0.133	0.008	0.065	0.948	3.796
Brand Performance	-0.288	0.174	-0.263	-1.657	0.101	5.739
Brand Image	0.583***	0.160	0.559	3.643	0.000	5.348
Brand Judgements	-0.057	0.188	-0.054	-0.304	0.762	7.196
Brand Feelings	0.477***	0.161	0.474	2.963	0.004	5.821
R Square	0.586					
Adjusted R Square	0.565					
F Value	26.665***					

Source: Survey Data (2022)

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

The results suggest that concerning the brand image, most of the customers really identify with people who use Caterpillar brand and using this brand in various situation. Regarding with brand feelings, most of the customer felt deep connection to others who use Caterpillar brand in order to achieve the feeling of social approval of their businesses.

(d) Influencing Factors on Brand Engagement of Caterpillar Generator in MSPTL

In this section, influencing factors of antecedents of brand resonance on brand engagement are identified by using multiple linear regression analysis. In this study, there are two main variables: antecedents of brand resonance and brand engagement. In each regression model, brand awareness, brand performance, brand image, brand judgements and brand feelings are used as independent variables and brand engagement is used as the dependent variables. All the data types and sample size are consistent with the assumption of multiple linear regression statistics.

Antecedents of brand resonance have a positive effect on brand engagement towards Caterpillar generator in MSPTL across Myanmar, brand engagement is regressed

with brand image and brand feelings. The results of regression analysis are presented in Table (4.14).

Table (4.14) Influencing Factors on Brand Engagement

Variable	Unstandardized		Standardized	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	1.243	0.293		4.238	0.000	
Brand Awareness	-0.026	0.126	-0.027	-0.207	0.836	3.796
Brand Performance	-0.143	0.164	-0.138	-0.869	0.387	5.739
Brand Image	0.554***	0.151	0.562	3.671	0.000	5.348
Brand Judgements	-0.069	0.177	-0.069	-0.387	0.700	7.196
Brand Feelings	0.394**	0.152	0.415	2.598	0.011	5.821
R Square	0.588					
Adjusted R Square	0.566					
F Value	26.866***					

Source: Survey Data (2022)

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

As presented in Table (4.14), R^2 is 0.588 and adjusted R^2 is 0.566. This model explains that the variation of brand engagement is predicted by influencing factors towards brand awareness, brand performance, brand image, brand judgements and brand feelings as the value of adjusted R^2 is 56%. According to the variance inflation factors (VIF), it is found that there is no multicollinearity. The value of F test, the overall significance of the model is highly significant at 1 percent level. This specific model can be said valid.

It is found that brand image has positive effect on brand engagement 1% significant level and brand feelings has positive effect on brand engagement 5% significant level. The increase in brand image by 1 unit will also raise the effect on brand engagement of Caterpillar generator by 0.554 unit. Moreover, the increase in brand feelings by 1 unit will also raise the effect on brand engagement of Caterpillar generator by 0.394 unit. The findings showed that brand image has the greater influence than brand feelings on brand engagement for Caterpillar generator in MSPTL.

The results suggest that concerning the brand image, most of the customers are interesting in learning more about Caterpillar brand. Regarding with brand feelings, most of the customer proud of knowing others about using this brand in order to achieve the feeling of excitement and social approval of their businesses.

The regression analysis results highlight that, among five independent variables of the antecedents of the brand resonance, brand image and brand feelings have frequently positive significant effect on most of the dependent variables of brand resonance and there is only one negative significant effect of the brand performance on brand attachment. These results may reflect that most of the respondents have the emotional thinking (only the right side of the brand resonance pyramid) towards the Caterpillar generators in MSPTL.

4.3 Analysis of Mediating Effect of Customer Satisfaction on the Relationship between the Antecedents of Brand Resonance and the Brand Resonance of Caterpillar Generator

A form of interrelationship is referred to as a mediation in which an initial variable may influence on an outcome variable through a mediation variable. Mediation is also referred to as causal chain in which one variable affects a second variable that in turn affects third variable. The first variable referred to as independent variable, the second variable is the mediator, and the third outcome variable is the dependent variable.

In this study, the variable (Customer Satisfaction) has been considered as a mediator to the extent to which it carried the influence of independent variable (Antecedents of Brand Resonance) to dependent variable (Brand Resonance). Then, mediation analysis was performed to assess the mediating role of customer satisfaction on the linkage between antecedents of brand resonance and brand resonance.

Table (4.15) shows the direct, indirect and total effects of antecedents of brand resonance on brand resonance. In this table, indirect effect through customer satisfaction is calculated by multiplying contributing path coefficients. For example, the indirect effect of brand awareness on brand resonance through customer satisfaction (0.435) is obtained by multiplying the coefficient of brand awareness on customer satisfaction (0.635) with the coefficient of customer satisfaction to brand resonance (0.685). The total effect (0.982) is the sum of the direct (0.547) and indirect effects (0.435).

