Letter from the Editor-in-Chief

Myanmar and Korea have many similarities and are complementary relationship. Therefore, we believe that research exchange will expand mutual understanding between Myanmar and Korea, and will be the cornerstone for mutual development.

KOMYRA and YUE have co-published The Myanmar Journal since August 2014. So far, many scholars have published numerous papers through the journal, and We are sure that this journal has helped many people understand Myanmar and Korea more clearly and closely.

The Myanmar Journal covers various issues in Myanmar and Korea. It covers various topics that can promote bilateral development and mutual understanding, not limited to specific topics such as economy, industry, society, education, welfare, culture, energy, engineering, healthcare, and agriculture.

We hope that this journal will continue to promote understanding of the current status and potential capabilities of Myanmar and South Korea and promote in-depth international exchange and cooperation.

We would like to express our deepest gratitude to the editorial board and YUE and KOMYRA for their valuable support in The Myanmar Journal publication.

February 28, 2022

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INFORMATION ABOUT
The Myanmar Journal

The Myanmar Journal (ISSN 2383-6563) is the official international journal co-published by Yangon University of Economics (YUE) and Korea Myanmar Research Institute (KOMYRA).

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It will cover all general academic and industrial issues, and share ideas, problems and solution for development of Myanmar.

Articles for publication will be on-line released twice a year at the end of February and August every year on the Myanmar Journal webpage (http://www.komyra.com/bbs/board.php?bo_table=articles).

THE EFFECT OF MARKETING COMMUNICATIONS ON BRAND EQUITY TOWARDS SMARTPHONES: CASE STUDY IN UNIVERSITY FOR THE DEVELOPMENTS OF THE NATIONAL RACES OF THE UNION

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ABSTRACT : This study aims about the relationship of marketing communication and brand equity. The objective of the study is to investigate the effects of marketing communication on brand equity. Primary and secondary data are used in this study. Primary data are collected from 148 students by using simple random sampling method in University for The Developments of The National Races of The Union. Primary data were collected through structured survey questionnaires. Descriptive statistics, correlation analysis and multiple regression analysis are applied to analyze the collected data. The result revealed that effective marketing communication has significant effect on brand equity. Advertising has significant effect on all brand dimensions. Sales promotion also has significant effect on three dimensions of brand equity. However, sales promotion has no impact on brand awareness.

Key words : Marketing Communications, Brand Equity

I. Introduction

In modern business world, a brand is regarded as the present and future identity

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of an organization because brands have become most valuable resources and focusing issue for firms and managers. A brand represents the most important assets of a firm and provides competitive advantage in the market (Jones, 2005). Creating a strong and competitive brand has become one of the major priority factors in the organizational environment (Christodoulides, Veloutsou, & Cadogan, 2015). Brands designate consumers' perceptions and feelings about a product and service. To obtain competitive advantages, the firm creates a strong brand with a brand equity (Keller, 2001). It provides a possible benefit to a firm such as greater customer loyalty, more favorable customer response to prices increasing or decreasing, and brand- extensions opportunities. Everyone tends to look at brand name when they buy products and services. Building a strong brand is extremely important for any company through proper marketing, advertising and sales promotion. Nguyen (2014) mentioned that marketing activities are the key important functions in brand strategy because these are direct or indirect channels that catch the consumer's attention to the brand. Good marketing function can inspire enhancements of existing products and services and promote new products and services in the marketplace.

Nowadays, brands equity is a key element for both organizations and customers because it shapes long term relationship between customer and firm. Keller (1993) identified that brand equity occurs when the consumer is familiar with the brand and holds some favorable, strong, and unique brand associations. Yoo, Donthu, and Lee (2000) suggested that marketing activities are key element in creating brand equity. Aaker (1996) suggested that marketing communications mix such as (advertising, price, packaging, symbols, logos, store location and word of mouth) can strengthen brand personality, brand image and brand awareness over time. Companies should use various marketing communications tools such as media advertisements, public relations, distribution, and pricing to create brand awareness, brand image and personality (Chen & Green, 2009). Many researchers studied the relationship between marketing communications and brand equity.

