

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

**THE EFFECT OF MARKETING PRACTICES ON BRAND**  
**EQUITY AND CONSUMER BUYING BEHAVIOR OF**  
**BOSSINI FASHION PRODUCTS**

**NWE NI AYE**

**161016**

**OMBA**

**MARCH, 2022**

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**ACADEMIC YEAR (2017-2022)**

**Supervised By:**

Dr. Than Thu Zar

Professor

Department of Management Studies

Yangon University of Economics

**Submitted By:**

Nwe Ni Aye

OMBA -161016

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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)

**Supervised By:**

Dr. Than Thu Zar

Professor

Department of Management Studies

Yangon University of Economics

**Submitted By:**

Nwe Ni Aye

OMBA -161016

(2016-2022)

## ACCEPTANCE

This is to certify that the thesis entitled "**The Effect of Marketing Practices on Brand Equity and Consumer Buying Behavior of Bossini Fashion Products**" has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

### Board of Examiners

.....  
(Chairman)

Dr. Tin Tin Htwe

Rector

.....  
(Supervisor)

.....  
(Examiner)

.....  
(Examiner)

.....  
(Examiner)

March, 2022

## **ABSTRACT**

The study aims to analyze marketing practices on brand equity and consumer buying behavior of Bossini fashion products. The specific objectives of this study are to examine the effect of marketing practices on brand equity and to analyze the effect of brand equity on customer buying behavior of Bossini fashion products in Yangon. The structured questionnaire is used to collect data from the customer who use Bossini brand in Yangon. The primary data are collected by using systematic sampling method. Secondary data was gathered from previous research papers, relevant text books and Websites. Descriptive statistics and regression analysis are used to analyze the collected data. According to the analysis, product quality, perceived value and customer communication have positive and significant effect on brand equity. It is also found that among the four elements of brand equity have positive and significant effect on buying behavior. This study suggests that Bossini brand must be keep product quality, perceived value and customer communication to build brand equity and thereby, it can lead to encourage buying behavior of customer on Bossini fashion products.

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Nwe Ni Aye

ID-161016

Online MBA

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# CHAPTER I

## INTRODUCTION

When consumers want to buy a product and a brand immediately pops into their mind, it reflects a higher level of brand recognition. High brand awareness in a product can influence consumers' purchasing decisions. When consumers want to buy a product, a brand name may come to mind immediately, it reflects a higher productivity Brand Awareness. Having a product can influence consumers' purchasing decisions high brand awareness (Dodds, Monroe & Grewal, 1991; Grewal, Monroe & Krishan, 1998). It explains the reason for the higher market share and a higher quality rating in a higher branded product. As customer awareness grows, consumers choose to buy their familiar and attractive brand. Therefore, if a business wants to beat its competitors, it must make consumers want to buy their product and brand.

Blackwell, Miniard and Engel (2001) define consumer behavior as the activities in which people possess and as well, consume and finally dispose products and services. In addition, in fact, there is extensive research on consumer behavior this has to do with increasing growth in trading and acceptance among the consumers due to new brand and variety of product put in place. It is important to note that most of the studies in this endeavor focus on cross countries study with little studies on a single country basis. As with previous discussions, analytical frameworks and forms of discussion; much of the focus is on modeling consumer behaviors but there is significant differences between them but one common thing they share in common such as attaching important to stage applications, pre- purchase, and post purchase strategies for more detail discussion in the literature you can see for example (Hoyer & MacInnis, 2001; Rayport & Jaworski, 2003).

Macdonald and Sharp (2000). mentioned that familiar with consumers, brand equality is still an important factor to influence for purchase decision. In addition, while consumer select a product, they are about perceived quality and brand awareness. Perceived quality can help determine the quality of the whole product that makes a customer, the product has become a brand of choice in the minds of consumers, maintaining significant diversity (Aaker, 1991). In addition, businesses must build brand loyalty and the higher the

brand loyalty is the better and the lower the cost business to pay. Therefore, brand awareness, perceived quality, brand loyalty on purchase intention effect.

In modern marketing theory the role of the marketing department to ensure customer satisfaction while selling the product. In the modern age companies pay to customer value and customer satisfaction. The economy is completely based customers and marketers need to be customer-centric rather than producers centered. Business is totally based on the customer and marketers have to be customer centered rather than being producer centered. It can be done in any business; it is important to work closely with customers to recognize the product have created. It helps maintain a close working relationship with the customer. Customer service is very important to achievement objectives, it's based on knowing the needs and wants of the target market and meeting those needs commodities in a desired manner and better than the competitor. Fashion conscious consumer immediately purchase where they find suitable and different products. People perceived the brands differently according to their preference and sometimes may be depends on past experiences and their decisions are directly or indirectly related to these perspectives. Brand Equity is a concept that has been used since the 1980s, assets and liabilities associated with a brand name and the brand will be the same. The brand can add or subtract from branded or related products and services

Fashion frequently changes over from Customer needs now change accordingly. It is very difficult to keep a fashion-conscious consumer happy. Shopping lifestyle, enthusiasm and opinion make shopping more enjoyable (Lee & Kim, 2008: Shim & Kotsiopoulos,1993). Their shopping motivation is the expression of their societal and recreational identities (Gam, 2010). The Bossini brand is considered a premium brand for the wealthy in Myanmar. Bossini created a network of more than 40 stores across the country.

The Bossini brand is perceived to be the premium brand for the affluent class in Myanmar. Their network of more than 40 stores nationwide has created Bossini as the leading and fastest growing fashion brand in Myanmar. The people of the world today became more aware of their appearance than in the past. Clothing is basic necessity for human beings. Nowadays people like positive change in their life with the help of life style. They plan for various social occasions to dress up and wear more stylish. Fashion is associated with the complete outlook. People are interested in a glowing appearance. They do not hesitate to purchase style of their liking (Moye & Kincade, 2003) even for shoes.

Therefore, this study aims to analyze the marketing practices on brand equity and consumer buying behavior towards Bossini fashion products.

## **1.1 Rationale of the Study**

Strong competition and rapid technological developments in various sectors made the firms aiming to increase their market shares by gaining more customers protect their market shares. The way to protect their market shares is to create customer loyalty. The firms with loyal customer portfolios protect their existence for a long time by making their customers repeat purchases. Therefore, there are several studies in the literature about the investigation of variables affecting consumer behavior. The objective of the present research is to examine marketing practices, the brand equity and customer buying behavioral intention they associate with the Bossini brand. It is how happy the customers are with their transaction and overall experience with the Bossini fashion. The issue of brand equity has emerged as one of the most critical areas for marketing management. The effect of brand equity on consumer preferences and purchase intention.

If the marketers have positive brand equity built from years of product quality and excellent customer service, customers will always choose this brand over others in the marketplace. This also highlights another important aspect of brand equity and it does not exist in isolation and so it is not so abstract. For a business to have positive brand equity, it must have a solid track record of delivering high quality products and services to its customers. Over time, the general target market develops an overall positive perception of the business and its products. Just like other items of value, brand equity can also be diluted if a business begins to deviate from its value proposition or unique selling point. Building brand equity takes time and that value must be protected at all costs. Once consumers have lost trust in a particular brand, it will take the brand years of hard work and excellence to rebuild its brand equity to its previous prominence. Sometimes, a loss in brand equity could be potentially fatal for the business.

Positive brand equity is the reason consumers choose that the products in the shelves and leave others of similar price or quality. When the product has positive brand equity, consumers will have a good perception of this business and they will choose it believing that this brand will offer them more reliable products or services with consistent quality.

Consumers develop a perception about the quality and value of a product and it is that perception that drives the brand value.

In today's competitive and changing business environment, the power of retailers and the customers' demand level is continuously growing, expanding long-term relationship with customers is vital and necessary for the success and survival of producers. Several studies have shown that price is an important variable, other variables such as product and service quality are important in the process of customers' purchase decision (Giovanis, Tomaras & Zondiros, 2013). Customers in this era are targeted by mass media and they change the consumers' way of thinking through emotions, needs, wants and demands. Market researchers and organizations spent billions of dollars on consumer research to identify important factors that influence on consumer decisions. The analysis of consumer behavior is effective in detecting the orientation of consumer behavior (Thapa, 2011). At the present, companies should maintain long-term and profitable relationships with their own customers in order to survive in the competitive environment.

When management has a deep and true understanding of the effective marketing practices on the behavioral intentions of customers, company can strengthen long-term. Despite the emphasis on customers' maintenance in marketing texts, access to such targets is changing rapidly for manufacturer and seller companies. In market, billions of dollars are spent on brand advertising by the companies. However, studies show that consumers are only able to differentiate between few brands. The main problem is that brand advertising solely is not a guarantee for brand success. Therefore, marketing specialists require a clear strategy which is based on a complete understanding of reasons that encourage consumers to repurchase intention of a brand. Several studies have been conducted about marketing issues by researchers.

Previous studies of marketing mention that the main factor in the success of companies and the creation of competitive advantage is the increase of perceived value, perceived quality and customer satisfaction (Ranjbarian, Kabuli, Sanayaei, & Hadadyan, (2012). Also, creating valuable products and inducing the desired brand image are reconized as the basic requirements of customer buying behavior (Herrmann, Dorothea Schaffner & Heitmann. 2006). According to above discussion, Bossini Fashion brand are not an exception and these companies should maintain long-term and profitable relationships with their own customers in order to survive in the competitive environment. When management has a deep and true understanding of the effective factors on the

behavioral intentions of customers, company can be strengthening long-term relationships with customers more effectively. Among the foreign brand, Bossini is well known for its comfortable casual wear that is colourful, energetic and trendy. The clothing is easy to mix and match and offers a full range of value for money casual wear apparel for ladies, men, youth and kids. Heaving solid strength, good quality can create Bossini as a customer preferred casual wear brand. When most of the consumer decided to purchase bossini products, they focus on quality and quantity versus the price of the product. The quality of product, the competitive price and the product image are important factors for Bossini fashion. Thus, this study choose to analysis the marketing practices of Bossini product. Consequently, the main purpose of this study is to investigate marketing practices on brand equity and consumer buying behavior towards Bossini fashion products.

## **1.2 Objectives of the Study**

The study mainly intends to analyze the buying behavior of Bossini fashion products in Yangon.

- To analyze the effect of marketing practices on brand equity of Bossini fashion products.
- To examine the effect of brand equity on consumer buying behavior of Bossini fashion products.