Table (4.15) Mediating Effect of Customer Satisfaction on the Relationship between Antecedents of Brand Resonance and Brand Resonance

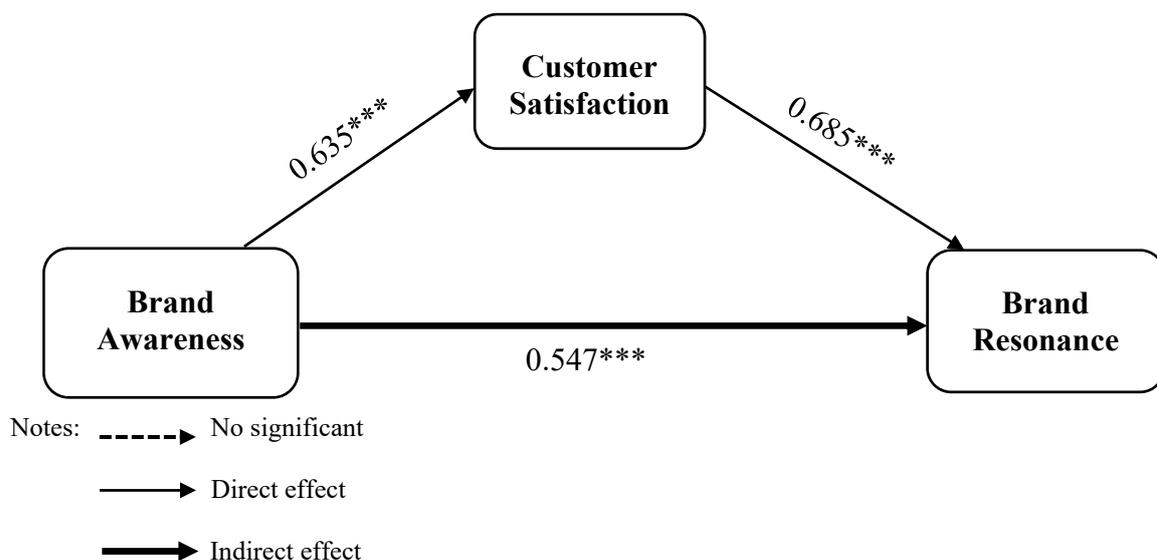
Antecedents of Brand Resonance	Direct Effect	Customer Satisfaction	
		Indirect Effect	Total Effect
Brand Awareness	0.547	0.435	0.982
Brand Performance	0.610	0.479	1.089
Brand Image	0.786	0.423	1.208
Brand Judgements	0.690	0.480	1.170
Brand Feelings	0.797	0.455	1.252

Source: Survey Data (2022)

(a) Mediating Effect of Customer Satisfaction on the Relationship between Brand Awareness and the Brand Resonance

As shown in Table (4.15), the total effect of brand awareness on brand resonance through customer satisfaction is greater than the direct effect of brand awareness on brand resonance. The mediating effect of customer satisfaction on the relationship between brand awareness and brand resonance is presented in Figure (4.1).

Figure (4.1) Mediating Effect of Customer Satisfaction on the Relationship between Brand Awareness and the Brand Resonance



Source: Own Compilation (2022)

The study found that there is a positive significant direct effect of the brand awareness on brand resonance, as shown in Figure (4.1). As indirect effect, there is a positive significant effect of brand awareness on customer satisfaction and a positive significant effect of customer satisfaction on brand resonance is found as well. Thus, a partial mediation of customer satisfaction is found on the relationship between brand awareness and brand resonance of Caterpillar generator.

(b) Mediating Effect of Customer Satisfaction on the Relationship between Brand Performance and the Brand Resonance

As shown in Table (4.15), the total effect of brand performance on brand resonance through customer satisfaction is greater than the direct effect of brand performance on brand resonance. The mediating effect of customer satisfaction on the relationship between brand performance and brand resonance is presented in Figure (4.2).

Figure (4.2) Mediating Effect of Customer Satisfaction on the Relationship between Brand Performance and the Brand Resonance



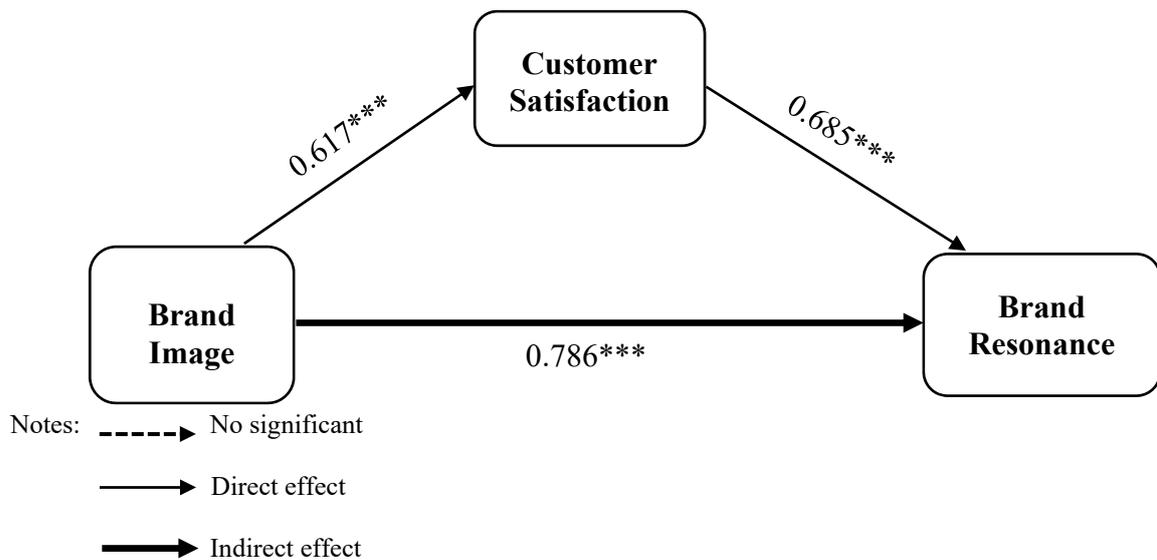
Source: Own Compilation (2022)

The study found that there is a positive significant direct effect of the brand performance on brand resonance, as shown in Figure (4.2). As indirect effect, there is a positive significant effect of brand performance on customer satisfaction and a positive significant effect of customer satisfaction on brand resonance is found as well. Thus, a partial mediation of customer satisfaction is found on the relationship between brand performance and brand resonance of Caterpillar generator.