Creating a strong brand equity is an important issue for all markets. Especially, it is an essential for smartphone market because consumers always think with familiar brands which can reduce consumer risk and increase consumer confidence to purchase. Advanced in technology, smartphones manufacture produces different products feature and sell their products at different price for different consumers income level. Moreover, many investors are entered into smartphone retail business which is become more competitive market. Al-azzawi & Anthony (2012) stated that smartphone market is strongly influenced by brand which can help consumer's smartphone choice.

Many smartphone companies, in Myanmar, are targeted smartphone market and these companies try to get increase market share. Although, in past, smartphones

appeared in the hands of high-income level users, and now it reaches different level of users with different prices. In 2012, Myanmar was extremely isolated with one of the lowest rates of smartphone penetration in the world (Pwint Htun & Bock, 2017). But the demand of smartphones has rapidly increased due to cheaper sim cards (SIMs) in recent year. As various smartphone brands are available in Myanmar smartphone market, the market become highly competitive. In a highly competitive market, companies need to know the spending habits of their customers and to establish their effective communication plan to attract smartphone users and to join the loyalty program as possible (Huu, Minh Dao, & Hong, 2019). Therefore, this study aims the effects of marketing communications and brand equity of smartphones users in University for The Developments of The National Races of The Union.

1. Objective of the Study

This research aims to analyze the relationship of marketing communications and brand equity of smartphones in University for The Developments of The National Races of The Union.

2. Scope and Methods of the Study

This research focuses on the effects of marketing communication on brand equity of smartphones users University for The Developments of The National Races of The Union. In this study, marketing communications are selected two variables; advertising and sale promotion. There are 200 fourth years students in University for The Developments of The National Races of The Union. The primary data are collected from 148 students by using simple random sampling method. Structured questionnaire is used to collect these primary data. Items of the questionnaire are measured with five-point Likert Scale. Secondary data are gathered from the relevant text books, journals, previous research papers. Descriptive statistics, correlation analysis and multiple regression analysis are used to analyze the effects of marketing communications on brand equity. This study only focuses on smartphone users who attends fourth years in University for The Developments of The National Races of The Union.

II. Literature review

The literature review which consists of marketing communications (advertising and

sales promotion), brand equity (brand awareness, perceived quality, brand association and brand loyalty), previous studies and the conceptual framework of the study.

1. Marketing Communications

Marketing communications also known as promotion is a key element of marketing mix and it is the main way to communicate with the target audiences. Kotler and Armstrong (2006) defined that marketing communications mix –called promotion mix-consists of the specific blend of advertising, sales promotion, public relations, personal selling, and direct marketing that the company uses to pursue its advertising and marketing objectives. Marketing communications plays an important role in creating valuable brand equity and building strong brand loyalty (Shimp & Andrew,2012). Kotler (2003) described that effective marketing communications created strong brand equity. In this study, two marketing communications are selected namely advertising and sale promotions.

1) Advertising

According to Kotler and Keller (2009), advertising is defined as non-personal communication programs about an organization, products, good and service or idea by an identified sponsor. Belch, Belch, and Purani (2014) showed that advertising is one of the significant elements for building brand equity as it is powerful way to provide consumers with information's as well as to influence their perceptions. Advertising is the most powerful channel that can help marketers brand creation and strengthen of brand image and brand loyalty (Cui, 2011). Moreover, previous researchers stated that more advertising frequency can create and increase brand awareness and brand association by exposing brands to customers (Aaker, 1991); Batra, Myers, & Aaker, 1996; Keller, 1993; Rossiter & Percy, 1997; Yoo, Donthu, &Lee, 2000).

2) Sales Promotion

Sales promotions are a key marketing tool in communication programs that influence brand equity (Valette-Florence, Guizani, & Merunka, 2011). Sales promotion is a demand stimulating activity designed to supplement advertising and facilitate personal selling (Etzel, Walker, & Stanton, 1997). According to Srinivasan and Anderson (1998), different types of promotional tools are monetary and non-monetary promotions. It may have different effects on sales, profitability or

brand equity.