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

This study emphasizes marketing practices on brand equity and consumer buying behavior of Bossini fashion products in Yangon. In Yangon, Junction Centers, Sein Gay Har, Gamone Pwint, Times Mall, Taw Win Center and Capital Hyper Mart are selling Bossini products. In this study, the two-stage random sampling method is used to select the respondent. At the first stage, among 14 outlets that are selling Bossini sampling. 5 outlets are randomly selected for this study. At the second stage, systematic random sampling method is used to select every 5<sup>th</sup> consumer coming to Bossini counter of each outlet. The primary data are collected at five outlets simultaneously. One day survey was carried out to collect the data. The number of respondents is 150. The personal interview method is also applied to collect the primary data from operation managers, employees and buyers of Bossini products. The structured questionnaire is also used to collect these primary data.

Items of the questionnaire are measured with five-point Likert scale. Secondary data are collected from reference books, international research papers, journal articles and internal websites. For data analysis, descriptive statistics and regression method are applied in this study.

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

This study is organized with five chapters. Chapter (1) is the introduction which consists of rationale of the study, the objectives of the study, scope and methods of the study, and organization of the study. Chapter (2) is the theoretical background regarding consumer buying behavior. Chapter (3) presents the profile and marketing practices of Bossini fashion products in Yangon. Chapter (4) the analysis on the effect of marketing factors on brand equity and consumer buying behavior of Bossini fashion products by conducting descriptive statistics and the regression analysis. Chapter (5) is the conclusion of the findings, recommendations and suggestions, and needs for the further research.



## **CHAPTER II**

### **THEORETICAL BACKGROUND**

This chapter mainly presents the theories and concepts from theoretical framework of the study including marketing practices, brand equity and consumer buying behavior. The conceptual model of this study is extracted from customer-based brand equity model, that link to the consumer buying behavior.

#### **2.1 Marketing Practices**

Marketing management occurs when at least one party in a possible exchange thinks of ways to get the desired response from the other parties. Marketing management is about creating superior customer value, acquiring customers through delivery and communication, it is the choosing a target market due to its maintenance and growth. There are commodities, services, events, experiences, people, places, property Its level for information and ideas, their try to influence time and organization. Their operate in four different markets: consumers, business, global and non-profit.

The ultimate goal of marketing is to help organizations achieve their goals. In the private sector, the main goal is profit. Marketing managers have to provide value to the customer and profits to the organization. Marketing managers need to evaluate the profitability of all other marketing strategies and decisions and select the most profitable decisions for the long-term viability and growth of the company (Kotler, 1997). As companies become more focused on their products and consumers, with 74% of consumers today. The brand is more important than ever brands expect more from their interactions with their employees and the environment. During this transition and organizations need to consider how their various marketing initiatives can enhance brand awareness. The common components of marketing practices (product quality, service quality, customer value, customer communication, customer service) are essential for the viable success in Bossini fashion product.

##### **2.1.1 Product Quality**

Product quality is the combination of features that are capable of meeting the needs (desires) of consumers and gives customer satisfaction by improving products(goods) and

making them free from any deficiencies or defects. Product quality is often defined as the ability to give a product satisfaction compared to other options available (Monroe & Krishnan, 1985). Product quality is very important for the company. This is because poor quality products do not earn the trust of consumers. Because it affects the company's image and sales, it can even affect the survival of a company. Therefore, it is very important for every company to create better quality products. Product quality is also very important for consumers. There is ready to pay a high price, but there are looking for the best quality products. If there are not satisfied with the quality of the company's products, their will buy from competitors. Currently, high quality international products are available in the domestic market. As a result, local companies will struggle to survive in the market if their do not improve the quality of their products.

According to Russell and Taylor (2006), product quality is explained as fitness for use or capability to obligation and also it is the main essential aspect in brand loyalty. As today world is a global village and more and more competitors are entering the market, providing a good quality product gives competitive advantages by improving own performance. Customer repeat purchasing if they are satisfied with the quality of the brand otherwise, they will switch the brand. Product quality is also how well the product does what it is supposed to do and how well it holds up over time. For a product to be of good quality it should perform all its functions smoothly including quality of design, quality of conformance, reliability, safety and proper storage. In addition, company must focus on product quality before during and after production.

### **2.1.2 Service Quality**

Service quality as "a measure of how well the service delivered matches customer expectations. Providing quality service is consistently tailored to the expectations of our customers." It has also been defined as the difference between customers' expectations and the service delivered (Parasuraman et al.,1985).

Service quality can therefore be quantified by the degree of discrepancy between customers' desires, as opposed to predicted, expectations and their perceptions of service performance (Parasuraman, Zeithaml & Berry (1985). Service quality levels are higher when the gap between perceptions of performance and desired expectations is non-existent or small; the level of satisfactory service quality exist when perceived performance exceeds

predicted expectations (Parasuraman et al., 1988). Service quality evaluation takes place when the customer's perceptions of the service experienced are compared with the service expected. The gap that exists between the service provider's perception of quality and the customer's perception of quality is the perception gap (Oliver, 1999). The difference between customers' expectations and the service delivered is termed the service quality. Understanding the service quality expectations of customers would give marketers the opportunity to close the gap between expectations and perceptions of service quality levels.

Service quality is a consumer's overall impression of the relative superiority of the organization and its services (Bithier & Hubber, 1994). Service quality have the relationship to cost savings, better profit and market share. Delivering high service quality has been recognized as the most efficient way of ensuring that a company's offerings are positioned in a market filled with look-alike competitive offerings (Parasuraman et al., 1991).

### **2.1.3 Customer Service**

Customer service is the support offer to customers - both before and after they buy and use products or services - that helps them have an easy and enjoyable experiences. If it wants to maintain and grow your business, it is important to provide amazing customer service. Today, customer service is far superior to conventional telephone service providers. Email, Web, available via text message and social media. Many companies also provide self-service, so customers can find their own solutions day and night. Customer support is more than just providing answers, it's a key part of the brand commitment to its customers. Customer service is important to develop before its core product value (Crook, Todd, Combs, Woehr & Ketchen 2011). Excellent customer service differentiates a company from its competitors. Service quality brings up consumers' satisfaction; enhances their consumption assessment and promoting behavioral intention.

In making the purchase, the buyer and seller had different sort of expectations. The seller, the sales were a culmination of a long sales negotiation: it was time to collect monetary reward for the labors. Sales closure opened new opportunities with new potential customers and matters shifted from the sales team to the production team. Customer's service might not be profitable on its own, but was frequently a key determinant in the sales of the product itself. It had been estimated that the importance of service would grow in the future. Product support could be a basic for developing a close relationship between a

supplier and its customers. Customer service was followed closed by the equipment itself. Difficulties related to a relationship between a customer and its customer could be reduced by Offering amazing customer service is important if want to retain customers and grow business. Today, customer service goes far beyond conventional telephone support agents and e-mail services that complement customer service based on customer availability. Web the service is provided through text messaging and social media. All the supplier's activities for providing services could be referred to as "communication" or Physical Management. Communications consisted of integration of customer needs and information, Physical management could be divided into preparation for use and upkeep. Upkeep meant here issues related to operation and maintenance. The product definition underlined the time dimension was particularly applicable to service.

#### **2.1.4 Customer Value**

Customer value are based on assessments of the costs and benefits of a given market offering in a particular customer application. Depending on conditions such as data availability and customer collaboration, a supplier can build a value model for an individual customer or for a particular segment of the market. Compiles data collected from multiple clients in that section. Increased customer value is a benefit. The customer receives the item after repaying and consuming the product. Value is the value that a customer receives from a product. This is the difference between the benefits (visible and invisible) and the cost. Customer value depends on quality; It depends on three factors: service and price.

At its simplest, marketers define customer value as how much customers perceive products or services to be worth. It is important for customers to think that the product or service is worth more than their price. If the product does not provide sufficient answers to its cost, customers will go elsewhere.

#### **2.1.5 Customer Communication**

Communicate regularly with customers to encourage positive feedback from the store and retail organization (Berman & Evans 2010). The retailer is trying to "pre-sell" the store to the customer and set an example of a precursor. A significant body of research has explored the effectiveness of visual and non-visual atmospheric cues (e.g., Roschk, Loureiro, & Breitsohl, 2017) and the atmosphere in general (e.g., Donovan et al. 1994) on

retail patronage. Another important communication medium that is prominent in retail literature is sales staff and personal sales. Never the less, only a comparatively limited amount of research is available on retail advertising and public relations.

### **2.1.6 Distributor Image**

Hsieh, Pan. and Setiono (2004) argued, the distributor image helps to recognize the needs and satisfaction of consumers and also to differentiate the brand. According to other competitors that motivate customers to buy the brand. Fianto et al. (2014) defined distributor Image is also considered as the quality of the products produced by the organization and the products provided to the consumer by the organization's perception of honesty and consumer trust. It can be concluded that distributor image is one of things that are considered by customers when they are about to purchase something. According to Mulky (2013), the role of distributors is under pressure to maintain impressive positions due to the dynamic market (Stern & Weitz, 1997); environment kraftt is a distributor, wholesalers and retailers continue to be important intermediaries in market expansion paths that outperform most manufacturers. The image of a positive distributor is important to maintain customer loyalty. (Kim & Lee, 2010).

## **2.2 Brand Equity**

Some well-known works in the literature try to define the term "Brand Equity" as a set of property and liability associated with a brand, including its name and symbol, which may have a beneficial or detrimental effect on the value created by the product. Services (Aaker, 1991; Yasin et al., 2007). In addition, Keller (1998) points out that brand equality means the unique marketing effects that a brand has on a brand. Thus, the positive side of brand equality occurs when consumers are willing to pay more for the same quality because of the attractiveness of the brand name attached to the product (Bello & Holbrook, 1995). However, if not managed properly, the brand value of the shares can be damaged. for example, poor product quality and customer service can seriously damage a brand image and reduce sales. Murphy (1998) discusses important examples of protecting trademarks and intellectual property as a form of trademark equality. Recognizes the value of brands in countries with well-established legal systems for both consumers and manufacturers.

