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BRAND TRUST AND BRAND LOYALTY OF
NIBBAN ELECTRONIC PRODUCTS

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BRAND TRUST AND BRAND LOYALTY OF NIBBAN ELECTRONIC PRODUCTS

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ABSTRACT

This study aims to identify the brand identity and brand image, to analyse their effects on brand trust, and to examine the effect of brand trust on brand loyalty of NIBBAN electronic products. The sample size of 240 customers who have used NIBBAN Electronic Products was determined for this study using the Cochran formula. The study targets customers who have used NIBBAN Electronic Products to collect the primary data. The 240 sample customers were selected using the simple random sampling method, and they were interviewed with the aid of structured questionnaires. The factors considered in the study are brand identity (brand as person, brand as symbol and brand as relationship) and brand image (brand salience, brand performance and brand imagery). Both descriptive statistics and quantitative research methods are applied in this study. The result of mean value for the six factors were acceptable, the customer perception has favor of the band with all mean scores being very high, suggesting a strong level of agreement among respondents regarding the brand's attributes and customer perceptions. According to the regression results, all of the brand identity variable and brand image: brand salience variable highly significant positive effect on brand trust. In addition, brand trust also significant positive effect on brand loyalty in NIBBAN electronic products. Therefore, it is suggested that higher levels of brand trust are associated with greater brand loyalty. To enhance brand loyalty for NIBBAN electronic products, it is recommended that NIBBAN focuses on continuous innovations, emphasizes a strong value proposition, and engages in effective marketing activities to strengthen brand trust.

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CHAPTER (1)

INTRODUCTION

Branding has become a crucial factor in today's business world, and its impact on brand loyalty has been widely researched. In recent years, the focus has shifted from product-based to brand-based marketing, emphasizing the importance of creating a strong brand identity and image to attract and retain customers.

Establishing a strong brand identity and image has become a key element for businesses to achieve a distinctive and differentiated position in the minds of consumers in the highly competitive consumer electronic market. A brand identity refers to the distinctive characteristics, values, and personality that define the brand and differentiate it from competitors (Kapferer, 2012), while a brand's image reflects the perceptions and associations that consumers have about the brand (Keller, 1993).

Brand identity and image are essential factors that significantly impact consumer behaviour, influencing their purchasing decisions and fostering brand loyalty (Keller, 1998). Among these factors, brand loyalty stands out as a crucial driver of business success, as it leads to repeat purchases, positive word-of-mouth, and ultimately increased sales (Aaker, 1991). Consequently, gaining insights into the determinants of brand loyalty, including brand trust, identity, and image, becomes vital for businesses seeking to develop effective marketing strategies and ensure long-term profitability.

In recent year, the importance of brand identity and brand image has been increasing in the Myanmar consumer electronics market. Brand identity is the unique set of characteristics that define a brand and differentiate it from its competitors, while brand image is the perception that consumers have of a brand. Both brand identity and brand image are critical factors in building brand loyalty, which is the degree to which consumers prefer to buy a particular brand over competing brands (Chen & Hsieh, 2012).

Myanmar is an emerging market in Southeast Asia with a growing consumer electronics industry. The country's economic liberalization and opening up to foreign investment have created opportunities for both local and international brands to expand their market presence (Su & Naw, 2020). NIBBAN is a local brand that has been operating in the Myanmar consumer electronics market for several years, offering a

range of products including LED TV, Refrigerator, Washing Machine, Freezer, Small home appliances and Kitchen Appliance.

For NIBBAN, building a strong brand identity and brand image is crucial to establishing a competitive edge in the consumer electronics market and increasing brand loyalty among its customers. This study focuses on brand trust and brand loyalty of NIBBAN electronic products.

1.1 Rationale of the Study

As the Myanmar consumer electronics market experiences important growth, local and international brands like NIBBAN is competing for a larger market share. NIBBAN has been operating in the Myanmar consumer electronics market for several years, offering a range of products including LED TV, Refrigerator, Washing Machine, Freezer, Small home appliances and Kitchen Appliance. In this competitive market, building a strong brand identity and brand image has become increasingly important to differentiate from competitors and increase brand trust and brand loyalty among customers.

NIBBAN brand has established itself as one of the market leading brands among the China brand in Myanmar, which is a highly competitive consumer electronics market. NIBBAN competes with other leading brands from China, including TCL, Hisense, and SKYWORTH. Despite facing tough competition from these brands, NIBBAN has managed to maintain its position as the market leader through its focus on delivering high-quality products and building strong brand trust and loyalty among customers.

Customers' perceptions of brand identity, brand image, brand trust, and brand loyalty vary depending on whether or not they have a relationship with the brand. When customers do not have any experience with a brand, their perceptions are largely based on external factors such as advertising, word-of-mouth, and brand reputation (Keller, 1993). In this case, brand identity and brand image play a crucial role in shaping the customer's perception of the brand.

On the other hand, when customers have an existing relationship with a brand, their perceptions are based on their experiences with the brand. This experience includes the quality of the product or service, customer service, and the brand's overall

reputation (Sirdeshmukh, Singh, & Sabol, 2002). In this case, brand trust and brand loyalty are important factors that influence the customer's perception of the brand (Oliver, 1999).

A customer who has never used a particular brand of smart TV may perceive it as high-quality and reliable based on its advertising and reputation in the market, while another customer who has already used the same brand of smart TV and had a positive experience may exhibit a higher level of brand trust and brand loyalty towards the brand.

The perception of brand identity, brand image, brand trust, and brand loyalty are shaped by a combination of external factors and customer experience. It is important for brands to manage all of these factors effectively to create a positive perception among both existing and potential customers.

Aaker (1991) defined that brand identity and brand image are influential in consumer behaviour and purchase decisions, leading to increased brand loyalty and customer retention. Therefore, it is crucial for companies like NIBBAN to understand the relationship between brand identity, brand image, brand Trust and brand loyalty in the Myanmar consumer electronics market.

This study focus on the brand trust and brand loyalty in the specific context of the consumer electronic market of Myanmar. The research examines the effect of brand identity and brand image on brand trust and effect of brand trust on brand loyalty among NIBBAN's customers. The study provides insights into the effectiveness of NIBBAN's branding strategies and offer recommendations for improving these strategies. The results of this study also can provide marketers with insights into how to most effectively build brand trust and create brand loyalty.

This build upon the existing body of research on branding and brand loyalty, and will seek to contribute to the understanding of the role of branding in building brand loyalty in the context of NIBBAN. The study relies on both theoretical and empirical evidence, drawing on relevant theories and models such as Aaker's brand identity model, Keller's brand image model, Social exchange theory and Commitment theory.

The current study contributes to in depth understanding on the literature of branding and brand loyalty by exploring brand identity, brand image, brand trust, and

brand loyalty in the context of the Myanmar consumer electronics market. While there is a body of research on these concepts in other countries, there is a lack of research on the specific context of Myanmar, which this study seeks to address. The insights generated from this study can aid NIBBAN and other brands operating in the Myanmar consumer electronics market to develop effective branding strategies and enhance their market position. Furthermore, this study adds to the existing literature on brand trust and brand loyalty in the Myanmar consumer electronics market, paving the way for future research in this field.