2. Brand Equity

The concept of brand equity has emerged as the central concept in marketing over the past 20 years (Ravi, 2014). According to American Marketing Association (AMA), a brand is a "name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition'' (Keller, 2013, p.30). Brand equity dimensions are brand awareness, brand royalty, brand association and perceived quality (Aaker,1991).

1) Brand Awareness

Brand awareness is a key determinant of all brand equity model (Aaker,1991; Keller,1993; Tong & Hawley, 2009). Srinivasan, Park, and Chang (2005) described that higher brand awareness will lead to increase brand equity as it is the foundation for the development of brand associations that will lead to brand equity.

2) Brand Loyalty

Aaker (1991) defined that brand loyalty is a measure the attachment that a customer has to a brand. According to Rowely (2005), the key benefits of brand loyalty are: lower customer price sensitivity; reduced expenditure on attracting new customers; and improved organizational profitability. Brand loyalty is the primary contributor to brand equity (Aaker,1991; Tong & Hawley, 2009; Yoo et al., 2000).

3) Brand Association

A brand association is anything linked in customers' memory to a brand (Aaker, 1991). Associations are assets that can instill confidence and trust and affect attitudes towards a brand. Brand associations are the core asset for building brand equity (Aaker, 1996). Keller (2003) separated brand association into three sections such as attributes, benefits & attitudes and towards a brand.

4) Perceived Quality

Perceived quality is the customer's perception of the overall quality or superiority of a product or service relative to alternatives (Aaker, 1991). Bedi and Chopra (2018)

implied that telecommunication sector should construct perceived quality, brand association, brand loyalty and brand awareness when attempting to establish brand equity from the customer's perspective. Perceived brand quality is one of the influencing factors on brand loyalty for Myanmar Samsung phones markets (Moe Khine OO, 2019).

3. Previous Studies

In Yoo et al. (2000) theoretical model, there was a relationship between perceived marketing communication spending and brand equity. Buil, Chernatory and Martinez (2013) explored the relationship between two central elements of marketing communication (advertising and sales promotion) on brand equity creation. Their study found that the individual's attitudes toward the advertisements influenced on brand equity dimensions. Advertising spends for the brand create brand awareness but it is not sufficiently influence on brand association and perceived quality. Moreover, the authors also found distinctive effects of sales promotion (monetary promotion and non-monetary) on brand equity dimensions.

Villarejo-Ramos and Sanchez-Franco (2005) explored the impact of marketing communications and price promotion on brand equity. The finding supported theoretical model because there was a positive relationship between marketing communications: perceived advertising spending and price deals efforts and the dimensions of brand equity: perceived quality, brand loyalty, brand awareness and brand image.

4. Conceptual Framework of the study

The conceptual framework is used for this study as shown in Figure (1). The conceptual framework is constructed based on previous studies.

Figure 1. Conceptual Framework of the Study
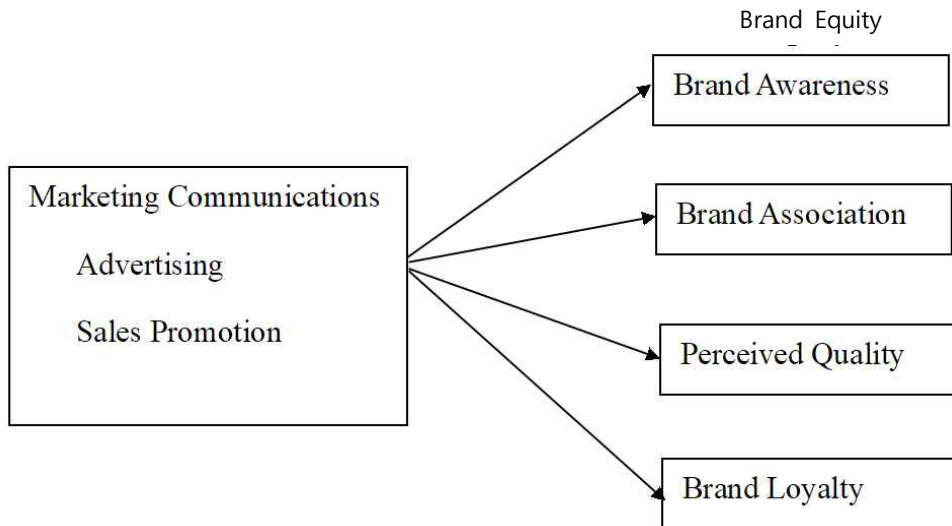
Source: Own Compilation Based on Previous Studies