(c) Mediating Effect of Customer Satisfaction on the Relationship between Brand Image and the Brand Resonance

As shown in Table (4.15), the total effect of brand image on brand resonance through customer satisfaction is greater than the direct effect of brand image on brand resonance. The mediating effect of customer satisfaction on the relationship between brand image and brand resonance is presented in Figure (4.3).

Figure (4.3) Mediating Effect of Customer Satisfaction on the Relationship between Brand Image and the Brand Resonance



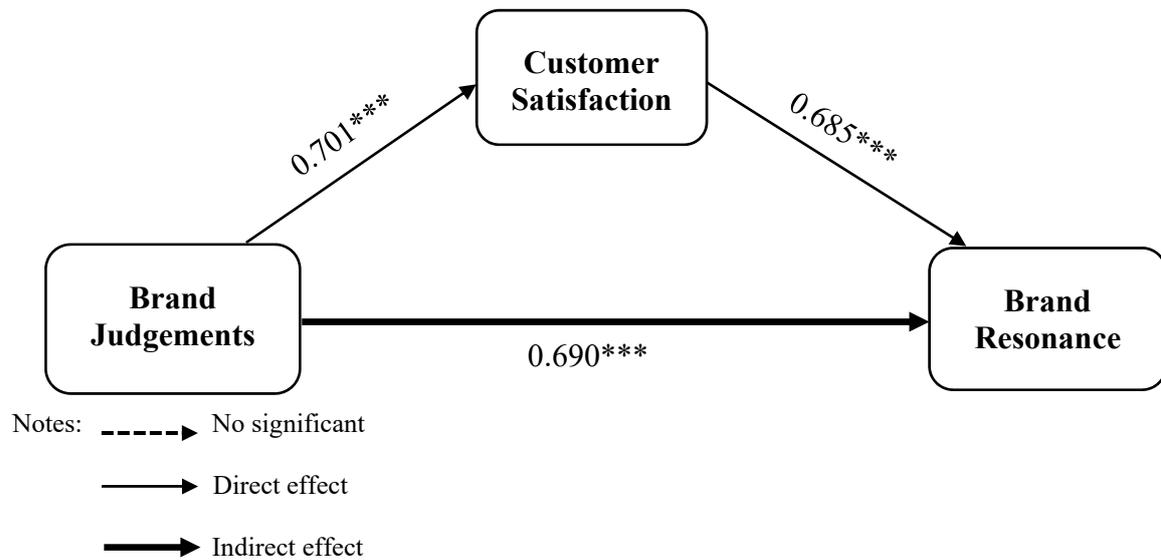
Source: Own Compilation (2022)

The study found that there is a positive significant direct effect of the brand image on brand resonance, as shown in Figure (4.3). As indirect effect, there is a positive significant effect of brand image on customer satisfaction and a positive significant effect of customer satisfaction on brand resonance is found as well. Thus, a partial mediation of customer satisfaction is found on the relationship between brand image and brand resonance of Caterpillar generator.

(d) Mediating Effect of Customer Satisfaction on the Relationship between Brand Judgements and the Brand Resonance

As shown in Table (4.15), the total effect of brand judgements on brand resonance through customer satisfaction is greater than the direct effect of brand judgements on brand resonance. The mediating effect of customer satisfaction on the relationship between brand judgements and brand resonance is presented in Figure (4.4).

Figure (4.4) Mediating Effect of Customer Satisfaction on the Relationship between Brand Judgements and the Brand Resonance



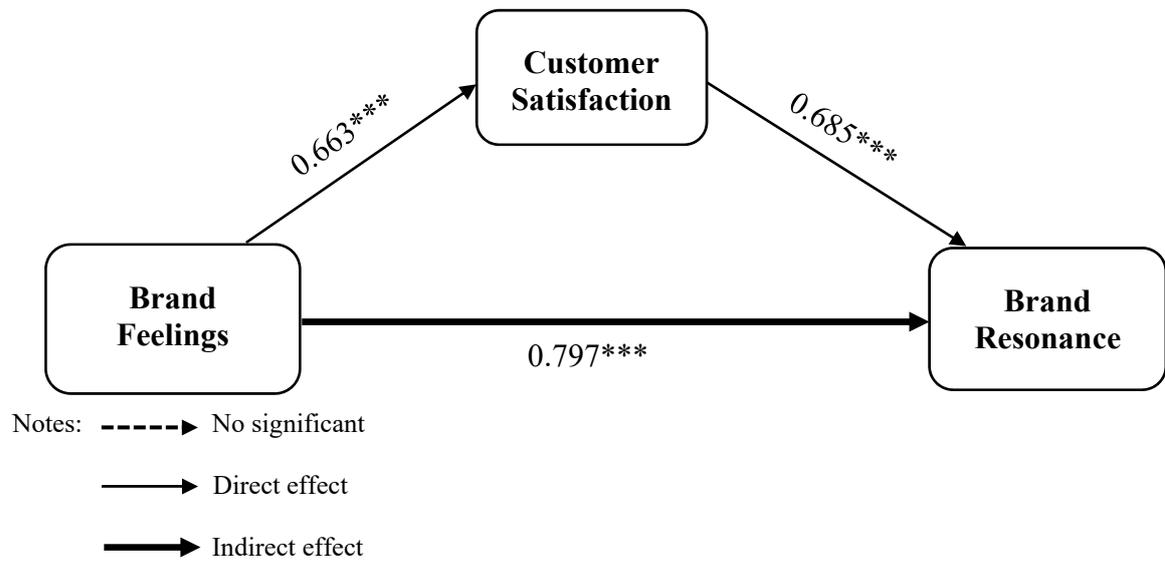
Source: Own Compilation (2022)