1.2 Objective of the Study

The main objectives of the study are as follows:

1. To identify the brand identity and brand image in NIBBAN electronic products.
2. To analyse the effect of brand identity and brand image on brand trust in NIBBAN electronic products.
3. To examine the effect of brand trust on brand loyalty in NIBBAN electronic products.

1.3 Scope and Method of the study

This study focuses on the brand identity, brand image, brand trust and brand loyalty of NIBBAN's electronic products. Quantitative research method used in this research. The survey questionnaire was randomly distributed among respondents who use NIBBAN electronic products purchased from the NIBBAN Showroom by using the simple random sampling method. The primary data collect by using structured questionnaires with a 5-point Likert scale ranging. The method used to conduct the study involve using Cochran's formula (1977) to determine the sample size for the research. After calculated the sample size by substituting the numbers into the Cochran's formula (1977), the numbers of samples are 240 customers in order to obtain reliable of data. Once the sample size is determined, data would be collected from a sample of NIBBAN customers through surveys. If the answer was negative, then the results were eliminated and approached another respondent. The secondary data collect from the websites, previous papers, journals, textbooks, internal thesis, and articles. Statistical techniques, including correlation analysis and regression analysis, were employed for data analysis in this study.

1.4 Organization of the Study

This study includes five chapters. Chapter one is the introduction, which includes the rationale of the study, objectives of the study, methodology, and sources of data and organization of the study. Chapter two consists of the theoretical background of the study including a review of the literature on brand identity, brand image, brand trust and brand loyalty. Chapter three describes the profile of NIBBAN Electronic Products and its branding strategies and activities. Chapter four analysis the effect of brand trust on brand loyalty in NIBBAN electronic products. Chapter five is a conclusion chapter, summarizing the findings of the study, discusses their implications, and suggests areas for future research.

CHAPTER (2)

THEORETICAL BACKGROUND

In this chapter, it describes the theoretical background of brand trust and brand loyalty. Study also explains the definition of the brand identity and brand image effect on the brand trust and brand trust effect to brand loyalty.

2.1 Concept of Brand

Branding is a widely studied and debated topic in the marketing and business literature. There are many different definitions and perspectives on what branding is and what it entails. One widely accepted definition of branding is provided by David Aaker, a leading branding expert and professor at the University of California, Berkeley. Aaker defines a brand as "a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers" (Aaker, 1991).

Another commonly cited definition of branding is provided by Keller (1998) who defines a brand as a "name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of other sellers". This definition emphasizes the role of branding in creating differentiation and providing a means for consumers to identify and evaluate products and services.

In addition, it is also important to note that branding is not just a process of creating a name or symbol for a product or service. It is a holistic process of creating, managing, and sustaining the value of a brand over time. This includes elements such as brand strategy, brand positioning, brand identity, brand image, and brand equity.

2.2 Brand Identity and Brand Image

In this section include Brand Identity and Brand Image from a theoretical perspective. It aims to investigate how these factors influence brand trust and loyalty in the context of the NIBBAN electronic products. By drawing on established theories and models, a deeper understanding can be gained regarding the role of brand identity and brand image effect on the brand trust and brand trust effect on the brand loyalty.

2.2.1 Brand Identity

Brand identity is a concept that refers to the unique set of characteristics that define a brand and differentiate it from its competitors (Aaker, 1996). It includes the brand's name, logo, tagline, design, packaging, and other visual and auditory elements that are used to create a brand's image in the minds of consumers (Keller, 2013). Brand identity helps to create a strong and memorable impression of the brand in the minds of consumers, and it is critical in building brand awareness, recognition, and loyalty (Kapferer, 2012).

Furthermore, brand identity is not just about the visual and auditory elements of a brand but also includes the brand's personality, values, mission, and overall brand image (Aaker, 2010). These elements help to create an emotional connection between the brand and consumers, leading to a stronger and more loyal customer base.

(a) Brand as Person

Brand as Person is a metaphorical approach to brand identity that considers a brand as having human-like characteristics, such as personality traits, values, and emotions. In this approach, the brand is viewed as an individual with its own unique identity, just like a person. According to Aaker (1997), "A brand can be thought of as a person, with a unique personality and set of characteristics, that is distinguishable from other people/brands." This perspective is based on the idea that consumers form relationships with brands in much the same way as they do with people, and that a brand's personality can be a key factor in building brand loyalty. Thus, the brand as person approach can help companies create a distinctive brand identity and personality that resonates with their target audience and sets them apart from their competitors.

(b) Brand as Symbol

Brand as symbol refers to the use of visual and non-verbal cues to communicate a brand's identity and values to consumers (Keller, 2003). It involves the use of logos, colour schemes, and other design elements to create a unique and memorable representation of the brand. The symbol can help consumers to recognize and remember the brand, and also serves as a shorthand for the brand's characteristics and values.

According to Keller (2003), a brand symbol "represents the sum total of all the meanings consumers attach to it." This means that the symbol goes beyond just the

visual representation, and includes all of the associations and emotions that consumers have with the brand. A well-designed brand symbol can create a strong emotional connection with consumers and help to differentiate the brand from competitors.

(c) Brand as Relationship

Brand as Relationship refers to the bond that consumers develop with a brand over time based on their experiences and interactions with it (Fournier, 1998). It involves the emotional connection that customers have with a brand, which can lead to increased loyalty and advocacy. This relationship can be built through various touchpoints, such as advertising, product quality, customer service, and social media engagement.

According to a study by Keller and Lehmann (2006), the relationship aspect of branding is important because it fosters customer loyalty and enhances the long-term financial success of the brand. The study suggests that brands should focus on building a strong relationship with their customers by creating positive experiences and interactions at every touchpoint. This can lead to greater customer satisfaction, increased brand loyalty, and ultimately, increased revenue for the brand.

2.2.2 Brand Image

Brand image refers to the perception that consumers have of a brand, which is shaped by various factors such as the brand's personality, values, quality, and reputation (Keller, 1993). According to Keller (1993), brand image is defined as "the set of perceptions consumers have about a particular brand," and it is formed through a combination of direct and indirect experiences with the brand.

Brand image is a key component of a brand's overall identity and plays a crucial role in influencing consumer behaviour and purchase decisions. Consumers are more likely to be loyal to a brand that they perceive as having a positive image, which can lead to increased sales and revenue for the company. Therefore, it is essential for companies to carefully manage and cultivate their brand image through various branding strategies and marketing efforts.

(a) Brand Salience

Brand salience refers to the extent to which a brand is noticed and considered by consumers in purchasing situations (Verhoef et al., 2009). It reflects the degree to which a brand is top-of-mind and has a strong presence in the consumer's mind. According to Keller (2008), brand salience is "the depth and breadth of brand awareness, the ease with which the brand is evoked in memory, and the extent to which the brand is associated with a particular product category, cue, or occasion". In other words, it is the ability of a brand to come to mind when a consumer thinks of a particular product or product category. The stronger the brand salience, the more likely a consumer is to consider that brand in the purchase decision-making process.