As shown in the conceptual framework, this study focuses on the relationship between marketing communication and brand equity of smartphone brands. Although several authors identified that various marketing communication tools build brand equity (Keller, 1993; Aaker,1995; Kotler,2003), this study analyzes two marketing communications namely advertising and sales promotion.

In this study, structured questionnaire consists of three sections. The first section is designed to acquire the consumer demographic information toward smartphone brands. This study analyzed two marketing communications; advertising, sale promotion which can effect on brand equity. Six statements for measuring advertising are adopted from Yoo et al., (2000). Six statements for measuring sales promotion are adopted from Yoo et al., (2000). In final section, brand equity is measured by four variables; brand awareness, brand association, perceived quality and brand loyalty (Yoo et al., 2000).

III. Results

In this study, the data of the survey analyzed by using descriptive statistics. Data collected from students who attends fourth year at university. The survey was used to analyze the effect of marketing communications toward brand equity of smartphone brands.

1. Demographic Characteristics of Respondents

This study applied descriptive statistics to discover the distribution of the respondents' demographics factors such as gender, age, years of smartphone used, reasons for using smartphone, and years of Smartphone change.

Table 1. Demographic Characteristics of Respondents

Gender		
Particulars	No. of Respondents	Percentages (%)
Male	76	51.4
Female	72	48.6
Total	148	100
Age Distribution		
Particulars	No. of Respondents	Percentages (%)
Under 18	-	-
Between 18 and 20	29	19.6
Above 20	119	80.4
Total	148	100
Years of Smartphone used		
Particulars	No. of Respondents	Percentages (%)
Less than 1 year	5	3.4
Between 1and 2 years	8	5.4
Between 2 and 3years	8	5.4
Between 3 and 4years	29	19.6
Above 4years	98	66.2
Total	148	100
Reasons for using Smartphone		
Particulars	No. of Respondents	Percentages (%)
Just to talk	60	40.5
Apply camera	2	1.4
Usage internet browsing and social media	71	48
Play Gaming	4	2.7
Data Storage	11	7.4
Total	148	100
Years of Smartphone change		
Particulars	No. of Respondents	Percentages (%)
Less than 1 year	3	2
Between 1and 2 years	16	10.8
Between 2 and 3 years	60	40.5
Between 3 and 4 years	40	27
Above 4years	29	19.6
Total	148	100

Source: Survey Data (2022)

Table (1) presents the demographical analysis of 148 respondents. According to Table (1), 76 respondents are male and 72 respondents are female which are presented 51.4% and 48.6% respectively. Majority of respondents age are above 20 which is 80.4% of the total respondents because this study focuses on smartphone users who attended in fourth years students at university. In term of smartphone using duration, 66.2% of the total respondents utilized above 4 years duration and it is followed by 5.4% of respondents utilized 3-4 years and only 5%of respondents used less than 1 year duration. Most of respondents 48% applied a smartphone for using internet (browsing, social media, education, entertainment, and etc...), 40.5% of respondents applied a smartphone for just to talk, and only 1.4% of respondents applied a smartphone for camera. 40.5% of respondents change a smartphone in 2-3years, which is the most presented; following by the category between 3- 4 years with 27%; 19.6% of respondent change a smartphone above 4 years; 10.8% are in the category of 1-2 years; and 2% of respondent change a smartphone less than 1 year.

2. The Using Smartphone Brands

In this study, frequency and percentage of the respondents' using smartphone brands are shown in Table (2).