The study found that there is a positive significant direct effect of the brand judgements on brand resonance, as shown in Figure (4.4). As indirect effect, there is a positive significant effect of brand judgements on customer satisfaction and a positive significant effect of customer satisfaction on brand resonance is found as well. Thus, a partial mediation of customer satisfaction is found on the relationship between brand judgements and brand resonance of Caterpillar generator.

(e) Mediating Effect of Customer Satisfaction on the Relationship between Brand Feelings and the Brand Resonance

As shown in Table (4.15), the total effect of brand feelings on brand resonance through customer satisfaction is greater than the direct effect of brand feelings on brand resonance. The mediating effect of customer satisfaction on the relationship between brand feelings and brand resonance is presented in Figure (4.5).

Figure (4.5) Mediating Effect of Customer Satisfaction on the Relationship between Brand Feelings and the Brand Resonance



Source: Own Compilation (2022)

The study found that there is a positive significant direct effect of the brand feelings on brand resonance, as shown in Figure (4.5). As indirect effect, there is a positive significant effect of brand feelings on customer satisfaction and a positive significant effect of customer satisfaction on brand resonance is found as well. Thus, a partial mediation of customer satisfaction is found on the relationship between brand feelings and brand resonance of Caterpillar generator.

CHAPTER (5)

CONCLUSION

Establish on the analytical data from previous chapters, this chapter consists of three portions. They are findings and discussions, suggestions and recommendations, and the needs for further research for the ones who are interested in better understanding of the influencing factors on brand resonance, not only the Caterpillar generator in MSPTL, but also the whole electric power generation category in Myanmar. Additionally, it is concluded with some suggestion to extend this study in future.

5.1 Findings and Discussions

The overall objective of this study is to examine the influencing factors on the brand resonance of Caterpillar generator based on the concepts of Theory of Brand Resonance Pyramid. This study also analyzes the mediating effect of customer satisfaction on the relationship between the antecedents of brand resonance and brand resonance of Caterpillar generator in Myanmar.

The influencing factors on brand resonance of Caterpillar generator are analyzed based on 100 respondents across Myanmar. The target respondents are the Caterpillar generator users from the various business segments in Myanmar. By answering structural questionnaires, most of the customers were actively participated and all data were analyzed by using multiple linear regression in SPSS software. It is found that out of 100 respondents, 75 customers are male. The age group between 26 and 40 years old are using more Caterpillar generator than any other age group. Most of the respondents are engineers such as project engineers and maintenance engineers. The majority of the respondents are using Caterpillar generator at power utility segment which includes residence, housing, office building and religious buildings, and they mostly use less than two unit of Caterpillar generator.

The results show that the antecedents of brand resonance (brand image and brand feelings) have positive significant effects on brand loyalty towards the Caterpillar generator in MSPTL. Regarding with these two variables, brand feelings has the greater influence than brand image on brand loyalty for Caterpillar generator in MSPTL. It is found that

concerning the brand image, the majority of the customers consider themselves loyalty to Caterpillar brand and purchase this brand whenever they can. Regarding with brand feelings, Caterpillar is a prefer brand to buy in generator category in order to achieve the feeling of security for their businesses.

The results highlight that antecedents of brand resonance (brand feelings) has positive significant effects on brand attachment and antecedents of brand resonance (brand performance) has negative significant effects on brand attachment towards the Caterpillar generator in MSPTL. The results may reflect that concerning with brand feelings, Caterpillar is a special brand for customer in order to obtain the feeling of social approval of their businesses. Regarding with the brand performance, the results show that there may be a weakness of product availability with the long lead time of the Caterpillar generator and a flaw for serviceability with the delay service response of MSPTL because of COVID 19 pandemic which has been spreading all over the world. Moreover, there is insufficient stock of Caterpillar generator during the period of unstable utility power distribution in Myanmar. All these situations lead to the negative significant effects of the brand performance on brand community.

It is found that the antecedents of brand resonance (brand image and brand feelings) have positive significant effects on brand community towards the Caterpillar generator in MSPTL. The results show that brand image has the greater influence than brand feelings on brand community for Caterpillar generator in MSPTL. Concerning with the brand image, the majority of the customers really identify with people who use Caterpillar brand and using this brand in various situation. Regarding with brand feelings, most of the customers felt deep connection to others who used Caterpillar brand in order to achieve the feeling of social approval for their businesses.

The study establish that the antecedents of brand resonance (brand image and brand feelings) have positive significant effects on brand engagement towards the Caterpillar generator in MSPTL. The findings showed that brand image has the greater influence than brand feelings on brand engagement for Caterpillar generator in MSPTL. Concerning with the brand image, most of the customers are interesting in learning more about Caterpillar brand. Regarding with brand feelings, most of the customer proud of knowing others about using this brand in order to achieve both the feelings of excitement and the feelings of security for their businesses.