To combat piracy, many countries have adopted trademarks, Copyright Laws were enacted to protect designs and copyrights. In addition, branding is also a commodity that can be traded at a measurable monetary value. Murphy (1988) noted in a separate study that it is not uncommon to find some familiar brands listed on the stock market that their can buy or sell. Stock market volatility has been found to affect consumer buying sentiment, with no indication of an increase or decline in retail sales. While Blackwell (2002) supported this argument by the fact that brand equity depends on the number of people with regular purchasing. So far, the debate in the literature has highlighted the values of brand equality for the consumer and the company. For consumers brand equality can support them within the brand structure that influences their trust in the purchasing process. These studies have found that consumers are more likely to buy from the same store than poor ones in the same store. Familiarity with the brand and past purchasing experience may be due to consumer perceptions (Aaker, 1991). Consumer-based brand equity measure that comprises four prime constructs: brand awareness, perceived quality, brand associations, and brand loyalty. These dimensions of brand equity are extensively conventional and employed by many researchers (Kim & Hyun, 2011)

### **2.2.1 Brand Awareness**

Brand awareness refers to the strength of a brand's presence in consumers' minds and is an important component of brand equity (Aaker, 1991; Keller, 1993). Aaker specializes in everything from brand recognition to dominance and describes the brand in several ways, referring to the status quo, the only trademark recalled by a consumer. Aaker (1991) defines brand awareness as "the ability of the potential buyer to recognize and recall that a brand is a member of a certain product category". According to Keller (1993), brand recall refers to consumers' ability to retrieve the brand from memory, for example, when the product category or the needs fulfilled by the category are mentioned. Keller (1993) argued that "brand recognition may be more important to the extent that product decisions are made in the store". The customer has a high level of familiarity with the brand and a strong memory. Pleasant consumer-centric brand equality occurs when holding certain distinctive brand associations.

### **2.2.2 Brand Association**

A brand association is “anything linked in memory to a brand” (Aaker, 1991). Aaker (1991) has a strong reputation in the brand community. When a brand (team) link is based on a lot of experience or communication and interaction. It is argued that it will only get stronger if it links to a network of other links. Brand associations may reflect characteristics of the product. Product associations and organizational associations are taken as the two mostly referred categories according to Chen’s (2001). In addition, branding teams from Aaker (1991) suggest that consumers can be valued by creating a positive attitude, feeling among consumers by giving a reason to buy the brand. Rio et al. (2001) proposes that brand associations are a key element in brand equity formation and management. In this respect, high brand equity implies that consumers have strong positive associations with respect to the brand.

### **2.2.3 Perceived Quality**

Perceived quality is another important dimension of Brand Equity (Aaker, 1991), the quality received is not the actual quality of the product evaluated by the consumer (Zeithaml, 1988). It is essential for competition, and many companies today are turning customer-driven quality into powerful strategic weapons. Create customer satisfaction and value by consistently meeting customer needs and customized quality and benefits. Kotler (2000) focuses on product and service quality, focus on the close connection between customer satisfaction and company profits.

Perceived quality is another part of the range of influence on brand equity development and is determined by the customer in determining the overall quality or superiority of the product (Kirmani & Zeithaml, 1993). Brand equality is often associated with brand loyalty and positive change, and consumers do not trust brands that can change quality (Lassar, Mittal & Sharma, 1995). Still visible quality is not the true quality of a product, but often the personal evaluation of the product's customer. So, the quality often represents the image created in the customer’s mind. When customers do not have enough knowledge or information to estimate them by quality then the price is imposed as its important indicator which is in the positive relation to the perceived quality (Lilien, Kotler & Moorthy, 1992).

### **2.2.4 Brand Loyalty**

Aaker (1996) assumes that a loyal consumer base represents a barrier to entry, a basis for a price premium, time to respond to competitors, and a bulwark against deleterious price competition, and brand loyalty is a core dimension of brand equity. In addition, brand loyalty is the ultimate goal of brand management, and if a company wants to test the weaknesses or strengths of its customer loyalty, it can be easily checked. Consumers still love its product as opposed to its competitors. Brand loyalty can be measured by consumer attitudes toward a brand based on a product's previous use and shopping experience (Deighton, Henderson, & Neslin (1994); Aaker, 1991) and its buyback rate on a brand. Assael (1998) defines that brand loyalty is that consumers when using the same brand, satisfy their past experience and engage in repurchase behavior. Brand loyalty refers to brand preferences that consumers will not consider other brands when purchasing a product (Baldinger & Rubinson, 1996).

Consumers who have a strong commitment to a brand will continue to search for any brand marketing activity (Brown, 1952). In addition, Loyalty to a brand can be measured in two ways: loyalty and loyalty in action. Effective loyalty is a specific brand priority, from collective satisfaction to past experience. But loyalty represents a desire to buy back. This does not mean that consumers will be punished for their purchases. That's very hard to say, consumers are committed to brand loyalty. Functional loyalty indicates that consumers not only like a particular brand, but also repeat the purchase process, resulting in functional inertia (Jacoby & Chestnut, 1978).

### **2.3 Consumer Buying Behavior**

Blackwell, Miniard and Engel (2001) defined consumer behavior as the activities in which people possess and as well, consume and finally dispose products and services. In fact, there are a lot of wide spreads researches going on consuming buying behavior this has to do with increasing growth in trading and acceptance among the consumers due to new brand and variety of product put in place. It is important to note that most of the studies in this endeavor focus on cross countries study with little studies on a single country basis.

Understanding this process is invaluable for businesses. Businesses help their marketing initiatives to excel in marketing campaigns that have previously influenced their customers. Retailers spend billions of dollars every year to create that impression on their



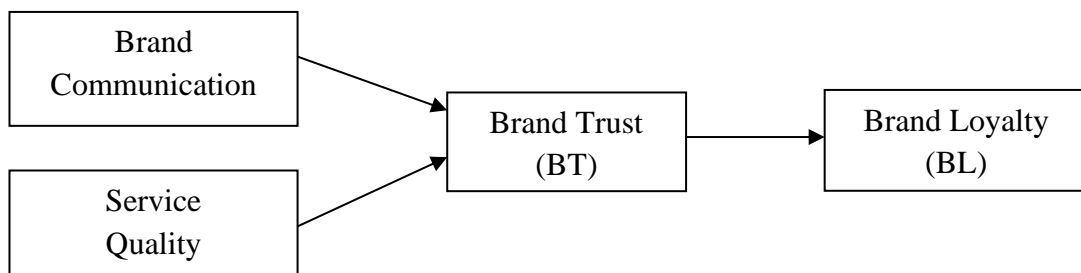
customers. Web campaigns; Video and print ads; consumers with a social media campaign and a brand seem to eventually feel connected to a product and merge as they make a purchase. The lightning-in-a-bottle moment has arrived. Potential customers become customers. Various factors lead to consumer-customer behavior. If ordered separately, they may not be valid for one purchase. When combined in any combination, someone is associated with a brand and increases their purchasing power. Consumer Behavior was included in the study.

Consumer Behavior it involves studying the motivations and thinking processes used to choose from one product to another and how to purchase different products and services (Orji, Sabo, Abubakar & Usman, 2017). There are many background information that play an important role in helping customers make the final decision. Therefore, it is important for the marketing team to understand the reasons that influence the purchasing process of the customer and the purchasing decision (Salamin & Hassan, 2016). Even though, a successful consumer protection campaign is urgently needed to address consumer demand decisions and consumer decisions.

## 2.4 Previous Studies

Brand equity has always been an important concept in the marketing area, especially in the last decade of the previous century when its importance has received more attention in the literature. Previous studies on brand equity have been conducted both locally and internationally. Internationally, some of these studies focused on brand equity's impact on various industries. The conceptual framework developed by Zehir et al. is shown as the following Figure.

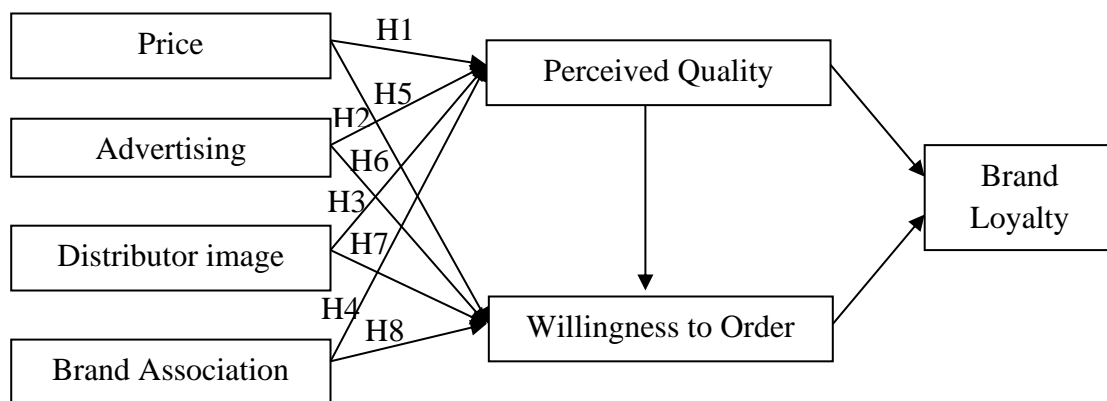
**Figure (2.1) Conceptual Framework developed by Zehir et al.**



Source: Zehir et al. (2011)

Zehir, Üahin, Kitapçı and Özüahin (2011) conducted “The Effects of Brand Communication and Service Quality in Building Brand Loyalty Through Brand Trust; The Empirical Research on Global Brands”. This study investigated the effects of brand communication and service quality in building brand loyalty through brand trust. The findings of this research indicate that attitudes toward brand communication and the quality of service, product, service can be first and foremost towards brand trust and affect brand loyalty.

**Figure (2.2) Conceptual Framework developed by Falahat et al.**



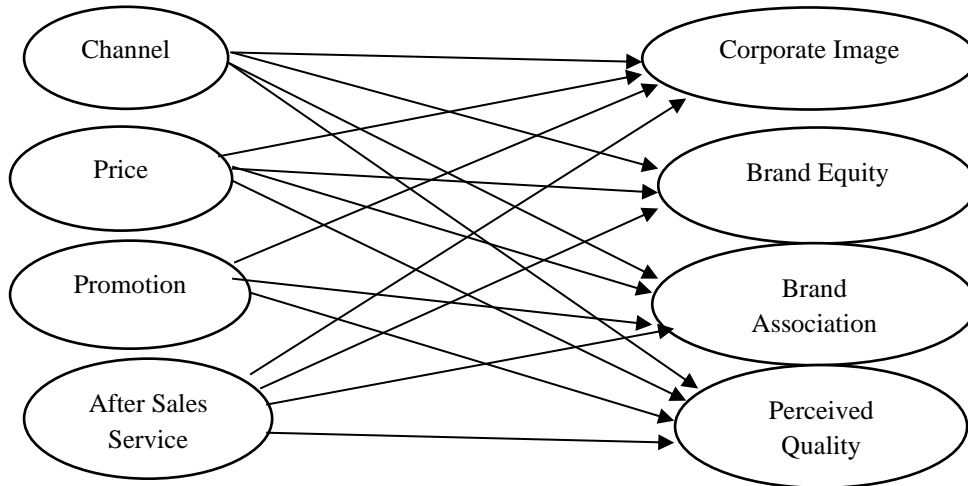
Source: Falahat et al. (2018)

Falahat, Chuan and Kai (2018) studied “Brand Loyalty and Determinates of Perceived Quality and Willingness to Order”. In this research, price, advertising and distributor image are independent variables. The perceived quality and willingness to pay are the mediation factors. Brand loyalty is dependent variable. The results show that perceived quality and willingness to order can explain brand loyalty in line with previous literature. However, Price the mediation effects of perceived quality indicate that distribution and advertising do not directly affect the desires of hardware retailers. Before ordering, retailers need to have a superior perception of quality. The superior concept of quality is the price, not only does it come from distribution and advertising, but brand integration is a key driver of recognition quality. Moreover, the desire to place an order is the key to brand loyalty among hardware retailers. This study highlights that advertising and distribution have nothing to do with the retailer's willingness to order.