Table 2. Frequency and Percentage of the Respondents' Using Smartphone Brands

Current Brand Usage		
Particular	No. of Respondents	Percentages (%)
Samsung	8	5.4
Redmi	65	43.9
Oppo	29	19.6
Huawei	8	5.4
Vivo	21	14.2
Apple	4	2.7
Others	13	8.8
Total	148	100

Source: Survey Data (2022)

Table (2) shows the using smartphones brand of the respondents in fourth years students at university. Majority of the respondents using smartphone brand is Redmi brand which is 65 respondents (43.9%). And it is followed by Oppo brand which is used 19.6% of respondents, 14.2% of respondents use Vivo brand, 5.4% of respondents used Samsung brand and Huawei brand and only 4% of respondents use Apple brand and then remaining respondents use other brands (Realme, Techno,

etc.,). As the results, most students are used Redmi brand because students are not earned personal income and they can't use a lot of money. In addition, students' expenditure depends on their parent income. So, they choose suitable brand from various brand with an affordable price.

3. Reliability Test of the Research

The consistency and stability of the data are measured by using the reliability test (Sekaran, 2003). According to Nunally (1978), Cronbach alpha level of 0.60 and above is considered to be acceptable for construct. Cronbach's Alpha value for advertising, sales promotion, brand awareness, brand association, perceived quality, and brand loyalty is examined to measure the internal consistency in this study. The value of Cronbach's Alpha of the study are shown in Table (3).

Table 3. Reliability Test of the Research

Sr. No.	Particulars	No. of Items	Cronbach's alpha
1	Advertising	6	0.776
2	Sales Promotion	6	0.846
3	Brand Awareness	6	0.656
4	Perceived Quality	9	0.868
5	Brand Association	10	0.902
6	Brand Loyalty	10	0.924

Source: Survey Data (2022)

Table (3) shows that the value of Cronbach's Alpha for sales promotion, perceived quality, brand association and brand loyalty are 0.846, 0.868, 0.902 and 0.924 respectively. Therefore, the reliability results are stated in very good reliability. Cronbach's Alpha value of advertising is 0.776 and hence it is indicated in good reliability. Finally, Cronbach's Alpha value of brand awareness is more than 0.6. Thus, the reliability result is stated in fair reliability.

4. Correlation Analysis of the Study

Before multiple regression analysis, the correlation between marketing communications and brand equity (brand awareness, brand associations, perceived quality and brand loyalty) of smartphones in University for The Developments of The National Races of The Union is computed and checked whether these variables are correlated or not. The results are shown in Table (4).

Table 4. Correlation Analysis Between Marketing Communication and Brand Equity

	Variables	AD	SP	BAW	BAS	PQ		
AD	Pearson Correlation Sig.(2-tailed)	1						
SP	Pearson Correlation Sig.(2-tailed)	0.317* 0.000	1					
BAW	Pearson Correlation Sig.(2-tailed)	0.520* 0.000	0.267* 0.000	1				
BAS	Pearson Correlation Sig.(2-tailed)	0.520* 0.000	0.310* 0.000	0.727* 0.000	1			
PQ	Pearson Correlation Sig.(2-tailed)	0.495* 0.000	0.283* 0.000	0.713* 0.000	0.831* 0.000	1		
BL	Pearson Correlation Sig.(2-tailed)	0.372* 0.002	0.241* 0.001	0.654* 0.112	0.681* 0.403	0.685* 0.111	1	
BE	Pearson Correlation Sig.(2-tailed)	0.523* 0.000	0.309* 0.000	0.833* 0.000	0.916* 0.000	0.909* 0.000	0.909* 0.000	1

Source: Survey Data (2022)
*Correlation is significant at the 0.01 level (2-tailed)
AD= Advertising, SP= Sales Promotion, BAW= Brand Awareness
BAS= Brand Association, PQ= Perceived Quality, BL= Brand Loyalty and
BE= Brand Equity

According to the above Table (4), there are positive and strongly relationship between independent variable and dependent variable. The result shows that there is a positive correlation between advertising (AD) and brand equity (BE) has r= 0.523 with p<0.01 level. And then, there is a positive correlation between sales promotion (SP) and brand equity (BE) has r= 0.309 with p<0.01 level.