The study reveal that there is a mediation between the independent variable of brand awareness and dependent variable of brand resonance, while customer satisfaction as a mediator on the relationship between them. It is also highlight that that there is a mediation between brand performance and brand resonance, while customer satisfaction as a mediator. It is found that that there is a mediation between brand image and brand resonance, while customer satisfaction as a mediator. The results show that there is a mediation between brand Judgements and brand resonance, while customer satisfaction as a mediator. The results also highlight that there is a mediation between brand feelings and brand resonance, while customer satisfaction as a mediator.

Furthermore, the study also found that there are five partial mediations on the relationships between brand awareness and brand resonance, brand performance and brand resonance, brand image and brand resonance, brand judgements and brand resonance, and brand feelings and brand resonance while customer satisfaction is as a mediator. However, there may be other factors as mediators. The customer satisfaction will explain moderately as a mediator and not cover all of variations between antecedents of brand resonance and brand resonance of Caterpillar generator in MSPTL. Hence, there may be additional mediators to be discovered in context of this study.

5.2 Suggestions and Recommendations

Based on the findings of this study, some of the relevant suggestions and recommendations for the company are provided to stimulate the influencing factors on brand resonance and to improve the building of brand resonance pyramid of Caterpillar generator.

With a rise of the strong global competition of electric power generation industry, the brand building plays a pivotal role for the organizations and companies. Building a brand name is essential for not only the company but also the whole electric power generation industry. Therefore, it is important to know the effect of brand building practices on brand resonance in order to survive in the highly competitive electric power generation industry in Myanmar.

Regarding with the finding of the effects of antecedents of brand resonance on brand resonance, the results highlight that the most important elements of antecedents of brand resonance are brand image and brand feelings among five variables. Moreover, brand

image is the most important factor of the antecedents of brand resonance. It is suggest that the company should maintain the greater brand image on their brand building process in order obtain the highest brand resonance. Regarding with brand feelings, the company needs to manage for maintaining the higher brand feelings in order to achieve the feeling of security, excitement and social approval in customers' mind.

However, concerning with negative significant effect of brand performance on brand attachment, the company should emphasize the brand performance of Caterpillar in order to attain the sustainability of brand building process of Caterpillar in MSPTL. Some customers concern on it because of the insufficient product availability (the delivery time) and the weak service response. It is reveal that the company needs to improve the better lead time of its product in order attain the sufficient inventory in stock and to upgrade the existing service team for achieving the better response of its customer because the study result reveals that some of the customers have the unconstructive perceptions on the brand performance of Caterpillar generator.

Again, it is recommend that the company should emphasize the better lead time for ordering process, which may tends to avoid the misunderstanding between the sales team and their customers, and to confirm the commitments of sales team for the exact delivery time of Caterpillar generator. Therefore, it is refer that the company should maintain on the current performance of the logistics team and improving their performance by providing the required vocational training, exposures and working facilities because the greater the capability of the product availability (delivery) in brand performance offers the greater chance of the building a strong brand name and the higher profitability of the entire organization.

With regards to upgrade the existing service team, it is suggest that the company needs to manage for the improvement and development of the current performance of service team and improving their performance by providing required training, exposures and working facilities because the greater the capability of serviceability in brand performance delivers the greater the chance of getting the higher resonance of the brand and the profitability of the entire organization. This study highly recommends that the company should emphasize to improve their logistics team and service team in order to increase the customer perception and they will satisfy to the Caterpillar product performance.

Regarding with the mediating effect of customer satisfaction on the relationship between the each elements of the antecedents of brand resonance (Brand Awareness, Brand Performance, Brand Image, Brand Judgements and Brand Feelings) and brand resonance of Caterpillar generator, a partial mediation is occurred. Thus, it is recommend that the company needs to manage for increasing customer satisfaction which leads to the greater impact on the relationship between the antecedents of brand resonance and brand resonance of Caterpillar generator. Furthermore, there may be additional mediator such as customer trust on the relationship between antecedents of brand resonance and brand resonance of Caterpillar generator, to be discovered in this study.

The important implication for creating the brand resonance of the company is to set up the brand building practices, which covers all dimensions including brand awareness, brand performance, brand image, brand judgements and brand feelings, that will lead to enhance the brand resonance including brand loyalty, brand attachment, brand community and brand engagement. In this way, the brand building of the company can be strengthened through building the satisfaction of its customers by MSPTL and can also be sustained their brand resonance on the generator category across Myanmar. Furthermore, if the creation of the brand resonance of the customer on Caterpillar generator in MSPTL is obvious enough to describe the better and smoother business operations of its customers. In addition, the customers will have the higher satisfaction on the Caterpillar generator in Myanmar.

5.3 Needs for Further Research

This study mainly focuses on the influencing factors on brand resonance of the Caterpillar generator and the satisfaction of its customer in MSPTL. Some generator brands which may influence on generator market competition in Myanmar are not included in this study. The main weakness of this research is the small amount of sample size, limitation of time (COVID 19 pandemic period) and resources as the survey results were conducted base on 100 respondents and most of them are power utility customers, manufacturing and production customers, and construction business customers as well. Thus, this survey does not cover all segments of the customers of Caterpillar generator. The interpretation can not be generalized for the others who supply the generator to the electric power generation category. Hence, it would be great if a larger sample size would be used and if the whole

power generation category in Myanmar would be included to carry out for any further study to the better understanding of the influencing factors on brand resonance. Additionally, this study will serve as a foundation for those who are anxious to broaden this subject, and do the similar study who interest to analyze the whole industry of the electric power generation category. Eventually, a future study with the inclusion of such external variables may find out different implications for the company by creating brand resonance of consumers on the Caterpillar generator in the power generation category across Myanmar.