This conceptual framework is developed to analyze the effect of marketing mix on brand equity. There are two major parts; marketing mix and brand equity. The results of the research indicate that there is a significant and positive relationship between the

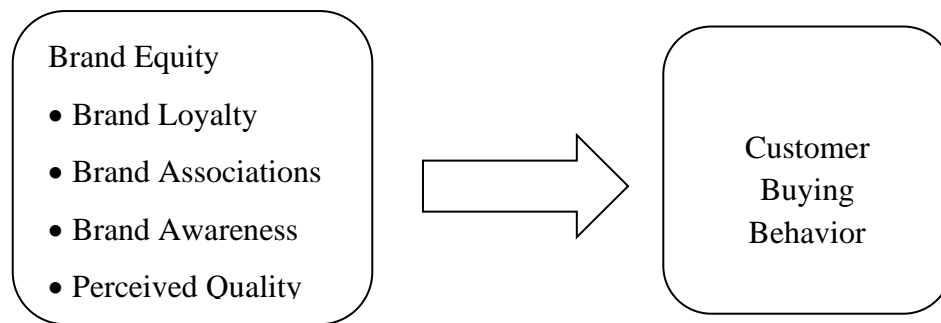
participants. Quality In addition to brand loyalty and brand equality, distribution channels and prices are also affected, affecting the quality of brand equity.

**Figure (2.3) Conceptual Framework developed by Hameed and Habib**



Source: Hameed & Habib (2019)

**Figure (2.4) Conceptual Framework developed by Fouladivanda et al.**



Source: Fouladivanda et al. (2013)

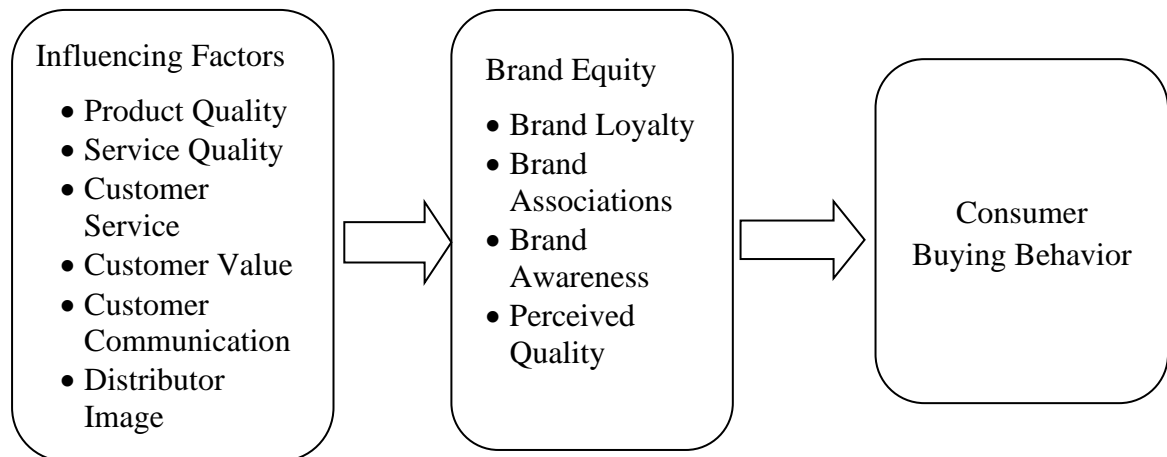
Fouladivanda et al. (2013) conducted consumer behaviors in purchasing fast-moving consumers goods (FMCG) in term of Brand of products. In this research, four factors identified as components of brand equity identified the potential impact of FMCG demand, brand awareness, brand association, recognized quality and brand loyalty. The results showed the highest impact on consumers' purchasing behavior, indicating brand loyalty.

## 2.5 Conceptual Framework of the Study

This study is to analyze the effect of brand loyalty on consumer purchasing behavior of Bossini fashion products. The framework is developed to the relationship between

marketing practices (product quality, service quality, customer service, customer value, customer communication and distributor image) and brand equity. Moreover, the relationship between brand equity (brand loyalty, brand association, brand awareness and perceived quality) and consumer buying behavior. The conceptual framework model for this study is shown in Figure (2.5).

**Figure (2.5) Conceptual Framework of the Study**



Source: Own Compilation (2019)

Figure (2.5) was developed based on the theoretical background. This study expects that the marketing practices (product quality, service quality, customer service, customer value, customer communication and distributor image) can affect the brand equity and brand equity can influence on consumer buying behavior.

## **CHAPTER III**

### **PROFILE AND MARKETING PRACTICES OF BOSSINI FASHION PRODUCTS**

Marketing Practices are very important factor for Bossini fashion products in Yangon. This chapter mainly focuses on the profile of Bossini fashion products and marketing practices of Bossini fashion product in Yangon.

#### **3.1 Profile of Bossini Fashion Brand**

Bossini is well known for its comfortable casual wear that is colorful, energetic and trendy. Bossini's clothing is easy to mix and match and is full of value, women Male Lightweight clothing for young people and children. The brand's green theme signifies nature and represents growth and energy. Green logo is especially prominent in logos and store color schemes that create a vibrant and vibrant shopping environment.

Bossini founded nearly twenty-contained, full of Hong Kong's most famous European and American styles of casual wear brands. Bossini clothing design has been simplicity, trendy and casual comfort advantages, such as reputation. Bossini strength of a solid, good quality has become a preferred customer casual wear brand. Brand, including men, women, children. As of February 2002, Bossini in Beijing, Shanghai, Shenzhen, Wuhan, Nanjing, Chongqing, Tianjin and other cities to establish a foothold throughout the country Bossini stores has reached 150, the largest flagship store in Shanghai area 600 square meters. Bossini is committed to vigorously develop the China market. Partners are invited to join hands around in order to operate the franchise trend Bossini leading brands, to share successes.

Bossini brand positioning is to bring "joy" and explore the life of inspiration. It broke through the general understanding people of color and the concept of the brand colors. The brand idea of Bossini is to laugh into each of every one, so we inject fun through different levels of exposure to the elements of humor in order to make every customer smile, to live is full of color. In addition, Bossini sees the Earth for each family, each person committed to making every live better. The brand promises to meet the needs of each individual. Not only the product type, style cut, in line with every one of every person from the shopping environment, commodity display, staff attitude as well as every shopping

experience, are very close to customers. Brand features are comfortable with shopping experience, carefully designed goods, types and styles of a more encompassing, everything, to meet the needs of different family members. Brand qualities of green, reflects the life, hope, youth, growth, warmth, vibrancy and color of nature. Bossini is to create an unlimited life, continuous growth and thriving, with nature as one. Light and Bossini logo to the word clever fusion, for each one to bring light and warmth. Bossini focuses on each family, the same as the bright lights, shining on every one of every person.

The Bossini style after brand in the fine with a "stylish, elegant, casual" attitude toward life, gorgeous landed. Women brand as a pure, Bossini style dignified blend of the British, American's bold, like the French, then the persistent pursuit of fashion, elegance, is a kind of attitude in pursuit of a better life; elegance reflected in the details, in taste of growth. In Bossini style, each piece of clothing has a wonderful detail, has been a constant with the elegant simplicity, luxury, and easily coupled with a simple dress accessory, can confidently shuttling between the office building; after work, wear a pair of thin high heels and go to dinner or a party.

### **3.2 Bossini Fashion Brand in Myanmar**

Bossini International Holdings Limited and its subsidiaries is an apparel brand owner, retailer and franchiser, headquartered in Hong Kong, with main markets in Hong Kong, mainland China, Taiwan, Thailand and Singapore.

Bossini was founded by Law Ting-pong and opened its first retail store in 1987. It has grown to 938 locations around the world, combining direct management and franchised stores. The group is based in mainland China, There are 257 direct-managed stores in Hong Kong, mainland China, Taiwan and Singapore, with a further 81 franchised stores in mainland China. In around 40 other countries, the group supports a total of 600 franchised stores, including in Southeast Asia, the Middle East, Europe and Central America.

Myanmar Indo Best company support companies to strategize market entry, build, grow and expand Bossini brands in Myanmar. Myanmar Indo Best become potential Joint Venture partner to leverage on our local influence, network and resources. It provides companies with value add and tailor-made solutions to achieve business goals. Myanmar Indo Best has a distinctive advantage with to gain in-depth local knowledge effective decision benefiting the clients. Myanmar Indo Best has in the business is in the business of

lifestyle fashion over 9 years. Today, the Bossini brand is seen as a premium brand for the wealthy in Myanmar. Myanmar Indo Best has more than 40 stores nationwide has created Bossini as the leading and fastest growing fashion brand in Myanmar.

### **3.3 Marketing Activities of Bossini Fashion Products**

"Be Happy" is Bossini's brand value to promote a positive attitude. Through the sale of colorful products, visuals, smiley faces of service-minded employees, appropriate humor in a variety of products aims to provide consumers with a comfortable, relaxed shopping environment and a happy shopping experience for their customers. The staffs of the shops in Bossini fashion products aspire to make them our happy customers. Bossini is not just an apparel brand. The shops not only provide quality clothes and a wide selection of clothes but also promise to make customers happy. Product quality and design, renovation and visualization for sale designed to be quality customer service and marketing concepts and customers enjoy every trip to Bossini shopping, it was a wonderful experience for them.

#### **3.3.1 Product Quality**

Bossini fashion product strives to stay ahead of customer needs by providing high-quality products and services based on its corporate policies. Producers of Bossini fashions products have a quality management system in place to ensure that Bossini fashion products are of the highest levels of safety and quality in all processes: from design and manufacture to sales. Subsidiaries maintain a high-quality product and develop, Ensures proper management of each department, such as procurement and production of raw materials. Product Quality depends on the appearance, shape, and quality of a product that meets the specific or conclusive needs of the customer, aromas cover beauty and features.