Table (4) indicates that the relationship of advertising and brand equity (brand awareness, brand, association, perceived quality and brand loyalty) are measured by using Pearson's correlation coefficients. These variables are correlated at 1% significant level. The result shows that the calculated value of correlation coefficient for advertising towards brand awareness, brand, association, perceived quality and brand loyalty are 0.520, 0.520, 0.495 and 0.372 respectively, there are positive relationship between these variables.

According to the above Table (4), sales promotion toward brand equity (brand awareness, brand, association, perceived quality and brand loyalty) are correlated at 1% significant level. The calculated value of correlation coefficient for sales promotion towards brand awareness, brand, association, perceived quality and brand loyalty are 0.267, 0.310, 0.283 and 0.241 respectively, there are also positive relationship between

these variables.

5. Multiple Regressions Analysis of the Study

In this study, the multiple regression analysis was applied to examine the effect of marketing communications toward brand equity (brand awareness, brand associations, perceived quality and brand loyalty of smartphone in University for The Developments of The National Races of The Union.

Table 5. Analysis on The Effect of Marketing Communications on Brand Awareness

Dependent Variables (Band Awareness)	Standardized Coefficient Beta	t- test	Sig.
Constant		5.203	0.000
Advertising	0.484*	6.529	0.000
Sales Promotion	0.113	1.525	0.129
Adjusted R2 F value	0.272 28.505*		

Source: Survey Data (2022)
*, **, ***: Indicate statistical significance at the 1% level, 5% level and 10% level.

According to the Table (5), result of the regression analysis shows that marketing communications and brand awareness are significant at 1% level. This study reveals that two independent variables mentioned above contribute or explain up to 27.2 percent of the variance in brand awareness toward smartphone brands. F significant value is 0.000, $p<0.01$. It shows that marketing communications (advertising and sales promotion) have significant influence on brand awareness.

The regression coefficient between advertising and brand awareness is 0.484 (t =6.529, p= 0.000, $p < 0.01$). Advertising and brand awareness are associated with 1% significant level. However, the regression coefficient between sales promotion and brand awareness is 0.113 (t=1.525, p= 0.129, $p> 0.1$). P-value is greater than 0.1. There is no significant between two variables. According to the result, the higher advertising spending create brand awareness in the consumer mind with smartphone brands than sales promotion.

Table 6. Analysis on The Effect of Marketing Communications on Brand Association

Dependent Variables (Band Association)	Standardized Coefficient Beta	t- test	Sig.
Constant		3.717	0.000
Advertising	0.469*	6.369	0.000
Sales Promotion	0.162**	2.196	0.030

| Adjusted R2 | 0.284 |
| F value | 30.173* |

Source: Survey Data (2022)

*, **, ***: Indicate statistical significance at the 1% level, 5% level and 10% level.

According to the Table (6), results of the regression analysis show that marketing communications and brand association are significant at 1% level. This study reveals that two independent variables mentioned above contribute or explain up to 28.4 percent of the variance in brand association toward smartphone brand. F significant value is 0.000, p<0.01. It shows that marketing communications (advertising and sales promotion) have significant influence on brand association.

The regression coefficient between advertising and brand association is 0.469 (t= 6.369, p= 0.000, p< 0.01). This shows that advertising and brand association are positive relationship. P-value is less than 0.01at 1% significant level. And the regression coefficient between sales promotion and brand association is 0.162 (t= 2.196, p= 0.030, p< 0.05). This shows that sales promotion and brand association are positive relationship. P-value is less than 0.05at 5% significant level. Company's marketing communication tools shape brand association that it is link to consumer memory to a brand.