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APPENDIX I

Questionnaire for Myan Shwe Pyi Tractors Limited's Customers.

Yangon University of Economics

Master of Business Administration Programme

EMBA

This questionnaire is prepared by Thura Min Swe, who is a Master of Business Administration student at the Yangon University of Economics. The purpose of this questionnaire is to gather data in order to study influencing factors of brand resonance of Caterpillar Generator. Please co-operate by filling the questionnaire, because your genuine, straight and on-time response is vital for the success of this study. Furthermore, the data gathered by this questionnaire is purely for academic purposes and your response will be secured anonymously. Thus, I kindly request you to respond to each item carefully.

Please note that:

1. No need of writing your name.
2. Please fill the answer by putting “√” mark.
3. Please give more attention and return the completed as fast as possible.
4. If you need further explanation, you can contact me on through the address shown below.

Thura Min Swe

Phone : 09 5039681

E-mail: tmsthura@gmail.com

Thank you in advance, for your kind cooperation.

Part I: Demographic Characteristics of Respondents

(i): Gender

Male

Female

(ii): Age

Less than or equal 25 years old

26 to 40 years old

41 to 60 years old

61 years old and above

(iii): Designation / Position

Chairman / Owner / Managing Director / Founder / CEO

Director / Project Director

COO / General Manager / Chief Engineer

Manager (Project Manager / Factory Manager / Operation Manger, etc...)

Project Engineer / Maintenance Engineer / Others

(iv): How many units of Caterpillar Generator do you have purchased / used?

≤ 2 unit

3 to 5 unit

5 to 10 unit

> 10 unit

(v): In which segment do you use this Caterpillar Generator?

Power Utility (Residence, House, Office, Church, Monastery, etc...)

Construction Business (Real Estate, Hotel, Resort, Construction Material Supply, Others...)

Manufacturing & Production

Commercial & Retail Business (Banking, Showroom, Cinema, Private School, Restaurants, Coffee Shop, Bar & Snack, Others...)

Telecommunications / Mining / Oil & Gas / Marine and Others ...

Part II: Influencing Factors of Brand Resonance

Please indicate the degree that best describe you are agree or disagree with the statements of perceived values in the following, based on Caterpillar brand building practices. There is no right or wrong answer. What you think is the most important.

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

(i): Antecedents of Brand Resonance

Sr. No.	Antecedents of Brand Resonance	1	2	3	4	5
1	This brand is very easy to recognize.					
2	This brand is popular.					
3	I know where I can buy this brand.					
4	I can use this brand in different categories/businesses.					
5	This brand is reliable for me.					
6	This brand is durable for me.					
7	This brand provides satisfying service.					
8	Compared with other brands in the generator category, this brand satisfies my basic needs.					
9	I like the people who use this brand.					
10	I give respect to the people who use this brand.					
11	I know, in which situation I have to use this brand.					
12	This is the only brand that, I can use in many situations.					
13	This is a good value brand.					
14	This is a trustable brand.					
15	This is a superior brand as compared to other brands in the generator category.					
16	I always recommend this brand to others.					
17	This brand gives me a feeling of self-respect.					
18	This brand gives me a feeling of security.					
19	This brand gives me a feeling of excitement.					
20	This brand gives me a feeling of social approval.					

(ii): Customer Satisfaction

Sr. No.	Customer Satisfaction	1	2	3	4	5
1	I am satisfied with the performance of the Caterpillar Brand.					
2	This brand fulfills my expectation.					
3	Purchasing this brand was a good decision.					
4	I am happy with the brand image of Caterpillar.					
5	Overall, I am satisfied as a customer of this brand.					

(iii): Brand Resonance

Sr. No.	Brand Resonance	1	2	3	4	5
1	This is the one brand I would prefer to buy.					
2	I will buy this brand whenever I can.					
3	I consider myself loyal to this brand.					
4	This brand is special to me.					
5	I really like this brand.					
6	This brand is more than a product to me.					
7	This is a brand used by people like me.					
8	I really identify with people who use this brand.					
9	I feel a deep connection with others who use this brand.					
10	I am proud to have others know I use this brand.					
11	I am always interested in learning more about this brand.					
12	I really like to talk about this brand to others.					

APPENDIX II

REGRESSION ANALYSIS

1. The Effect Antecedents of Brand Resonance on Brand Loyalty

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.777a	0.604	0.583	0.49089	2.228

a. Predictors: (Constant), BRAND FEELINGS, BRAND AWARENESS, BRAND PERFORMANCE, BRAND IMAGE, BRAND

b. Dependent Variable: BRAND LOYALTY

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.516	5	6.903	28.647	.000b
	Residual	22.651	94	0.241		
	Total	57.168	99			

a. Dependent Variable: BRAND LOYALTY

b. Predictors: (Constant), BRAND FEELINGS, BRAND AWARENESS, BRAND PERFORMANCE, BRAND IMAGE, BRAND JUDGEMENTS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.962	0.278		3.464	0.001
	BRAND AWARENESS	0.139	0.119	0.147	1.164	0.247
	BRAND PERFORMANCE	-0.138	0.155	-0.138	-0.888	0.377
	BRAND IMAGE	0.238	0.143	0.250	1.665	0.099
	BRAND JUDGEMENTS	0.064	0.168	0.066	0.379	0.706
	BRAND FEELINGS	0.454	0.144	0.495	3.162	0.002