The advantages of Bossini fashion products are wide product range. Bossini always tries to improve its product quality by holding meetings of the Global Product Structural Audit once in every two years. Moreover, Bossini fashion product applies product safety policy in order to provide ever greater levels of safety and quality in their products. Customers are likely to be loyal to a Bossini brand when the Bossini brand is perceived to provide the high level of quality and design that can meet customers` expectation.

### **3.3.2 Service Quality**

Bossini is striving to provide training and education that raises skill levels and produces service engineers who carry out precise, appropriate work on the job, thus providing customers with what they demand in terms of techniques and skills. Bossini gained customer trust with diagnostic reliable service. Bossini company aims to propose optimal solutions that make customers lifestyles more comfortable. Bossini provide a foundation and support enabling key personnel to continue developing these efforts in the world.

### **3.3.3 Customer Value**

The decision to buy a Bossini fashion product is frequently made on the basis of the Bossini fashion product performance, service quality and brand reputation. Bossini believes that adding more features to a product improve the customer experience. With the knowledge that Bossini gains from its customers, the company can then introduce new product and service benefits that will truly add to the customer experience. Bossini always check and test the ways that it can use customer perceptions of a broad range of performance and cost to infer customer value in a business`s products or service. SP provides many kinds of products with the better taste. Their prices are set based on the size, design and its quality. Company pricing strategy is premium pricing. Thus, Bossini is as a premium strong branded. Many consumers accept Bossini products and it is the favorite among the consumers in different age level. Although the price is high, their packaging is well decorated and attractive and their product quality is premium and high. Therefore, their product is best value for customers.

### **3.3.4 Customer Communication**

Bossini fashion brand is not something a manufacturer creates unilaterally. It is something gradually fostered in the minds of the people through communication. Creation of Bossini brand does not end with the finalization of a logo. Bossini fashion product is brought to life by being connected to people throughout the ways of advertising, sales promotions, events and experience and public relations. Advertising is a cost-effective way to prioritize brand building or educate people. Bossini will have access to professional advertising tools that highlight the shops' professionalism to help increase sales and profit.



Bossini can utilize the choices of advertising mediums such as TV, radio and internet options. Bossini is committed to increasing consumer brand awareness through multi-media efforts targeted at the residential homeowners but also commercial and industrial sectors.

Bossini offers discount and price-off in certain events and special days. The shops are strictly followed up with the terms of regulation for warranty and defects during their service. The important in Bossini marketing practices are to pay full attention to customer communication, apply the same principles of targeting to it as well as apply to the other areas of marketing practices.

### **3.3.5 Customer Service**

Bossini service aims to achieve year-round comfort, reliability and control. It conducts surveys sales service has been completed to assess customer support with aim of improving customer service. With the goal of offering customer service, Bossini's service is practical and easy to understand and offering this service in a pleasant manner. Therefore, customers can use Bossini fashion product with peace of mind. Nowadays, the competition has become too intense and the customer service is the dominant factor influencing customer's attitude towards the products and there is direct relationship between the perception of customer value and sales volume. The point is everyone satisfies about the quality of Bossini brand but it needs to focus on more effort in creating attractive customer service at the shops and customer interest.

### **3.3.6 Distributor Image**

Most consumers think good quality of the product creates a good shop image and also setting competitive pricing of the product. To create the brand equality with the customer value, the shops is trying to give a premium price at the seasonal events. Even the price has enlarged because of the perceived risk is very high and these customers will pay a higher price to overcome the risk of any change and become loyal. Although sales promotion is a short-term strategy to derive demand, it provides more profit than consumers benefit from the sales position of a product and has a significant influence on sales volume by positive distributor image. Store image and store positioning are the important factors that influence consumer intention to purchase. When Bossini outlets are located in

downtown areas of Yangon, consumers can easily go and buy there instead of other places. Having warmly staff is one of the reasons for coming consumers to the store again. Thus, outlets of Bossini hire the friendly staff. Staff warmly welcome to the consumers so that they satisfy to the stores. In Bossini outlets, employees are well-trained to serve customers such as smiling, greeting, explaining about ingredients of products, checking the payment with the products. If store image of Bossini is not properly build, consumers do not have desire to visit and buy the products.

According to the study result of distribution, Bossini brand is quite good enough in serving the customers with the convenient experience by skilled employees. Product availability is an important objective for all distribution channels. The employees of Bossini brand shop well-trained to achieve and maintain some target level of satisfaction in meeting the service requirement of target customer because best customer service differentiate the brand from competitors on equity aspects.

## **CHAPTER IV**

### **ANALYSIS ON THE EFFECT OF MARKETING PRACTICES ON BRAND EQUITY AND CONSUMER BUYING BEHAVIOR OF BOSSINI FASHION PRODUCTS**

This chapter presents the analysis of marketing practices on brand equity and consumer buying behavior of Bossini fashion products. The total 150 respondents are surveyed to analyze the effect of marketing practices on brand equity and the impact of brand equity on consumer buying behavior of Bossini fashion product. The first section is presented with frequency and percentage on the findings. The second section is based on the linear regression results. In this chapter, the analysis on the effect of marketing practices on brand equity and the impact of brand equity on consumer buying behavior of Bossini product in Yangon are presented.

#### **4.1 Profile of Respondents**

In this study, the sample size is 150 respondents who are consumers that are going to buy Bossini fashion brand at five centers in Yangon. The data collected from this survey about the respondent's profile organized in following Table (4.1).

According to the Table (4.1), it can be seemed that two third of user are female. Thus, female respondents are more interesting in purchasing fashion brand than male. The range of age group is from under 20 to over 40 years old. The largest customers of the respondent are the group of respondents who are 31 to 40 years old and the smallest customers group is occupied by the respondents aged 20 years and below.

The education level of the respondents is divided into three groups. From the survey of 153 respondents, the largest portion of users group is graduate people and the smallest portion of respondent are under graduate. Occupation of respondents is classified into six groups. The first largest group is company employee and the smallest portions of the customers group are house-wife and other.

The largest percentage of respondents whose income ranges is above 900,001 kyats and  $\leq 500,000$  kyats is the smallest customer. In the result, the consumption rate of high-income level and normal income level is not so different. It can be said that Bossini

**Table (4.1) Profile of Respondents**

Demographic Factors	Description	No. of Respondents	Percentage
	Total	150	100.0
Gender	Male	52	34.7
	Female	98	65.3
Age (Years Old)	≤ 20	9	6.0
	21 to 30	37	24.7
	31 to 40	69	46.0
	Over 40	35	23.3
Education Level	Under Graduate	15	10.0
	Graduate	76	50.7
	Post Graduate	59	39.3
Marital Status	Single	61	40.7
	Married	89	59.3
Occupation	Student	9	6.0
	Self-Employed	28	18.7
	Company Employee	73	48.7
	Government Staff	32	21.3
	Housewife	8	5.3
	Other	9	6.0
Monthly Income (Kyats)	≤ 500,000	30	20.0
	500,001-700,000	32	21.3
	700,001-900,000	34	22.7
	Above 900,001	54	36.0
Annual Purchasing Frequency	1-3 times	56	37.3
	3-4 times	59	39.3
	5 times and above	35	23.3
The purpose of buying	For present/gift	16	10.7
	For myself	95	63.3
	To buy it for someone else	39	26.0

Source: Survey Data (2021)

fashion brand target consumer group is for all income class people. Annual purchasing frequency maximum is moderate 3-4 times and minimum are five times and above. Maximum purpose of buying is for my-self and minimum purpose of buying is for gift/present.

## **4.2 Marketing Practices, Brand Equity and Consumer Buying Behavior towards Bossini Fashion Products**

This section analyzes customer perception on marketing practices, brand equity and consumer buying behavior towards Bossini fashion product in Yangon. Marketing practices are product quality, service quality, customer service, customer value and customer communication. The attributes and perceptions are measured with five-point Likert scale within 1 to 5 (strongly disagree, disagree, neutral, agree, strongly agree) to score and rate by the respondents. All data are displayed by analyzing mean value for each dimension.

### **4.2.1 Marketing Practices**

This section analyzes customer perception on marketing practices towards Bossini fashion product in Yangon.

#### **4.2.1.1. Product Quality**

This section analyzes the product quality of Bossini fashion product which is measured with five statements such as product features, durability, usage of high-quality materials, maintenance of consistent quality and package quality. The mean values and overall mean value for product quality is shown in Table (4.2)

According to the Table (4.2), the overall mean of product quality is 2.79. It shows that product quality of Bossini is not too much good. The mean values for items are in the range between 2.70 and 2.88. Being good and secure of the package quality of this brand gets the maximum mean value 2.88, less than the neutral score of 3. It means that the package quality of Bossini fashion product is poor. Being reliable the quality of this product is the minimum mean value 2.70 which can be said that nearly everybody could feel about the quality which is reliable. Bossini product quality is poor in creating product style and

customer interest. A product can sabotage its own success when it's not designed, created, launched and sold with the brand at its core.

**Table (4.2) Product Quality**

Sr. No.	Description	Mean	Std. Deviation
1	Being reliable the quality of this product	2.70	.531
2	Visually attractive brand name	2.80	.592
3	Innovative product design	2.84	.571
4	No complaint about the quality of the Bossini fashion product	2.72	.593
5	Being good and secure of the package quality of this brand	2.88	.523
	Overall Mean	2.79	

Source: Survey Data (2021)

#### 4.2.1.2. Service Quality

Service quality of Bossini product is analyzed with the measurement of five-different questions. The mean value and overall mean value for service quality are calculated and show in Table (4.3).

**Table (4.3) Service Quality**

Sr. No.	Description	Mean	Std. Deviation
1	Politeness of the employees	3.11	.590
2	Skillful and reliable service of sale representatives	2.85	.573
3	Responding quickly to solve the problems of customers	2.86	.630
4	Never making repeated mistake by the sale representatives	3.07	.604
5	Being pleasant and attractive by the shops	3.27	.531
	Overall Mean	3.03	

Source Survey Data (2021)

According to the Table (4.3), the overall mean value is 3.03 that is greater than neutral score. It shows that the service quality of Bossini product is good. The mean value for items is in the range between 2.85 and 3.27. Being pleasant and attractive by the shops gets the maximum mean score 3.27. It can be said that the shops of the Bossini fashion

product are pleasant and attractive. The skillful and reliable service of sale representatives has the minimum mean value 2.85 which is less than neutral score. It can be concluded that the sale representatives of Bossini fashion product are weak skillful and reliable.