Table 7. Analysis on The Effect of Marketing Communications on Perceived Quality

Dependent Variables (Perceived Quality)	Standardized Coefficient Beta	t- test	Sig.
Constant		4.632	0.000
Advertising	0.451*	5.994	0.000
Sales Promotion	0.140***	1.529	0.065
Adjusted R2	0.253		
F value	25.833*		

Source: Survey Data (2022)

*, **, ***: Indicate statistical significance at the 1% level, 5% level and 10% level.

According to the Table (7), results of the regression analysis show that marketing communications and perceived quality are significant at 1% level. This study reveals that two independent variables mentioned above contribute or explain up to 25.3 percent of the variance in perceived quality toward smartphone brand. F significant value is 0.000, p<0.01. It shows that marketing communications (advertising and sales promotion) have significant influence on perceived quality.

The regression coefficient between advertising and perceived quality is 0.451 (t= 5.994, p= 0.000, p< 0.01). This shows that advertising and perceived quality are positive relationship. P-value is less than 0.01at 1% significant level. And the

regression coefficient between sales promotion and perceived quality is 0.140 (t= 1.529, p= 0.065, p< 0.1). This shows that sales promotion and brand association are positive relationship. P-value is less than 0.1at 10% significant level. As the result, the higher perceived advertising spending will result in higher perception of brand quality. Company's sales promotion program (discount, price-off, gift and etc.,) influence higher customer perception of brand quality.

Table 8. Analysis on The Effect of Marketing Communications on Brand Loyalty

Dependent Variables (Band Loyalty)	Standardized Coefficient Beta	t- test	Sig.
Constant		2.659	0.009
Advertising	0.328*	4.077	0.000
Sales Promotion	0.137*	1.706	0.009
Adjusted R2	0.149		
F value	13.312*		

Source: Survey Data (2022)
*, **, ***: Indicate statistical significance at the 1% level, 5% level and 10% level.

According to the Table (8), results of the regression analysis show that marketing communication and brand loyalty are significant at 1% level. The value of adjusted R2 is 0.1479 which means that two independent variables mentioned above contribute or explain up to 14.9 percent of the variance in brand loyalty toward smartphone brand. F significant value is 0.000, p<0.01. It shows that marketing communications (advertising and sales promotion) have significant influence on brand loyalty.

The regression coefficient between advertising and brand loyalty is 0.328 (t= 4.077, p= 0.000, p< 0.01). This shows that advertising and brand loyalty are positive relationship. P-value is less than 0.01at 1% significant level. And the regression coefficient between sales promotion and brand loyalty is 0.137 (t= 1.706, p= 0.009, p< 0.01). This shows that sales promotion and brand loyalty are positive relationship. P-value is less than 0.01at 1% significant level. As the result, the more advertising and sales promotion campaign spent by the company, user's brand loyalty is likely to be more.

IV. Conclusion

1. Findings and Discussion

This paper examined the effect of marketing communications on brand equity of smartphone brands. According to the survey, most of respondent are male and the most of influencing age was above 20 years. The results show that most of smartphone users utilized a smartphone brand in above 4 years duration. Most of respondents applied a smartphone for using internet and they are changed a smartphone in 2- 3 years ago. 43.95% of respondents used Redmi brand, which is the most using brand among students.

The result of Pearson correlation analysis shows that there is a positive relationship between independent variables (advertising and sales promotion) and dependent variable (brand awareness, brand associations, perceived quality and brand loyalty).

According to the regression analysis, marketing communication have a significant influence on brand equity and dimensions of brand equity (brand awareness, brand association, perceived quality and brand loyalty). It is means that the increase in theses marketing communication tools can increase brand awareness, brand association, perceived and brand loyalty that it can lead to enhance brand equity.

For the individual effect on brand awareness, advertising has a positively influence on brand awareness. However, sales promotion has not significant on brand awareness. It means that the higher advertising can lead to increase brand awareness. This study results are similar compare to another previous research. Previous study research found that there is a favorable relationship between advertising and brand awareness (Yoo et al., 2000; Villarejo & Sanchez, 2005; Nurcahya, 2014; Buil et al., 2010). In addition, pervious results also found that there is no relationship between sales promotion and brand awareness (Villarejo & Sanchez; 2005, Nurcahya, 2014; Buil et al., 2010).