a. Dependent Variable: BRAND LOYALTY

2. The Effect Antecedents of Brand Resonance on Brand Attachment

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.790a	0.624	0.604	0.49121	2.107

a. Predictors: (Constant), BRAND FEELINGS, BRAND AWARENESS, BRAND PERFORMANCE, BRAND IMAGE, BRAND JUDGEMENTS

b. Dependent Variable: BRAND ATTACHMENT

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	37.626	5	7.525	31.187	.000b
	Residual	22.681	94	0.241		
	Total	60.307	99			

a. Dependent Variable: BRAND ATTACHMENT

b. Predictors: (Constant), BRAND FEELINGS, BRAND AWARENESS, BRAND PERFORMANCE, BRAND IMAGE, BRAND JUDGEMENTS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.026	0.278		3.694	0.000
	BRAND AWARENESS	0.110	0.119	0.114	0.922	0.359
	BRAND PERFORMANCE	-0.270	0.155	-0.263	-1.735	0.086
	BRAND IMAGE	0.206	0.143	0.211	1.444	0.152
	BRAND JUDGEMENTS	0.191	0.168	0.193	1.135	0.259
	BRAND FEELINGS	0.523	0.144	0.556	3.641	0.000

a. Dependent Variable: BRAND ATTACHMENT

3. The Effect Antecedents of Brand Resonance on Brand Community

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.766a	0.586	0.565	0.55001	2.050

a. Predictors: (Constant), BRAND FEELINGS, BRAND AWARENESS, BRAND PERFORMANCE, BRAND IMAGE, BRAND JUDGEMENTS

b. Dependent Variable: BRAND COMMUNITY

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	40.332	5	8.066	26.665	.000b
	Residual	28.436	94	0.303		
	Total	68.768	99			

a. Dependent Variable: BRAND COMMUNITY

b. Predictors: (Constant), BRAND FEELINGS, BRAND AWARENESS, BRAND PERFORMANCE, BRAND IMAGE, BRAND JUDGEMENTS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.059	0.311		3.404	0.001
	BRAND AWARENESS	0.009	0.133	0.008	0.065	0.948
	BRAND PERFORMANCE	-0.288	0.174	-0.263	-1.657	0.101
	BRAND IMAGE	0.583	0.160	0.559	3.643	0.000
	BRAND JUDGEMENTS	-0.057	0.188	-0.054	-0.304	0.762
	BRAND FEELINGS	0.477	0.161	0.474	2.963	0.004

a. Dependent Variable: BRAND COMMUNITY

4. The Effect Antecedents of Brand resonance on Engagement

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.767a	0.588	0.566	0.51875	2.121

a. Predictors: (Constant), BRAND FEELINGS, BRAND AWARENESS, BRAND PERFORMANCE, BRAND IMAGE, BRAND JUDGEMENTS

b. Dependent Variable: BRAND ENGAGEMENT

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36.148	5	7.230	26.866	.000b
	Residual	25.295	94	0.269		
	Total	61.443	99			

a. Dependent Variable: BRAND ENGAGEMENT

b. Predictors: (Constant), BRAND FEELINGS, BRAND AWARENESS, BRAND PERFORMANCE, BRAND IMAGE, BRAND JUDGEMENTS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.243	0.293		4.238	0.000
	BRAND AWARENESS	-0.026	0.126	-0.027	-0.207	0.836
	BRAND PERFORMANCE	-0.143	0.164	-0.138	-0.869	0.387
	BRAND IMAGE	0.554	0.151	0.562	3.671	0.000
	BRAND JUDGEMENTS	-0.069	0.177	-0.069	-0.387	0.700
	BRAND FEELINGS	0.394	0.152	0.415	2.598	0.011

a. Dependent Variable: BRAND ENGAGEMENT

5. The Effect of Brand Awareness on Brand Resonance

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.547a	0.299	0.292	0.62082	1.828

a. Predictors: (Constant), BRAND AWARENESS

b. Dependent Variable: BRAND RESONANCE

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.120	1	16.120	41.825	.000b
	Residual	37.770	98	0.385		
	Total	53.890	99			

a. Dependent Variable: BRAND RESONANCE

b. Predictors: (Constant), BRAND AWARENESS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.724	0.331		5.212	0.000
	BRAND AWARENESS	0.500	0.077	0.547	6.467	0.000

a. Dependent Variable: BRAND RESONANCE

6. The Effect of Brand Performance on Brand Resonance

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.610a	0.372	0.365	0.58770	1.993

a. Predictors: (Constant), BRAND PERFORMANCE

b. Dependent Variable: BRAND RESONANCE

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.042	1	20.042	58.027	.000b
	Residual	33.848	98	0.345		
	Total	53.890	99			

a. Dependent Variable: BRAND RESONANCE

b. Predictors: (Constant), BRAND PERFORMANCE

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.465	0.315		4.643	0.000
	BRAND PERFORMANCE	0.591	0.078	0.610	7.618	0.000

a. Dependent Variable: BRAND RESONANCE

7. The Effect of Brand Image on Brand Resonance

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.786a	0.617	0.613	0.45869	2.287

a. Predictors: (Constant), BRAND IMAGE

b. Dependent Variable: BRAND RESONANCE

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.272	1	33.272	158.139	.000b
	Residual	20.619	98	0.210		
	Total	53.890	99			