(b) Brand Performance

Brand Performance is defined as "the ability of a brand to meet or exceed customer expectations with regards to the functional aspects of a product or service." (Keller, 2008). It is often measured through various metrics such as product reliability, durability, efficiency, and effectiveness. In other words, it is about how well the brand performs in delivering the functional benefits promised to the customers. A strong brand performance can lead to customer satisfaction and loyalty, as customers perceive the brand as dependable and trustworthy. However, a weak brand performance can negatively affect brand image and overall brand equity. Therefore, it is important for brands to continuously monitor and improve their brand performance to maintain a competitive edge in the market.

(c) Brand Imagery

Brand imagery refers to the way consumers perceive a brand's personality, associations, and features (Keller, 2008). It includes the symbolic, functional, and experiential aspects of the brand that come to mind when a consumer thinks about it. According to Keller (2008), brand imagery includes both the extrinsic and intrinsic cues that make up the brand's image, such as product design, packaging, advertising, and brand personality. The extrinsic cues are the external attributes of the brand that are visible to the consumer, while intrinsic cues are the underlying associations and meanings that are more difficult to articulate. Brand imagery is an important aspect of building a strong brand identity, as it helps to create a unique and differentiated image in the minds of consumers.

2.3 Brand Trust

Brand trust can be defined as a consumer's belief in the reliability and credibility of a brand to deliver its promises and consistently provide high-quality products or services (Keller, 2009). Brand trust is developed through positive experiences with a brand and the perception that the brand values and cares about its customers. It is an important factor in building brand loyalty and creating long-term relationships with customers (Keller, 2009). Trust can be seen as a result of a cognitive and affective evaluation process that a consumer undergoes when assessing a brand. A cognitive evaluation involves assessing the brand's attributes and benefits, while the affective evaluation involves assessing the brand's emotional appeal and how it makes the consumer feel (Delgado-Ballester & Munuera-Aleman, 2001).

The process of building brand trust involves both cognitive and affective evaluations by consumers. Cognitively, consumers assess the brand's attributes and benefits, evaluating its performance and capabilities in fulfilling their needs and expectations (Delgado-Ballester & Munuera-Aleman, 2001). This evaluation is based on tangible factors such as product quality, customer service, and the brand's reputation. A positive cognitive evaluation leads consumers to trust the brand's ability to consistently deliver value.

Affective evaluation, on the other hand, involves the emotional appeal of the brand and how it makes consumers feel. Emotional factors play a crucial role in shaping brand trust, as consumers are more likely to trust brands that evoke positive emotions and resonate with their values and aspirations (Delgado-Ballester & Munuera-Aleman, 2001). Brands that successfully create emotional connections with their customers tend to be perceived as more trustworthy.

Brand trust is not confined to product attributes alone but extends to the overall brand image and identity. Brands that are perceived as honest, transparent, and socially responsible are more likely to gain the trust of consumers (Atilgan, Aksoy, & Akinci, 2005). Moreover, a brand's consistency in delivering its promises and maintaining a strong track record in customer satisfaction further enhances brand trust (Atilgan, Aksoy, & Akinci, 2005).

The importance of brand trust in fostering brand loyalty cannot be overstated. Brand trust lays the foundation for long-term relationships with customers, encouraging

repeat purchases and driving positive word-of-mouth recommendations (Ndubisi, 2007). Satisfied and trusting customers are more likely to become brand advocates, promoting the brand to their social circles and contributing to its success.

In conclusion, brand trust is a critical element in consumer-brand relationships, underpinned by consumers' belief in the brand's reliability and credibility to deliver on its promises. It involves both cognitive and affective evaluations, encompassing tangible product attributes and emotional connections with consumers. Building and maintaining brand trust is essential for fostering brand loyalty and creating enduring relationships with customers.

2.4 Brand Loyalty

Brand loyalty refers to the extent to which customers are committed to purchasing products or services from a particular brand repeatedly over time, despite the availability of other options in the market (Chaudhuri & Holbrook, 2001). Brand loyalty is a result of various factors such as the quality of the product, brand reputation, customer experience, and brand identity (Sethuraman & Gielens, 2014). A high level of brand loyalty is desirable as it can lead to repeat purchases, positive word-of-mouth marketing, and increased customer lifetime value. On the other hand, low brand loyalty can result in customers switching to competitors, negative reviews, and decreased revenue for the brand (Fornell, Johnson, Anderson, Cha, & Bryant, 1996). Therefore, it is important for businesses to understand the factors that influence brand loyalty and develop strategies to maintain and improve it over time.

Brand reputation is equally important in building brand loyalty. A positive brand image and a history of fulfilling promises contribute to the development of strong customer trust (Erdem & Swait, 1998). Satisfied customers are more inclined to perceive the brand as reliable and are less likely to consider switching to competitors (Erdem & Swait, 1998).

Customer experience is another critical determinant of brand loyalty. Excellent customer service, personalized interactions, and seamless buying processes foster a positive emotional connection with the brand (Verhoef et al., 2009). Customers who have memorable and satisfying experiences are more likely to become loyal patrons and recommend the brand to others.

In addition to product quality, brand reputation, and customer experience, brand identity plays a significant role in influencing brand loyalty. A well-crafted brand identity that aligns with the values and aspirations of the target audience creates a sense of belonging and loyalty among customers (Keller, 1993). A strong brand identity helps customers identify with the brand's personality and essence, leading to a deeper emotional connection (Keller, 1993).

To maintain and improve brand loyalty, businesses must continuously monitor customer feedback and adapt their strategies accordingly (Reichheld, Markey, & Hopton, 2000). Offering loyalty programs, rewards, and personalized incentives can also be effective in nurturing brand loyalty (Reichheld, Markey, & Hopton, 2000).

In conclusion, brand loyalty is a valuable asset for any business, and it is built upon a foundation of product or service quality, brand reputation, customer experience, and brand identity. By prioritizing these factors and consistently meeting customer expectations, businesses can foster strong and enduring relationships with their customers, leading to sustainable growth and success in the long run.

2.5 Background Theory

In this section presented the background theory of this research. These are Aaker's brand identity model, Keller's Brand Image Model, Social exchange theory and Commitment theory.

(a) Aaker's brand identity model

Aaker's brand identity model, developed by David Aaker, is a framework that helps organizations to develop and manage their brand identity (Aaker, 1996). The model consists of five components: brand as product, brand as organization, brand as person, brand as symbol, and brand as relationship.

Brand as product: This component refers to the functional and emotional benefits that a brand offers to its customers.

Brand as organization: This component represents the values, culture and reputation of the company behind the brand.

Brand as person: This component represents the personality of the brand, including its characteristics, values and attributes.

Brand as symbol: This component represents the visual and verbal elements that represent the brand, including its logo, name and slogan.

Brand as relationship: This component represents the relationship between the brand and its customers, including trust, loyalty and other emotional connections.

Aaker's model is widely used in the field of branding and is considered a useful tool for organizations to develop and manage their brand identity. It is also useful for branding researchers to understand the different components of brand identity and how they relate to each other.