#### 4.2.1.3. Customer Service

The following Table (4.4) shows the customer service of Bossini product. Five different questions are used to measure it. The mean values and overall mean for customer service are calculated and displayed.

**Table (4.4) Customer Service**

Sr. No.	Description	Mean	Std. Deviation
1	Quite satisfactory of customer service	2.95	.566
2	Free of risk in Bossini's service	2.85	.592
3	Being welcomed and resolved quickly and positively complaints	3.05	.547
4	Caring about human health and provides ecofriendly products	3.07	.501
5	Easy access of customer service	2.80	.580
	Over All Mean	2.94	

Source Survey Data (2021)

According to the Table (4.4), the overall mean value of customer service is 2.94, less than neutral score of 3. The mean values for items are in the range between 2.80 and 3.07. Caring about human health and provides ecofriendly products is maximum mean value 3.07. It can be said that Bossini considers the human health and creates ecofriendly product. The easy access of customer service gets the minimum mean value 2.80 that is less than the neutral score. It means that customer service can't access easily by the customers.

#### 4.2.1.4. Customer Value

The following Table (4.5) shows the customer value of Bossini product. Five different questions are used to measure it. The mean values and overall mean for customer value are calculated and displayed.

According to the Table (4.5), the overall value mean is 3.13 that greater than neutral score. It shows that the customer value of Bossini product is good. The mean value for items is in the range between 2.97 and 3.25. The long lasting in the nature of Bossini fashion products gets the maximum mean value 3.19. It can be said that Bossini fashion product is the long lasting in nature. The high-quality brand of Bossini fashion product is the minimum mean value 2.97. It means that Bossini fashion product is not the high- quality product brand.

**Table (4.5) Customer Value**

Sr. No.	Description	Mean	Std. Deviation
1	High-quality brand of Bossini fashion product	2.97	.541
2	Being the best choice	3.25	.488
3	Being not switch to another brand	3.23	.517
4	Continuing with Bossini fashion product if its price increased somewhat	3.02	.534
5	Long lasting in the nature of Bossini fashion products	3.19	.449
	Overall Mean	3.13	

Source Survey Data (2021)

#### **4.2.1.5. Customer Communication**

The following Table (4.6) shows the customer communication of Bossini product. Five different questions are used to measure. The mean values and overall mean for

**Table (4.6) Customer Communication**

Sr. No.	Description	Mean	Std. Deviation
1	Knowing Bossini brand based on the promotion strategies	2.93	.566
2	Making the sales promotion seasonally and periodically	3.15	.547
3	Proper advertisement of Bossini brand	3.23	.538
4	Applying the personal selling to promote their brand	2.83	.538
5	Well-known Bossini brand by its corporate social responsibility activities	2.76	.625
	Overall Mean	2.98	

Source Survey Data (2021)



customer communication are calculated and displayed.

According to the Table (4.6), the overall mean value of customer communication is 2.98. The mean value for items is in the range between 2.76 and 3.23. The proper advertisement of Bossini brand has the maximum mean value 3.23. It can be said that the advertisement of Bossini brand is attractive for the customers. The well-known Bossini brand by its corporate social responsibility activities gets the minimum mean value 2.76. It means that customer communication of Bossini brand is poor.

#### 4.2.1.6. Distributor Image

The following Table (4.7) shows the brand image of Bossini fashion products. Five different questions are used to measure it.

**Table (4.7) Distributor Image**

Sr. No.	Description	Mean	Std. Deviation
1	Symbol of the brand at the shop	3.16	.501
2	Outstanding and giving a good impression	3.20	.474
3	Confidence to the value of this brand at the shop	3.25	.474
4	Quality of the shop in the market	2.92	.539
5	Repurchase this brand at the shop	3.12	.483
	Overall Mean	3.13	

Source Survey Data (2021)

According to the Table (4.7), the mean values of brand image for all five different questions is around the neutral score of 3, showing that the distributor image of Bossini is good. The mean value for items is in the range between 3.25 and 2.92. The mean value of confidence to the value of this brand at the shop is the highest with the value 3.25 which can be said that nearly everybody could feel about the quality which is trustworthy as the shop. The minimum mean value is 2.92 which states that Bossini products are good quality. The quality of the shop is good in the market.

#### 4.2.2 Brand Equity

Brand equity of Bossini fashion product includes brand loyalty, brand awareness, brand association and

perceived quality. The mean score and standard deviation of consumer perception toward brand equity are as shown in the following tables.

#### 4.2.2.1. Brand Awareness

The following Table (4.8) shows the brand awareness of Bossini fashion product. Five different questions are used to measure it. The mean values and overall mean value for brand awareness are calculated and displayed.

**Table (4.8) Brand Awareness**

Sr. No.	Description	Mean	Std. Deviation
1	Well-known Bossini fashion product	2.60	.447
2	Recognizing Bossini fashion brand among other competing brands	2.75	.546
3	Coming up first in mind when it needs to make a purchase intention on the product	2.47	.522
4	Recognizing quickly by Bossini fashion product among competing brands	3.05	.566
5	Recalling quickly the symbol/logo of Bossini brand	3.25	.488
	Overall Mean	2.82	

Source Survey Data (2021)

According to the Table (4.8), the overall mean value of brand awareness is 2.82 that is less than neutral score of 3. It shows that brand awareness of Bossini is not too much good. The mean values for items are in the range between 2.47 and 3.25. Recalling quickly the symbol/logo of Bossini brand gets the maximum mean value 3.25. It can be said that consumers could quickly recall the symbol/logo of Bossini brand. Coming up first in mind when it needs to make a purchase intention on the product has the minimum mean value 2.47. It means that consumers do not consider quickly to recognize among competing brands.

#### 4.2.2.2. Brand Association

The following Table (4.9) shows the brand association of Bossini fashion product. Five different questions are used to measure it. The mean values and overall mean value

for brand association are calculated and displayed.

According to the Table (4.9), the mean values of brand association for all five questions are less than the neutral score of 3. The overall mean value of brand association is 2.97 that is less than neutral score of 3. It shows that brand association of Bossini is not too much bad. The mean values for items are in the range between 2.71 and 3.21. Being more likely to buy Bossini brand that it would be proud of associating with gets the maximum mean value of 3.21. It can be said that consumers are more likely to buy Bossini brand that they would be proud of associating with. The money's worth for appealing and favorable brand has the minimum mean value of 2.71. It means that consumers do not consider their money's worth for appealing and favorable brand.

**Table (4.9) Brand Association**

Sr. No.	Description	Mean	Std. Deviation
1	Being associated with consumers' personal comfort and usage style	3.01	.515
2	Considering to buy Bossini fashion product for a credible brand	3.02	.481
3	Unique brand image	3.11	.436
4	Money's worth for appealing and favorable brand	2.71	.521
5	Believing the company and people who stand behind the brand do not take advantage of consumers	2.77	.550
6	Being more likely to buy Bossini brand that it would be proud of associating with	3.21	.494
	Overall Mean	2.97	

Source Survey Data (2021)

According to the Table (4.9), the mean values of brand association for all five questions are less than the neutral score of 3. The overall mean value of brand association is 2.97 that is less than neutral score of 3. It shows that brand association of Bossini is not too much bad. The mean values for items are in the range between 2.71 and 3.21. Being more likely to buy Bossini brand that it would be proud of associating with gets the maximum mean value of 3.21. It can be said that consumers are more likely to buy Bossini brand that they would be proud of associating with. The money's worth for appealing and

favorable brand has the minimum mean value of 2.71. It means that consumers do not consider their money's worth for appealing and favorable brand.

#### 4.2.2.3. Perceived Quality

The following Table (4.10) shows the perceived quality of Bossini product. Four different questions are used to measure it. The mean values and overall mean value of scores for perceived quality are calculated and displayed.

**Table (4.10) Perceived Quality**

Sr. No.	Description	Mean	Std. Deviation
1	Excellent performance of Bossini fashion product	3.07	.507
2	Better color/ design/size of Bossini fashion product as compared to other brand(s) of the product	2.96	.554
3	Long-lasting high quality of the Bossini brand	2.83	.565
4	Reliable ingredients of Bossini fashion product	2.85	.534
5	Best quality with fair price in the sector	2.87	.486
	Overall Mean	2.92	

Source Survey Data (2021)

According to the Table (4.10), the overall mean value of perceived quality is 2.92 that is less than neutral score of 3. It shows that perceived quality of Bossini is not too much weak. The mean values for items are in the range between 2.83 and 3.07. The excellent performance of Bossini fashion product is the maximum mean value 3.01. It means that consumers consider buying Bossini fashion product with excellent performance. The long-lasting high quality of the Bossini brand gets the minimum mean value 2.83. It can be said that consumers think the perceived quality of the Bossini brand is poor in long-lasting high quality.

#### 4.2.2.4. Brand Loyalty

The following Table (4.11) shows the brand loyalty of Bossini product. Four

different questions are used to measure it. The mean values and overall mean value for brand loyalty are calculated and displayed.

According to the Table (4.11), the overall mean value of brand loyalty is 2.88 that is less than neutral score of 3. It shows that brand loyalty of Bossini is not too much bad. The mean values for items are in the range between 2.7 and 3.17. Feeling relaxed using this brand gets the maximum mean value 3.17. It means that consumers are feeling relax by using Bossini brand. Willing to pay a higher price to Bossini fashion brand if the price increased has the minimum mean value 2.70. If prices rise, it could be said that consumers are willing to pay the Bossini fashion brand a higher price.

**Table (4.11) Brand Loyalty**

Sr. No.	Description	Mean	Std. Deviation
1	Being a brand that crates enjoy	2.83	.557
2	Recommending Bossini fashion brand to the family and friends	2.87	.607
3	Not buying other brands if the Bossini brand is not available in the store	2.85	.579
4	Being trust the Bossini brand	2.79	.521
5	Feeling relaxed using this brand	3.17	.472
6	Willing to pay a higher price to Bossini fashion brand if the price increases	2.70	.545
	Overall Mean	2.88	

Source Survey Data (2021)

### 4.2.3 Consumer Buying Behavior

The following Table (4.12) shows the buying behavior of Bossini product. Four different questions are used to measure it. The mean values and overall mean value for buying behavior are calculated and displayed.

Mean value of buying behavior of Bossini in Table (4.12) shows that overall mean value of consumer buying behavior mean is 2.93 that is less than the neutral score of 3. Its mean that the buying behavior of Bossini is nearly good. Choosing Bossini product among other product has the maximum mean value 3.00. It means that consumers always choose Bossini fashion product among other product The brand of choice for Bossini fashion

product to try the next gets the minimum mean value 2.83. It can be said that consumers choose poorly the brand for Bossini fashion product to try the next purchase.