For the individual effect on brand association, both advertising and sales promotion have significant influence on brand association. Although two variables impact on brand association, advertising is the most increasing factor on brand association of smartphones brand than sales promotion. According to the result, this study support other previous studies. Yoo et al. (2000); Soleimani and Sedaghat (2016) found that advertising has significant influence on brand association. Although Yoo et al. (2000)'s result not found positive relationship between sales promotion and brand awareness, Nurcahya, (2014) study found that sales promotion has significant effect on brand association.

For the individual effect on perceived quality, both advertising and sales promotion have significant impact on perceived quality. Although two variables impact on perceived quality, advertising more increases consumer perception of brand quality than sales promotion tools. This study results are similar compare to another previous research. Previous study research found that there is a positive relationship between advertising and perceived quality (Yoo et al., 2000; Villarejo & Sanchez, 2005; Nurcahya, 2014; Soleimani & Sedaghat, 2016). In addition, pervious results also found that sales promotion has significant impact on perceived quality (Villarejo & Sanchez; 2005, Nurcahya, 2014; Soleimani & Sedaghat, 2016).

For the individual effect on brand loyalty, both advertising and sales promotion have significant effect on brand loyalty. Although two variables impact on brand loyalty, the higher advertising spend will result brand loyalty than sales promotion tools. This study results are similar compare to another previous research. Yoo et al. (2000) stated that the higher advertising spends increase perceived brand loyalty. Moreover, Nurcahya, (2014) indicated that advertising has positive significant influence on brand loyalty. In addition, the author also found that sales promotion has significant impact on brand loyalty.

2. Recommendations and Suggestions

The purpose of this study is to analyze the effect of marketing communications toward brand equity of smartphone brand. The result reveals that the most of respondents use Redmi brand because it offers lower price compare to other brands. Moreover, this study focuses on student who attends in fourth years at University for The Developments of The National Races of The Union. The expenditures of students depend on their parent's income and the parent also provide their education cost and other expense. Other smartphone brands should consider their price setting depend on their target customer. They should sell reasonable price their target customer income.

Although advertising and sales promotion are enhanced brand equity with smartphone brand, advertising is more increasing brand equity than sale promotion. It is means that smartphone company has effective advertisement (tv, radio, billboard, newspaper and magazine and social media). Smartphone company should maintain their marketing communications strategy (advertising and sale promotion) to be enhance brand equity. To be increased brand equity, smartphone company should be more frequently advertise their brand.

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Moreover, this study focuses on student who attends in fourth years at University for The Developments of The National Races of The Union. The expenditures of students depend on their parent's income and the parent also provide their education cost and other expense. Other smartphone brands should consider their price setting depend on their target customer. They should sell reasonable price their target customer income.

Although advertising and sales promotion are enhanced brand equity with smartphone brand, advertising is more increasing brand equity than sale promotion. It is means that smartphone company has effective advertisement (tv, radio, billboard, newspaper and magazine and social media). Smartphone company should maintain their marketing communications strategy (advertising and sale promotion) to be enhance brand equity. To be increased brand equity, smartphone company should be more frequently advertise their brand.

Smartphone company should more emphasize their advertising program especially social media (YouTube, Facebook, Instagram and Twitter) because most of students apply smartphone for using internet in this study. As the development of Information Technology, young people are more using internet, they can buy everything and they can learn and search everywhere on the internet by using a smartphone. Therefore, smartphone company should prepare effective social media marketing communication to be more customer brand knowledge with their brand.

Smartphone company should prepare sales promotion techniques in order to increase brand equity. They should more frequently offer discount, price-off, gift, and phone accessories relevant target customers.

The study provided some insight the effect of marketing communication toward brand equity. This study was limited to a small sample size that was predominantly student who attended in fourth years. So, the future researches should focus on obtaining large representative sample, across various occupational groups. In order to increase brand equity, marketing activities such as store image, price and distribution need to consider further studies. As brand equity dimensions are inter related, further research need to analyze the relationship between brand equity dimensions.

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