(b) Keller's Brand Image Model

The Keller's Brand Image Model is a comprehensive framework for understanding the impact of brand image on consumer behaviour (Keller, 1993). It consists of three main components: brand salience, brand performance, and brand imagery.

Brand Salience: This refers to the extent to which the brand is top-of-mind or easily recallable by consumers. Factors that contribute to brand salience include the frequency and recency of exposure, the strength of the brand's associations, and the level of customer engagement. A brand that is highly salient is more likely to be considered by consumers when making purchasing decisions.

Brand Performance: This refers to the consumer's perception of the brand's functional attributes, such as quality, reliability, and value. Brand performance is influenced by objective factors such as product features and customer reviews, as well as subjective factors like personal experience and reputation. A brand that is perceived to perform well is more likely to be selected by consumers and to build customer loyalty over time.

Brand Imagery: This refers to the consumer's mental image or association of the brand. This can include both functional and emotional associations, such as the brand's reputation for quality, customer service, or a specific personality. A brand with a strong and positive image is more likely to be preferred by consumers and to generate higher levels of customer loyalty.

(c) Social Exchange Theory

Social Exchange Theory is a theoretical framework that explains social behaviour based on the exchange of resources between individuals or groups. According to this theory, people engage in social interactions with the expectation of receiving benefits or rewards in return for their investment, be it time, effort, or resources (Blau, 1964). This concept of exchange forms the basis of relationships and interactions among individuals in society.

In the context of Brand Trust, Social Exchange Theory can help explain how customers develop trust in a brand and why they choose to engage in brand-related activities. When consumers interact with a brand, they evaluate the benefits and costs of this exchange. Positive experiences with the brand, such as high-quality products, excellent customer service, and positive brand image, act as rewards in the social exchange. These positive experiences lead to the development of trust in the brand.

Similarly, customers may invest resources, such as time and money, in engaging with the brand. They may make repeat purchases, recommend the brand to others, or engage with the brand on social media. In return, they expect to receive benefits such as reliable products, satisfactory service, and a positive brand experience. When the brand consistently delivers on these expectations, it reinforces the trust customers have in the brand.

On the other hand, if the brand fails to deliver on its promises or provides a negative experience, customers may perceive this as a cost in the social exchange. If the costs outweigh the benefits, trust in the brand may be weakened or eroded, leading to decreased customer loyalty and negative word-of-mouth.

Therefore, understanding Social Exchange Theory can help businesses and marketers in building and maintaining brand trust. By consistently providing positive experiences and benefits to customers, brands can strengthen the social exchange relationship and foster long-term trust and loyalty. It also emphasizes the importance of fulfilling promises and meeting customer expectations to sustain a positive brand-consumer relationship.

(d) Commitment Theory

Commitment Theory is a psychological framework that explains the factors influencing individuals' commitment to a particular course of action or goal. In the context of Brand Loyalty, Commitment Theory helps us understand the underlying psychological processes that lead customers to repeatedly choose a specific brand's products or services over time (Keller, 1993).

According to Commitment Theory, individuals who perceive a brand as attractive are more likely to be committed to it. This attractiveness can stem from both intrinsic and extrinsic factors. Intrinsic factors refer to personal values and interests, such as the alignment of the brand's values with the customer's own beliefs and preferences. Extrinsic factors, on the other hand, include external rewards and recognition, such as loyalty programs, exclusive offers, and positive word-of-mouth from other satisfied customers.

Moreover, commitment is enhanced by the perceived difficulty of switching to alternative options. Customers who view a brand as offering unique benefits or providing a superior experience may be more committed to that brand because they believe that alternative choices would not be as rewarding.

Additionally, the theory suggests that the investment of resources in the brand further strengthens commitment. This investment can be in the form of time, effort, and money spent on purchasing and using the brand's products or services. As individuals invest more in a particular brand, they are more likely to remain committed to it to justify their past investments, a phenomenon known as "sunk cost" effect.

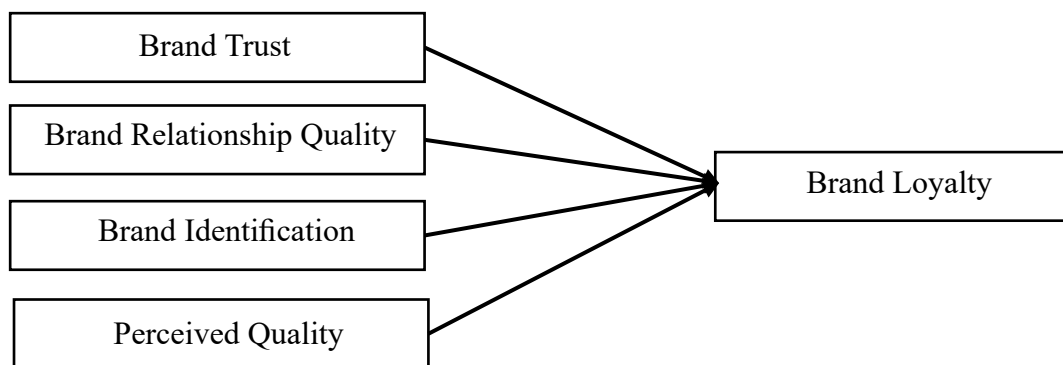
In the context of Brand Loyalty, Commitment Theory helps explain why some customers consistently choose a specific brand despite the availability of other options in the market. It highlights the role of brand attractiveness, perceived switching costs, and the investment of resources in fostering long-term loyalty among customers.

Understanding Commitment Theory can guide businesses in developing strategies to enhance brand loyalty. By focusing on creating an attractive brand image, offering unique value propositions, and rewarding customer loyalty, brands can strengthen their customers' commitment to the brand and cultivate long-lasting relationships.

2.6 Previous Study

This section presented the previous study relating the brand trust and brand loyalty which are: Firstly, Nadeem, Asadullah, and Hassan (2019) focus of the study on examining the influence of Brand Trust and the Quality of Brand Relationships on Brand Loyalty within the unique environment of an emerging market such as Pakistan. The prime focus of the study was in education sector specifically students. Further, nonprobability technique of sampling was used and approximately 160 students and academic staff were requested to completely fill the questionnaire. The study's theoretical framework is structured as follows:

Figure (2.1) The Impact of Brand Trust and Brand Relationship Quality on Brand Loyalty



Source: Nadeem, Asadullah and Hassan (2019)