**Table (4.12) Consumer Buying Behavior**

Sr. No.	Description	Mean	Std. Deviation
1	Buying Bossini fashion product that exactly fulfills good quality	2.89	.538
2	The brand of choice for Bossini fashion product to try the next purchase	2.83	.545
3	Willing to pay an extra price for this brand	2.98	.521
4	Choosing Bossini product among other product	3.00	.488
5	Willing to recommend Bossini fashion product to others	2.97	.560
	Overall Mean	2.93	

Source: Survey Data (2021)

### 4.3 Analysis of the Effect of Marketing Practices on Brand Equity

This section includes mainly about the analysis of marketing practices on brand equity. To know the detailed about this, multiple regression method is been used. The result for this can be seen in Table (4.13).

According to Table (4.13),  $R^2$  is 0.745, adjusted R square is 0.536, the result indicated the independent variable can be used for variation of brand equity. It shows 53.6% of customer value is affected by six identified independent variables. The Durbin-Waston value is 1.784 which indicates that there is auto-correlation in sample. The overall significance of the models, F value, is strongly significant at 1% confident level. Therefore, these specific models can be valid. Its VIF value is less than 10; it means that it is free from multicollinearity problem in the sample.

Four variables among five are strongly significant as stated by regression analysis table. Therefore, product quality, service quality, customer value, customer communication and distributor image have significant at 1% confident level. It means that product quality, customer value, customer communication, distributor image and service quality increase the brand equity.

**Table (4.13) Analysis of the Effect of Marketing Practices on Brand Equity**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	VIF
	B	Std: Error	Beta			
(Constant)	0.527	0.191		2.757	0.007	
Product Quality	.270***	.068	.319	3.991	.000	2.054
Service Quality	.027	.073	.033	.369	.713	2.501
Customer Service	-.066	.082	-.074	-.806	.422	2.716
Customer Value	.206***	.079	.223	2.611	.010	2.348
Customer Communication	.183***	.066	.222	2.782	.006	2.039
Distributor Image	.172**	.073	.190	2.351	.020	2.099
R	0.745					
R Square	0.555					
Adjusted R Square	0.536					
F Value	29.708***					
Durbin-Waston	1.784					

Source: Survey Data (2021)

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

Overall evaluation shows that the models explain the influence of marketing practices on brand equity well because the estimation produced expected signs and significant coefficients for four practices. Customer service is not significant. In conclusion, offering good quality products creates a standard of satisfying customers and in return the company will receive customer loyalty and continuous improvement in success. Customer communication is an effective way to drive brand change to bossini

brand. The shops of Bossini fashion products make money on the totality of products and services that they sell, and sometimes, profit can be maximized by settling for small margins on some, making up on others. In current competitive environment, brand image becomes necessary for the companies to build brand equity and therefore managers should focus generating the good brand image. According to the value of standardized coefficients ( $\beta$ ), product quality is the most influencing factors in creating brand equity followed by customer value, customer communication and distributor image.

Product quality, customer value, customer communication and distributor image are significant effect on buying behavior with the expected positive sign. It points that these four variables lead to an increase and buying behavior of Bossini product. Customer service is not significant. Therefore, offering good quality products creates a favorable perception of the customers and in return Bossini will receive customers' attention and continuous improvement in success. Competing customer value with premium price is also attractive practice to gain the brand equity. Customer communication is an effect to force a brand changer towards the brand and building up brand equity because young consumers like to Bossini brand which sponsor famous celebrities to promote the products. The distributors of Bossini fashion products make money on the total profit from the products and services their sell is sometimes maximized. In current competitive environment, brand image becomes necessary for the companies to build brand equity and therefore managers focus for generating the good brand image. According to the result, the consumers response that Bossini products are one of their favorite brands and usually purchase Bossini fashion products. The study shows that product quality is the most influencing factor on brand equity of Bossini products. It is very important to understand from customers' point of view and also it is parallel to their perceptions, expectation, needs and wants.

#### **4.4 Analysis on the Effect of Brand Equity on Consumer Buying Behavior**

This section includes the analysis of brand equity on consumer behavior of Bossini product. The mean and standard deviation values are presented in Table (4.14).

According to Table (4.14),  $R^2$  is 0.699. Adjusted R square is 0.691. It shows that the model has accounted for 69.1 % of variance in the criterion variable. The Durbin-Waston value is 1.67 which indicates that does not have any effect. The overall significance of the models, F value, is strongly significant at 1% confident level. Therefore, these



specific models can be valid. Its VIF value is less than 10; it means that it is free from multicollinearity problem in the sample. It is found that the model explains most of the variability of the reaction data around its mean.

**Table (4.14) Analysis on the Effect of Brand Equity on Buying Behavior**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	VIF
	B	Std: Error	Beta			
(Constant)	.099	.167		.595	.553	
Brand Awareness	.150**	.063	.153	2.362	.019	2.023
Brand Association	.366***	.075	.348	4.851	.000	2.478
Perceived Quality	.026	.072	.025	.361	.719	2.306
Brand Loyalty	.435***	.073	.417	5.950	.000	2.369
R	0.836					
R Square	0.699					
Adjusted R Square	0.691					
F Value	84.152***					
Durbin Waston	1.67					

Source: Survey Data (2021)

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

The result shows that brand awareness has significant and positive effect on consumer buying behavior at 5% confident level. Furthermore, the value of Brand awareness in standardized coefficient 0.153 indicates that for every unit increase in brand awareness, consumer buying behavior will go up 0.153 units. Brand association has also significant and positive effect on consumer buying behavior at 1% confident level. Brand loyalty also has significant and positive effect on consumer buying behavior at 1% confident level.

In summary, the models explain the variation in brand equity of Bossini product because positive brand equity helps a strong brand remain relevant and competitive in the market and also helps brands and companies' conditions that threaten the value and

existence. Due to strong brand loyalty of Bossini, it is proudly associated in consumers' mind. In terms of service reliability, consumers are satisfied with the sales employees' skill. If Bossini does not have good overall quality, consumers will not buy the products because the price is not worth the quality. High level of brand awareness can make the product likely to be more purchased. Despite of being other competitive brands in Yangon, the consumers are apparently familiar with Bossini products because it has high brand equity. According to the result, the consumers' primary choices are Bossini products when they think about to buy foreign fashion products. Their loyalty is seen through their commitment and how they recommend and spread the positive personal experience of using Bossini products. According to the value of standardized coefficients ( $\beta$ ), brand loyalty is the most influencing factors in creating consumer buying behavior followed by brand association and brand awareness.

According to the result, brand association, brand loyalty and brand awareness have positive and significant effect on trademark equality. High level of brand awareness can make the Bossini product likely to be more purchased. An identifiable logo and distinct brand message of Bossini products can exit the repetition that can make the name memorable. Brand awareness helps Bossini to stand out above their competition, build a target market more effectively, and generate greater leads. Despite of being other competitive brands in Yangon, the consumers are apparently familiar with Bossini products because Bossini builds the mental association between a brand and people, places, things, and emotions.

Among the brand equity, brand loyalty is the most influencing factor on consumer buying behavior. According to the result, the consumers' primary choices are Bossini products when they think about to buy foreign fashion products. Consumers have willingness to pay a higher price for Bossini products. Therefore, Bossini can compete with the major branded products on retail outlets. Moreover, Bossini brands can signal an exact level of quality to be brand loyal so that satisfied customers can easily choose the product again.

## **CHAPTER V**

### **CONCLUSION**

The chapter presents the findings and discussions from analysis, suggestions and recommendations and limitations and needs for further research. The scope of brand equity includes brand loyalty, brand association, brand awareness and perceived quality.

#### **5.1 Findings and Discussion**

Marketing practices influencing brand equity and consumers buying behavior are the core of this study. To obtain the primary data, 150 respondents were asked whether they have used Bossini fashion products and their perception. The respondents were surveyed with the systematic survey question in Yangon. Therefore, only 150 respondents' data were collected by systematic sampling method.

According to the profile of respondents, female respondents are more interesting in purchasing fashion brand than male. The largest group of the respondents are middle years old and the smallest group is included young people. The largest portion of users group is graduate people and the smallest portion of respondent are under graduate. The largest group is company employee and the smallest portion of the customers group are housewife and other. The largest group of respondents whose income ranges is highest income and middle class is involved the smallest group. In the result, the consumption rate of high-income level and normal income level is not so different. Maximum purpose of buying is for themselves and minimum purpose of buying is for gift/present.

According to multiple regression analysis, product quality, customer value, customer communication and distributor image have significant and positive effect on brand equity. Service quality and customer service do not have effect on brand equity. The products mostly chose by the customers are those with up-to-date designs. As the marketers mostly emphasize the design and variety of choices, consumers have more option on designs, color and fashion trend. For the customer communication, people are more attracted to the discounted price. However, they are willing to pay the premium price for the foreign brands. The shops of Bossini fashion products also do seasonal promotion at the distinctive months in Myanmar such as Thadinkyut, Thingyan and Christmas. These activities also very effective the customers because of giving gifts and discounts. Because of the online advertising's effects, people want to buy online rather than going shopping.

Even when the customers can't find what they want on social media, the customers choose the easy transportation outlets. That is also the effect of brands' placing their outlets where consumer can go easily. People also want to see all the options at one place and the markets also emphasize on the decoration and visibility of their outlets.

According to the multiple regression analysis of brand equity on consumer buying behavior, brand awareness, brand association and brand loyalty have positive and significant effect on consumer buying behavior. However, perceived quality has no significant effect on consumer buying behavior.

## **5.2 Suggestions and Recommendations**

As this study is about the marketing practices, brand equity and buying behavior. The results of the analysis can indicate the expectations of the consumers for the brand. These expectations include what kind of products are wanted, what prices the consumers are willing to pay, where the consumers want to buy and what kind of promotions can attract most of the consumers.

Product quality has significant and positive effect on brand equity. The product quality of Bossini brand should maintain continually at high level of product quality and ensure proper quality management system continuously followed the fashion stylish. Customer value has significant positive effect on brand equity. Customer value for Bossini brand is not only service quality but also product performance. Again, Bossini brand need to listen customer's opinions and request so that Bossini brand can anticipate customer needs and bring them greater satisfaction. Customer feedback is important and utilize this feedback in product development in a continued pursuit of customer satisfaction throughout the product life cycle. Communication has also significant and positive effect on brand equity. Bossini brand has proved their effort to design logos and symbols that not only condensed the ideas and brand concepts but also to do business to consumer transaction and Business to Business transactions. However, Bossini brand looks simply and represent the brand quality even the logo is attractive as compare to other. Nowadays, technology drives so fast as consumers are easily accessible to the communication channel likewise social media and applications in which update information is available from time to time. Bossini brand should adopt aggressive marketing strategies to cut down competition and visibility at market place.