a. Dependent Variable: BRAND RESONANCE

b. Predictors: (Constant), BRAND IMAGE

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.140	0.218		5.216	0.000
	BRAND IMAGE	0.725	0.058	0.786	12.575	0.000

a. Dependent Variable: BRAND RESONANCE

8. The Effect of Brand Judgements on Brand Resonance

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.690a	0.476	0.470	0.53695	1.810

a. Predictors: (Constant), BRAND AWARENESS

b. Dependent Variable: BRAND RESONANCE

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.636	1	25.636	88.917	.000b
	Residual	28.254	98	0.288		
	Total	53.890	99			

a. Dependent Variable: BRAND RESONANCE

b. Predictors: (Constant), BRAND JUDGEMENTS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.184	0.285		4.151	0.000
	BRAND JUDGEMENTS	0.645	0.068	0.690	9.430	0.000

a. Dependent Variable: BRAND RESONANCE

9. The Effect of Brand Feelings on Brand Resonance

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.797a	0.636	0.632	0.44769	2.035

a. Predictors: (Constant), BRAND FEELINGS

b. Dependent Variable: BRAND RESONANCE

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.248	1	34.248	170.878	.000b
	Residual	19.642	98	0.200		
	Total	53.890	99			

a. Dependent Variable: BRAND RESONANCE

b. Predictors: (Constant), BRAND FEELINGS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.134	0.211		5.384	0.000
	BRAND FEELINGS	0.710	0.054	0.797	13.072	0.000

a. Dependent Variable: BRAND RESONANCE

10. The Effect of Customer Satisfaction on Brand Resonance

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.685a	0.470	0.464	0.53999	1.696

a. Predictors: (Constant), CUSTOMER SATISFACTION

b. Dependent Variable: BRAND RESONANCE

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.314	1	25.314	86.815	.000b
	Residual	28.576	98	0.292		
	Total	53.890	99			

a. Dependent Variable: BRAND RESONANCE

b. Predictors: (Constant), CUSTOMER SATISFACTION

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.593	0.351		1.689	0.094
	CUSTOMER SATISFACTION	0.789	0.085	0.685	9.317	0.000

a. Dependent Variable: BRAND RESONANCE

11. The Effect of Brand Awareness on Customer Satisfaction**Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.635a	0.403	0.397	0.49773	2.110

a. Predictors: (Constant), BRAND AWARENESS

b. Dependent Variable: CUSTOMER SATISFACTION

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.401	1	16.401	66.204	.000b
	Residual	24.278	98	0.248		
	Total	40.680	99			

a. Dependent Variable: CUSTOMER SATISFACTION

b. Predictors: (Constant), BRAND AWARENESS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.978	0.265		7.458	0.000
	BRAND AWARENESS	0.504	0.062	0.635	8.137	0.000

a. Dependent Variable: CUSTOMER SATISFACTION

12. The Effect of Brand Performance on Customer Satisfaction

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.698a	0.488	0.483	0.46108	2.267

a. Predictors: (Constant), BRAND PERFORMANCE

b. Dependent Variable: CUSTOMER SATISFACTION

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.845	1	19.845	93.348	.000b
	Residual	20.834	98	0.213		
	Total	40.680	99			

a. Dependent Variable: CUSTOMER SATISFACTION

b. Predictors: (Constant), BRAND PERFORMANCE

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.749	0.248		7.065	0.000
	BRAND PERFORMANCE	0.588	0.061	0.698	9.662	0.000

a. Dependent Variable: CUSTOMER SATISFACTION

13. The Effect of Brand Image on Customer Satisfaction

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.617a	0.380	0.374	0.50725	2.101

a. Predictors: (Constant), BRAND IMAGE

b. Dependent Variable: CUSTOMER SATISFACTION

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.464	1	15.464	60.103	.000b
	Residual	25.215	98	0.257		
	Total	40.680	99			

a. Dependent Variable: CUSTOMER SATISFACTION

b. Predictors: (Constant), BRAND IMAGE

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.267	0.242		9.382	0.000
	BRAND IMAGE	0.495	0.064	0.617	7.753	0.000

a. Dependent Variable: CUSTOMER SATISFACTION

14. The Effect of Brand Judgements on Customer Satisfaction

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.701a	0.491	0.486	0.45975	2.160

a. Predictors: (Constant), BRAND JUDGEMENTS

b. Dependent Variable: CUSTOMER SATISFACTION

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	19.966	1	19.966	94.460	.000b
Residual	20.714	98	0.211		
Total	40.680	99			

a. Dependent Variable: CUSTOMER SATISFACTION

b. Predictors: (Constant), BRAND JUDGEMENTS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.767	0.244		7.233	0.000
	BRAND JUDGEMENTS	0.569	0.059	0.701	9.719	0.000

a. Dependent Variable: CUSTOMER SATISFACTION

15. The Effect of Brand Feelings on Customer Satisfaction

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.663a	0.440	0.434	0.48220	2.016

a. Predictors: (Constant), BRAND FEELINGS

b. Dependent Variable: CUSTOMER SATISFACTION

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	17.893	1	17.893	76.955	.000b
Residual	22.786	98	0.233		
Total	40.680	99			

a. Dependent Variable: CUSTOMER SATISFACTION

b. Predictors: (Constant), BRAND FEELINGS

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	2.153	0.227	9.486	0.000	
	BRAND FEELINGS	0.513	0.058	0.663	8.772	0.000

a. Dependent Variable: CUSTOMER SATISFACTION