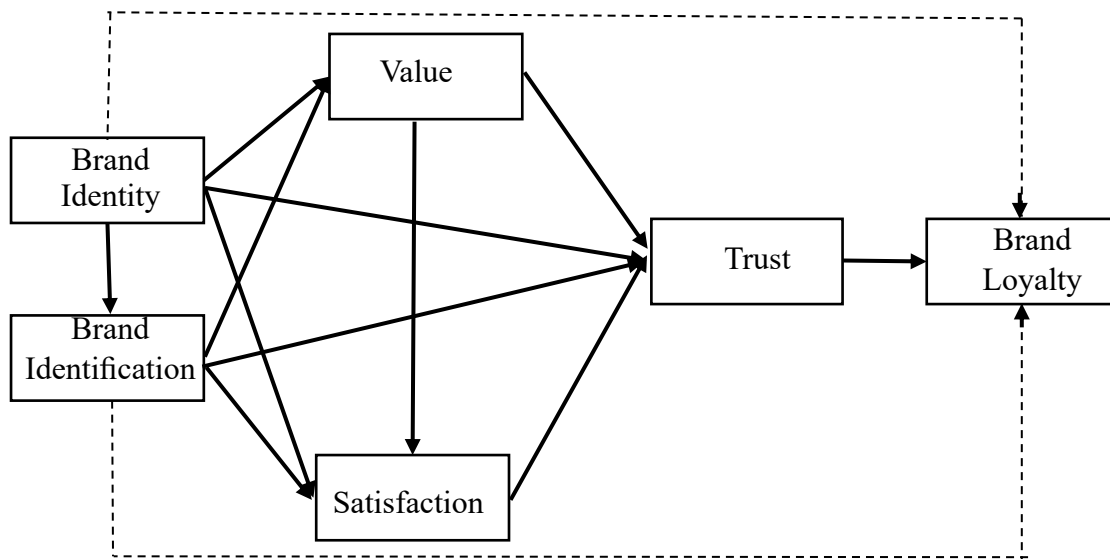
The research aims to examine the relationship between customers' brand loyalty and various attributes that influence the development of loyalty towards a particular brand, which subsequently becomes their preferred choice. The attributes include brand relationship quality, brand trust, perceived quality, and brand identification. The results indicate that brand relationship quality, brand trust, perceived quality, and brand identification have a statistically significant and positive effect on customer brand loyalty.

Secondly, Shirazi1, Lorestani and Mazidi (2013) focused of the study examine the Effects of Brand Identity on Customer Loyalty from Social Identity Perspective of mobile phone customer in Iran's northeastern city of Mashhad. Researchers have acknowledged the significance of brand identity in effective brand management. This study aims to explore how brand identity and brand identification impact brand loyalty,

considering factors such as perceived value, customer satisfaction, and trust. The research involved distributing a questionnaire to mobile phone customers in Mashhad, Iran's northeastern city. The collected data were subject to correlational analysis and path analysis modelling. The study's theoretical framework is structured as follows:

The group of researchers undertook an investigation within Mashhad, a city in northeastern Iran, to analyse the Impact of Brand Identity on Brand Loyalty through the lens of Social Identity Perspective. The study's particular emphasis was on customers in the mobile phone sector. The researchers sought to examine the significance of brand identity within brand management and analyse how brand identity and brand identification impact brand loyalty by considering factors such as perceived value, customer satisfaction, and trust. To gather data, a questionnaire was distributed to cellular-phone customers, and the collected data underwent correlational analysis and path analysis modelling. The study's theoretical framework is structured as follows:

Figure (2.2) The Effects of Brand Identity on Brand Loyalty

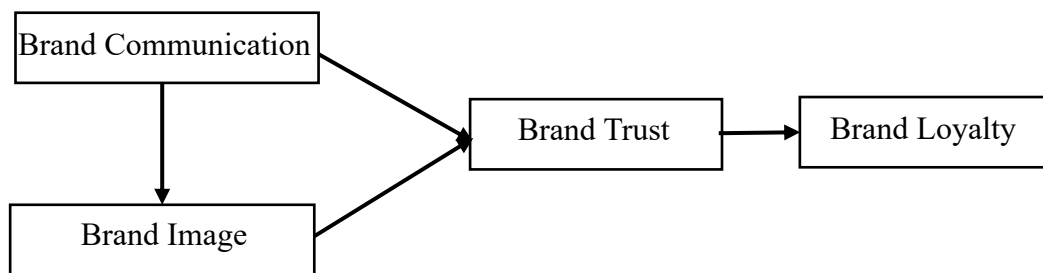


Source: Shirazi1, Lorestani and Mazidi (2013)

The findings indicated that brand loyalty is indirectly influenced by both brand identity and brand identification, mediated through factors like perceived value, trust, and satisfaction. As a result, it can be inferred that incorporating the social identity perspective alongside other established viewpoints could offer insights into predicting brand loyalty mechanisms effectively.

Sayekti, Syah & Negoro, (2019) focused for the effect of brand communication, brand image and brand trust on brand loyalty for PRORIS products in Tangerang, Indonesia. The respondents used were 95 Tangerang Indonesia residents aged 25 years to 45 years. The study was conducted in December 2018 to February 2019 by interviewing using a questionnaire. Data were analysed using Structural Equation Model (SEM). The study's theoretical framework is structured as follows:

Figure (2.3) The Effect of Brand Communication, Brand Image and Brand Trust on Brand Loyalty



Source: Sayekti, Syah & Negoro, (2019)

This research emphasizes the considerable favourable influence of brand communication on brand image, brand image on brand trust, and brand trust on brand loyalty. This study shows that theoretically marketers tend to get consumer brand trust only when consumers consider brands to have a good image through brand communication.

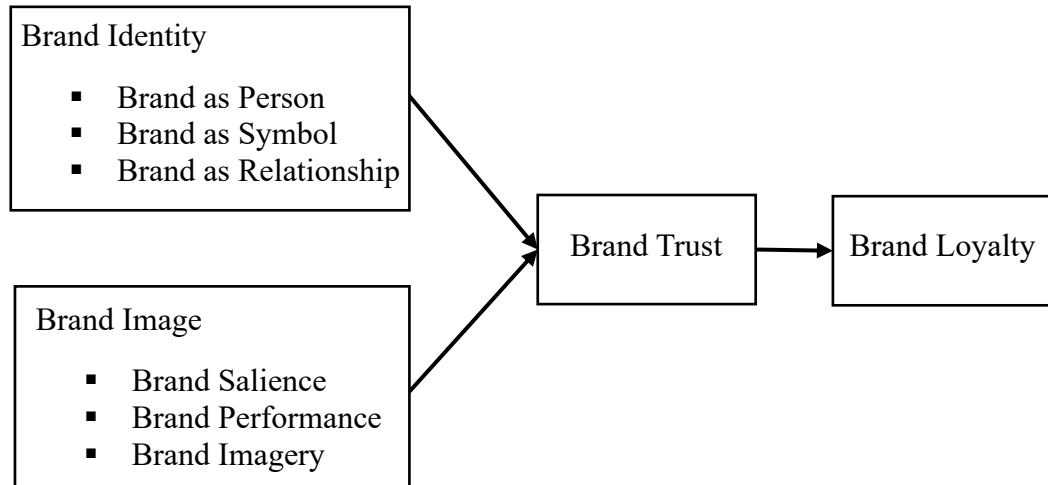
2.7 Conceptual Framework of the Study

The conceptual framework of the study is developed based on theoretical concepts and findings from the previous study. The theory of brand identity includes five key variables: brand as product, brand as organization, brand as person, brand as symbol, and brand as relationship. For this study, brand as person, brand as symbol, and brand as relationship have been selected from the brand identity variables because it is consistent with this study. Similarly, brand image consists of three variables: brand salience, brand performance, and brand imagery, and for this study, these brand image variables are also chosen.