Moreover, Bossini fashion must be keep professional designer and event fashion shows. However, service quality has no significant effect on brand equity. Bossini fashion product should try to achieve the highest level of service quality in term of in speed, accuracy and politeness. Customer service has also no significant effect on brand equity. Bossini fashion is to ensure greater long product life and comfort, thus Bossini fashion need offer superior service in terms of procedures, tools and reports with the highest standards. Customer service is required to improve in some shops area especially for emergency response and service solution includes size, color and style are available. Brand awareness, brand association and brand loyal have significant and positive effect on consumer buying behavior. Bossini brand should give appropriate product knowledge to customers as and when require and customers also need to create brand awareness towards quality. The brands should emphasize on quality of raw materials of the products and also the quality of the product. If the brand can create the brand association with good quality, they can change higher prices as the customer will spend whichever amount, they can afford and feel reasonable. But the brands need to care more about their service quality as people are willing to spend the amount if the product's quality is good. The marketers should emphasize on seasonal products like summer fashion, winter fashion and raincoats. That product can only be sold in respective seasons but people really want to buy for wearing something different rather than their daily fashions.

However, perceived quality has no significant on consumer buying behavior. Bossini brand also need to maintain up to date design of the products since the customer care the latest fashion trends. For the price range, the respondents prefer to buy at the affordable price. The price does not have to be competitive very much. The brands also should do more price off at the end of the month while the consumer who are working personals, have more cash in. By understanding and knowing the effect of brand equity on buying behavior of Bossini fashion products by consumers, the marketers of fashion company are better equipped to prepare the plans of managing and building brand equity.

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

There are different limitations in this study. Firstly, a small sample size was taken due to time constraint. In future a bigger sample size of customers in order urban towns and in rural area of Myanmar may be added to the target population. This would improve the

accuracy and reliability of the results even more and would expect to be promoted with further verification. In addition to the sample size, the research should expand to both genders as fashion market for kid users is also booming in these days in order to analyze the data more precise.

Secondly, the research is only focused on the effect of brand equity as the indicator that will affect consumer buying behavior. It had probed into only one brand and hence the results could not be generalized for other brands. Moreover, this study was targeted only on Bossini fashion products and so the further study should also target to other local and foreign fashion brands. If there were more time available, this study should also analyze the others brand equity: financial-based brand equity or employee-based brand equity in another industry or product among competitive market trends and promotional activities in order to attain the long-term brand equity in competitive market for the marketers and brand managers.

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## APPENDIX - A

### QUESTIONNAIRE

This questionnaire will be used to know more about brand equity activities of branded fashion (Bossini) and as a part of MBA thesis. Branded fashion products in this questionnaire means by those which are foreign brand in Myanmar.

#### Section (A)

#### Sociodemographic Profile

**1. Gender**

Male  Female

**2. Age**

≤ 20  21 to 30  31 to 40  Over 40

**3. Education Level**

Under Graduate  Graduate  Post Graduate

**4. Marital Status**

Single  Married

**5. Occupation**

Student  Own Business  Company Employee   
Government Staff  Others

**6. Monthly Income**

≤ 500,000Kyats  500,001 to 700,000Kyats   
700,001to 900,000Kyats  Above 900,001Kyats

**7. Annual purchasing frequency:**

1-2 times  3-4 times   
5 times or above

**8. What is your purpose of buying?**

For present/gift

For myself

To buy it for someone else

## Section (B)

### Marketing Practices of Bossini Fashion Products

**Please describe your perception on the relevant box. Please tick under the scale number according to your perceptions.**

Scales: 1- Strongly disagree, 2- Disagree, 3- Neutral, 4- Agree, 5-Strongly agree

No.	Influencing Factors	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
<b>Product Quality</b>						
1	This product performs as it is supposed to.					
2	The brand name is visually attractive.					
3	Bossini always provides innovative design.					
4	Customers do not complain about the quality of the Bossini fashion product.					
5	Package quality of this brand is good and secure.					
<b>Service Quality</b>						
1	The sale representatives were polite when answering your questions.					
2	The sale representatives are skillful and reliable to customers.					
3	The sale representatives respond quickly to solve your problem.					
4	The sale representatives never made repeated mistake.					
5	The shops were pleasant and attractive.					
<b>Customer Service</b>						
1	Bossini's customer services is quite satisfactory.					
2	Bossini's service is free of risk.					

3	Customer complaints are welcomed and resolved quickly and positively.					
4	Bossini cares about human health and provides ecofriendly products					
5	Bossini's services has been approachable (easy access).					
<b>Customer Value</b>						
1	I believe Bossini fashion brand is a high-quality product					
2	I prefer Bossini fashion product because it is the best choice for me.					
3	I would not switch to another brand even if I had a problem with Bossini fashion product.					
4	I would continue to do business with Bossini fashion product if its price increased somewhat.					
5	I would say Bossini fashion products are long lasting in nature.					
<b>Customer Communication</b>						
1	People know the brand's products based on the promotion strategies.					
2	Bossini applies sales promotion seasonally and periodically.					
3	I know Bossini properly for their advertisement.					
4	Bossini applies personal selling to promote their brand					
5	Bossini's reputation is well-known by its corporate social responsibility activities.					
<b>Distributor Image</b>						
1	Symbol of the brand at the shop is attractive.					
2	The shops are outstanding and giving a good impression.					

3	I am confident to the value of this brand at the shop					
4	The shops' attributes have good quality of the shop in the market.					
5	I like to repurchase this brand at the shop.					

**Section (C)**

**Brand Equity of Bossini Fashion Products**

**Please describe your perception on the relevant box. Please tick under the scale number according to your perceptions.**

Scales: 1- Strongly disagree, 2- Disagree, 3- Neutral, 4- Agree, 5-Strongly agree

No.	Brand Equity	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
<b>Brand Awareness</b>						
1	I would only buy Bossini fashion product that is well known to me.					
2	I can recognize this Bossini fashion brand among other competing brands.					
3	This Bossini fashion brand comes up first in my mind when I need to make a purchase intention on the product.					
4	I buy Bossini fashion product that I can quickly recognize among competing brands.					
5	I could quickly recall the symbol/logo of Bossini brand.					
<b>Brand Associations</b>						
1	Bossini fashion brand is associated with my personal comfort and usage style.					
2	I would only consider buying Bossini fashion product for a credible brand.					
3	Bossini fashion brand has unique brand image.					
4	I get much more than my money's worth for appealing					

	and favorable brand.					
5	I believe the company and people who stand behind the brand do not take advantage of consumers.					
6	I am more likely to buy Bossini brand that I would be proud of associating with.					
<b>Perceived Quality</b>						
1	I would only consider buying Bossini fashion product with excellent performance.					
2	This Bossini fashion brand is better as compared to other brand(s) of the product in terms of the color/ design/size.					
3	The perceived quality of the Bossini brand I use very high.					
4	I believe Bossini fashion ingredients are very reliable.					
5	I tend to buy Bossini brand that is known to have a brand image of being among the best quality with fair price in the sector.					
<b>Brand Loyalty</b>						
1	Bossini is a brand which I would enjoy.					
2	I would recommend Bossini fashion brand to my family and my friends.					
3	If the Bossini brand is not available in the store, I would not buy other brands.					
4	I trust Bossini brand.					
5	I feel relaxed using this brand.					
6	I am willing to pay a higher price to Bossini fashion brand if the price increased.					



**Section (D)**

**Brand Equity of Bossini Fashion Products**

**Please describe your perception on the relevant box. Please tick under the scale number according to your perceptions.**

Scales: 1- Strongly disagree, 2- Disagree, 3- Neutral, 4- Agree, 5-Strongly agree

<b>Consumer Buying Behavior</b>					
1	I usually buy Bossini fashion product that exactly fulfills good quality.				
2	My brand of choice for Bossini fashion product on me to try the next purchase.				
3	I am willing to pay an extra price for this brand.				
4	I always choose Bossini fashion product among other product.				
5	I would be willing to recommend Bossini fashion product to others from my brand of choice.				

**APPENDIX – B**  
**STATISTICAL OUTPUT**

**Regression Analysis Result on Influencing Marketing Factors on Brand Equity**

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.745 <sup>a</sup>	.555	.536	.66007	1.784

a. Predictors: (Constant), Mean SQ, Mean CC, Mean PQ, Mean CV, Mean CS

b. Dependent Variable: Mean BE

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	77.660	6	12.943	29.708	.000 <sup>b</sup>
	Residual	62.303	143	.436		
	Total	139.963	149			

a. Dependent Variable: Mean BE

b. Predictors: (Constant), Mean BI, Mean SQ, Mean CC, Mean PQ, Mean CV, Mean CS

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1 (Constant)	.527	.191		2.757	.007	.149	.905		
Mean PQ	.270	.068	.319	3.991	.000	.136	.404	.487	2.054
Mean SQ	.027	.073	.033	.369	.713	-.118	.172	.400	2.501
Mean CS	-.066	.082	-.074	-.806	.422	-.229	.096	.368	2.716
Mean CV	.206	.079	.223	2.611	.010	.050	.363	.426	2.348
Mean CC	.183	.066	.222	2.782	.006	.053	.313	.491	2.039
Mean DI	.172	.073	.190	2.351	.020	.027	.316	.476	2.099

a. Dependent Variable: Mean BE

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.836 <sup>a</sup>	.699	.691	.64309	1.670

a. Predictors: (Constant), Mean BL, Mean BAW, Mean PQU, Mean BAS

b. Dependent Variable: Mean BB

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	139.207	4	34.802	84.152	.000 <sup>b</sup>
	Residual	59.966	145	.414		
	Total	199.173	149			

a. Dependent Variable: Mean BB

b. Predictors: (Constant), Mean BL, Mean BAW, Mean PQU, Mean BAS

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1 (Constant)	.099	.167		.595	.553	-.230	.428		
Mean BAW	.150	.063	.153	2.362	.019	.024	.275	.494	2.023
Mean BAS	.366	.075	.348	4.851	.000	.217	.515	.404	2.478
Mean PQU	.026	.072	.025	.361	.719	-.116	.168	.434	2.306
Mean BL	.435	.073	.417	5.950	.000	.290	.579	.422	2.369

a. Dependent Variable: Mean BB