According to the previous study, Figure (2.1) illustrates the effect of brand trust on brand loyalty, Figure (2.2) illustrates the effect of brand identity on brand trust, and Figure (2.3) illustrates the effect of brand image on brand trust.

By combining the selected variables and the findings from previous studies, the conceptual framework of this study is presented in Figure (2.4). This framework serves as a guide to investigate the effect of brand identity and brand image on brand trust, and the effect of brand trust on brand loyalty in the context of the current study.

Figure (2.4) Conceptual Framework of the Study



Source: Own Compilation (2023)

As indicated in Figure (3), this study focuses influencing factors that include brand identity and brand image. Brand identity is measured with brand as person, brand as symbol and brand as relationship. Brand image is measured brand salience, brand performance and brand imagery. The connection between a brand and its customers is distinct, capable of yielding favorable results for both sides. Consumers establish affiliations with brands, regarding them as collaborative partners. It focuses which factors influence on brand trust. Moreover, this study also analyses whether brand trust effects on brand loyalty. This study is thoroughly designed to find out the influencing factors of brand trust on brand loyalty of NIBBAN electronic products users.

The working definitions for the key concepts and how they relate to each other in the context of brand trust and brand loyalty are presented as follows.

- **Brand Identity:** This refers to the unique set of characteristics that define a brand and differentiate it from competitors. It includes visual elements like logos, colours, and packaging, as well as intangible elements like brand personality, values, and mission. Brand Identity is composed of three main factors: brand as

a person, representing the brand's human-like traits and characteristics; brand as a symbol, using visual and non-verbal cues to communicate the brand's identity and values; and brand as a relationship, reflecting the bond consumers develop with the brand over time based on their experiences and interactions.

- **Brand Image:** This refers to the overall perception that consumers have of a brand. It is influenced by a range of factors, including advertising, product quality, customer service, and other brand-related experiences. Brand image is composed of three main factors: brand salience, which refers to the extent to which a brand is noticed and considered by consumers in purchasing situations; brand performance, indicating how well the brand delivers on its promises and provides high-quality products and services; and brand imagery, encompassing the way consumers perceive the brand's personality, associations, and features.
- **Brand Trust:** This refers to the extent to which consumers believe in the reliability, credibility, and honesty of a brand. It is built over time through a range of experiences with the brand, including product quality, customer service, and communication.
- **Brand Loyalty:** This refers to the degree to which consumers repeatedly purchase a particular brand over time, despite competing options in the marketplace. It is often built on a foundation of trust and positive experiences with the brand. Strong brand loyalty can lead to increased customer retention, higher sales, and a more sustainable competitive advantage.
- In the context of brand trust and brand loyalty, brand identity and brand image are key factors that influence consumers' perceptions and attitudes towards a brand, which in turn can impact their level of trust and loyalty. A strong and consistent brand identity and image can help to establish trust with consumers, while a lack of consistency or negative associations can erode trust and loyalty.

CHAPTER (3)

OVERVIEW OF NIBBAN ELECTRONIC PRODUCTS

In this chapter include the profile, branding strategies and branding activities of NIBBAN electronic products. NIBBAN Electronic Products has emerged as a prominent player in the consumer electronics market, offering a diverse range of innovative and high-quality products to its customers.

3.1 Profile of NIBBAN Electronic Products

NIBBAN Electric and Electronic Co., Ltd is a company in Myanmar that specializes in the production and distribution of consumer electric and electronic products. The company has been in operation for over 50 years and has gained the brand trust and brand loyalty of customers through the provision of reliable and high-quality home and business appliances.

The company was established in 1972, under the name SHWE PAHO, which produced AC/DC Adaptors. In 1984, NIBBAN TV Antenna was launched, and the company gained much awareness and patronage from customers with the introduction of the first TV Antenna in Myanmar. In 2004, SHWE PAHO Industry was renamed NIBBAN Electric and Electronic, and since then, the company has been expanding its product categories, including Audio and Video Products, Major Home Appliances, Small Home Appliances, Kitchen Appliances, Solar Lighting Products, Lighting Products and Electrical Products.

NIBBAN Electric and Electronic Co., Ltd is a member of Value holding and Investment Co., Ltd. which produces and distributes the NIBBAN brand products and PAHO brand products nationwide. The company has received several honourable prizes and awards in recognition of its quality and organizational excellence. In the year 2000, 2004, and 2015, the company received the ISO award for international quality management in all versions since 2000.

In 2014, NIBBAN Electric and Electronic Co., Ltd received the ASEAN Outstanding Engineering Achievement Award from the ASEAN Federation of Engineering Organizations. Additionally, in 2015, the company was awarded the Nation Outstanding SME by the President of the Republic of the Union of Myanmar, and in 2017, it was awarded the Enterprise Award by the SME Association of Malaysia.

NIBBAN Electric and Electronic Co., Ltd aims to become the market-leading organization in Myanmar and expand into the ASEAN market. The company is committed to providing high-quality products, services, and values to its customers and key dealers. The company also places a high value on employee development and works hard to ensure comprehensive training and development for its employees.

In 2021, the company standardized and upgraded its procedures for the "VALUE" business by renovating and modernizing the innovative working areas in line with the times, reassigning new employee uniforms and name cards, and standardizing departmental processes and procedures. The company believes that its actions have an effect on its employees and valued consumers and aims to become the better business that Myanmar people could be proud of.

Vision of NIBBAN Electronic is identified as follow:

“To be the premier provider of reliable and high-quality electric and electronic home and business appliances in the domestic market.”

“Will continuously strive to exceed our customers' and dealers' expectations by delivering exceptional quality and service.”

Mission of NIBBAN Electronic is specified as follow:

“To providing exceptional service and delivering high-quality home and business appliances to our valued customers and key dealers across the country.”

“To implement strategic plans that increase product awareness and help us stand out as a premier company for centuries to come.”

Values of NIBBAN Electronic is set up as follow:

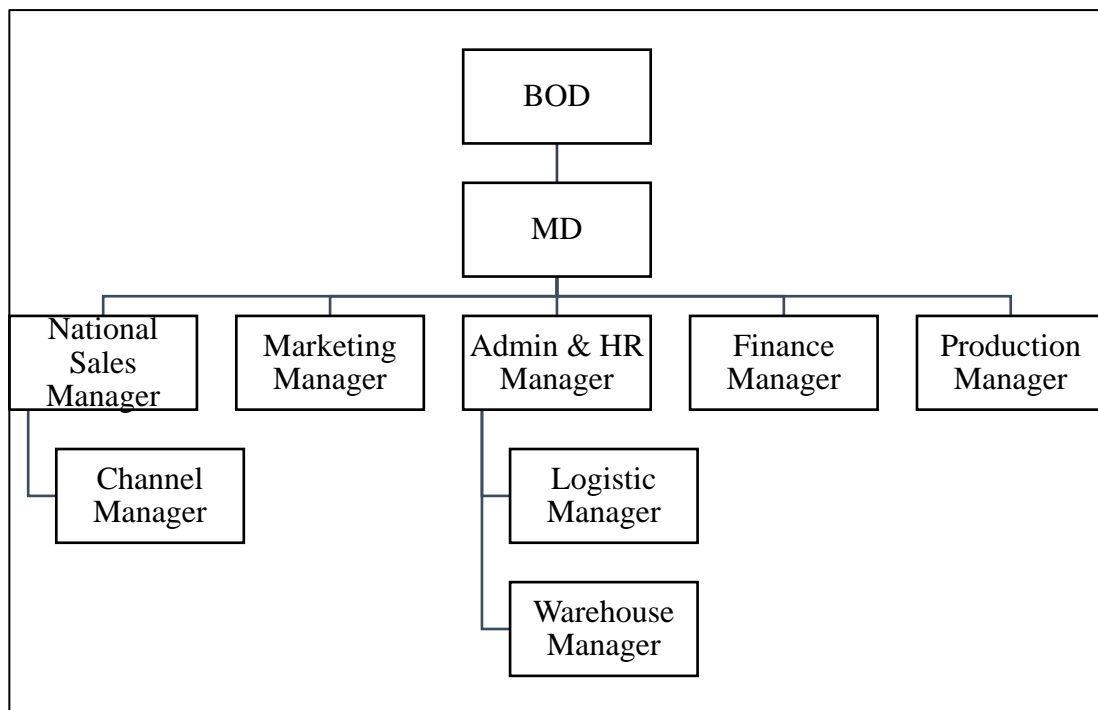
“At NIBBAN Electronic Co., Ltd, our values are cantered on providing the best possible products and services to our customers and dealers. Our values reflect our commitment to excellence and growth in the ever-changing business landscape.”

NIBBAN Electric and Electronic Co., Ltd has a wide distribution network to cater to the needs of its customers across Myanmar. The company has over 2100 dealers across the country, with 900 dealers in Upper Myanmar, 600 in Yangon, and 600 in Lower Myanmar.

Apart from its dealers, NIBBAN also has its own retail outlets and service centres. In Yangon division, the company have three showrooms located in North Oakkalar, Shwe Pyi Thar, and Hlaing Tharyar. In Mandalay division, NIBBAN has a showroom in Mandalay City.

To provide after-sales support to its customers, NIBBAN has service centre located at the junction of North and South Dagon in Yangon and Swal Taw in Mandalay. The service centre ensure that customers receive quick and efficient support for any product-related issues.

Figure (3.1) Organization Structure of NIBBAN Electronic



Source: NIBBAN Electronic (2023)

NIBBAN Electronic is a prominent and innovative production and distribution company in the consumer electronics market. With a workforce of 250 dedicated employees and strong guidance from a skilled Board of Directors consisting of five accomplished members, NIBBAN Electronic is committed to delivering cutting-edge products and exceptional services to its valued customers.

The Board of Directors serves as the backbone of NIBBAN Electronic, providing strategic direction and overseeing key decisions. Comprising five highly experienced and visionary individuals, the BOD plays a pivotal role in shaping the

company's growth, ensuring corporate governance, and fostering a culture of excellence.

At the forefront of NIBBAN Electronics' operations, the Executive Leadership comprise top-tier professional who drive the company's success. Under the leadership of the Managing Director (MD), this team works collectively to steer the organization towards its goals, optimizing operations, and enhancing overall performance. MD who are responsible for the different department as shown in figure (3.1).

NIBBAN Electronics fosters a culture of collaboration and innovation, where each team member's expertise contributes to the company's progress. With a dynamic leadership team and a dedicated workforce, NIBBAN Electronics is poised to lead the consumer electronics market and provide customers with exceptional products and experiences.

NIBBAN Electronics takes pride in its diverse range of cutting-edge products, catering to various aspects of modern living. From immersive LED TVs to reliable refrigerators, efficient washing machines, and versatile kitchen appliances, NIBBAN offers a comprehensive selection to enhance every aspect of your home. With a commitment to quality and innovation, NIBBAN Electronics strives to make your daily life more comfortable and enjoyable through its exceptional line of products.

Table (3.1) Type of NIBBAN Electronic Products

No.	Product Categories
1	LED TV
2	Refrigerator
3	Washing Machine
4	Freezer
5	Small home appliances
6	Kitchen Appliances

Source: NIBBAN Electronics Product Catalogue (2023)

3.2 Branding Strategies for NIBBAN Electronic Products

In the highly competitive consumer electronics market in Myanmar, NIBBAN Electronics has successfully carved a niche for itself by adopting a strategic and customer-centric branding approach. NIBBAN differentiated itself by focusing on product quality, innovative design, and a strong brand identity that resonates with its target audience. By leveraging digital channels, partnering with local influencers, and offering exceptional customer service, NIBBAN established itself as a leading consumer electronics brand in Myanmar.

NIBBAN has implemented the following branding strategy to cater to the consumer electronics market in Myanmar.

Build a Strong Brand Identity: Developing a strong brand identity is crucial for creating a memorable and recognizable brand. NIBBAN focused on creating a unique logo and consistent branding elements such as colour, typography, and messaging to establish its brand identity.

Establish Brand Reputation: Building a reputation for high-quality and reliable products is important for building brand trust and loyalty. NIBBAN invested in product development and innovation to offer cutting-edge products that cater to the needs of the Myanmar market.

Leverage Digital Channels: Myanmar has a large and growing population of internet users, making digital marketing an important channel for building brand awareness and engagement. NIBBAN leveraged social media and e-commerce platforms to reach its target audience and drive sales.

Partner with Local Influencers: Working with local influencers and celebrities helped to raise brand awareness and credibility among the Myanmar market. NIBBAN identified popular influencers in the tech and electronics space to endorse its products and build brand affinity.

Offer Excellent Customer Service: Providing excellent customer service is a key differentiator in the competitive consumer electronics market. NIBBAN invested in customer service training for its employees and offered after-sales support to ensure a positive customer experience.

3.3 Branding Activities for NIBBAN Electronic Products

As part of its comprehensive Branding Strategy in the Myanmar Consumer Market, NIBBAN executed impactful Branding Activities, encompassing aspects of Brand Identity, Brand Image, Brand Trust, and Brand Loyalty. Leveraging social media campaigns on popular platforms like Facebook, NIBBAN effectively raised brand awareness and engaged its target audience. Partnerships with influential social media personalities and bloggers extended its reach and fostered consumer trust through authentic product experiences and reviews. By participating in relevant events and exhibitions, NIBBAN established brand credibility and fostered direct connections with potential customers. Product demos and trials provided firsthand experiences, instilling confidence in the brand's capabilities. Investments in visually appealing packaging and design reinforced brand recognition both in stores and online. Exceptional customer service and support further cultivated brand loyalty and customer retention. NIBBAN's well-rounded Branding Activities aligned seamlessly with its overarching Branding Strategy, contributing significantly to its success in the competitive consumer market in Myanmar.

3.4 Brand Identity and Brand Image of NIBBAN Electronic Products

This study identifies the brand identity and brand image of NIBBAN Electronic Products, delving into how consumers perceive and connect with the brand. Through careful study, it intends to uncover the essence of NIBBAN's presence in the consumer electronics market.

Brand Identity is the visual and verbal elements that represent the brand, including its name, logo, and messaging (Keller, 2008). In order to enhance the brand identity of NIBBAN, several branding activities are performed. The use of vinyl banners and X stand vinyl can be strategically placed in high-traffic areas to increase brand visibility and recognition. In addition, placing NIBBAN logo signboards at dealer shops can help build brand identity and association with reliable and high-quality products. A consumer sales promotion campaign can also be used to build brand identity by offering discounts or rewards to customers who purchase NIBBAN electronic products. This will not only increase brand loyalty but also increase the likelihood of repeat purchases, ultimately reinforcing the brand identity of NIBBAN in the minds of consumers.

Brand Image is a crucial element for any brand to create a positive and strong impression on the consumers' minds (Aaker, 1996). NIBBAN, as a brand, aims to establish itself as a premium brand in the market by conducting various branding activities. One of the branding activities under the title of Brand Image is the Product Launching at 5-star Hotel. The event is an excellent opportunity for the brand to showcase its product range to a high-end audience, creating an image of luxury and sophistication. Another branding activity is an Exhibition, where NIBBAN can display its products and engage with potential customers, creating brand recognition and association. The Road Show at a Famous Shopping Centre is another branding activity that can help NIBBAN to increase its brand awareness and exposure by targeting a large audience. Additionally, the NIBBAN Branded Showroom can be used to display its products and create an immersive brand experience for the customers, leading to a positive brand image. These branding activities can help NIBBAN to establish itself as a premium and trusted brand in the market, creating a positive brand image among the consumers.

3.5 Brand Trust

NIBBAN Electronic Products in Myanmar have undertaken a series of strategic activities to establish and nurture brand trust among consumers. These initiatives encompass a range of approaches designed to enhance customer confidence, reliability, and positive associations with the brand.

NIBBAN Electronic Products prioritize transparent communication by providing accurate and comprehensive information about their products and services. This includes detailed specifications, features, pricing, and warranty terms. By ensuring that customers have clear and reliable information, NIBBAN fosters a sense of trust and credibility.

The brand consistently delivers high-quality electronic products that meet or exceed customer expectations. NIBBAN Electronic Products adhere to stringent quality control processes and standards to ensure that their offerings are reliable, durable, and perform as promised. This dedication to quality fosters a sense of trust and assurance among customers.

The brand offers exceptional after-sales support and customer service. This includes responsive helplines, service centres, and online assistance to address

customer inquiries, concerns, and technical issues promptly. Effective after-sales support contributes to customer satisfaction and reinforces the perception of a trustworthy brand.

NIBBAN Electronic Products provide clear and comprehensive warranty policies. These policies demonstrate the brand's commitment to standing behind their products and ensuring customer satisfaction. Customers feel secure knowing that NIBBAN is ready to address any product-related issues.

NIBBAN maintains consistent and coherent brand messaging across all touchpoints, including advertisements, social media, and customer interactions. This consistency helps reinforce the brand's identity, values, and promises, contributing to a stronger sense of trust among consumers.

In conclusion, NIBBAN Electronic Products in Myanmar have undertaken a comprehensive range of activities to establish and reinforce brand trust. By prioritizing transparency, quality, customer support, ethical practices, and community engagement, the brand has successfully built a reputation for reliability and credibility in the competitive consumer electronics market.

3.6 Brand Loyalty

Brand loyalty is an important aspect of brand management (Smith, 2020). The NIBBAN electronic products focus on building brand loyalty through various activities such as consumer sales promotion campaigns and brand awareness campaigns. These campaigns not only attract new customers but also help retain existing customers. The NIBBAN Branded Showroom and product launching at 5-star hotels are also important activities in building brand loyalty. These activities provide an opportunity for customers to experience the brand and its products first-hand, and if they are satisfied with the product and service, they are more likely to become loyal customers. Through these activities, the NIBBAN Brand aims to build a strong emotional connection with its customers, which will lead to brand loyalty and repeat business.

CHAPTER (4)

ANALYSIS ON BRAND TRUST AND BRAND LOYALTY OF NIBBAN ELECTRONIC PRODUCTS

In this section, it presents the demographic profile of respondents, their socioeconomic information expressed statistically, including age, sex, employment, education, income, marriage and more. The second section presents the descriptive research analysis on the each of brand identity and brand image. The third section present the effect of brand identity and brand image on brand trust. The last section presents the effect of brand trust on brand loyalty.

4.1 Research Design

This study aims to identify the brand identity and brand image, analyse the effect of brand identity and brand image on brand trust and examine the effect of brand trust on brand loyalty in NIBBAN Electronic Product. Descriptive research method is used in this study to achieve the objectives of the study. The primary and secondary data are used. The sampling method employed in this study was simple random sampling. For the collection of primary data, the sample size for this study was 240 NIBBAN electronic product customers at NIBBAN Showroom. In this research, the quantitative research method and a structured questionnaire were used. Secondary data are obtained from relevant research paper, journal articles, reference books and internet websites.

When selecting the sample, the number of NIBBAN electronic products user in Myanmar are unknown. Therefore, the sample size was calculated by Cochran (1977) formula for unknown population as shown in below:

$$n = \frac{p(1-p)z^2}{e^2}$$

Where:

p = the population proportion ($p=0.10$)

e = acceptable sampling error ($e=0.05$)

z = z vale at reliability (99%) level ($z = 2.58$) or significance level (0.01)

Substitute number in formula:

$$n = \frac{0.1(1-0.1)(2.58)^2}{(0.05)^2}$$

$$n = 239.9304 \sim 240$$

Descriptive and quantitative research methods are used in this study. The survey question used for this study consists of five main sections; section (1) demographic factors (personal) information, section (2) identifies the brand identity, section (3) identifies the brand image, section (4) analysis the effect of brand identity and brand image on brand trust and section (5) examine effect of brand trust on brand loyalty.

The five-point Likert scale questionnaires were used in average (mean), percentages and excel. There were closed-ended questions utilized a five-point rating scale: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree. A self-structured questionnaire was used to gather data from respondents to the study. The survey was conducted in May 2023 using a simple random sampling method. Linear regression analysis was conducted for the statistical analysis in this study. The data gathered from the field which through the questionnaires administered were recorded and coded into Statistical Package for Social Science (SPSS) software.

4.2 Demographic Information of Respondents

The analysis of respondents' demographic information is crucial to understanding their ability to respond to survey questions and ensuring that an appropriate proportion of participate in the study. In general, it is a fundamental step in social science research. Demographic information encompasses an analysis of gender composition, age range, marital status, and highest education level of the participants. Table (4.1) provides the frequency and percentage proportions of NIBBAN brand customers, which includes data from 240 individuals.

Table (4.1) Demographic Profile of Respondents

Sr. No.	Particular	No. of Respondents	Percent
	Total	240	100.0
1.	Gender: Male	118	49.2
	Female	122	50.8
2	Marital Status: Single	152	63.3
	Married	88	36.7
	Other		
2	Age (Year) : Under 25 years	42	17.5
	26 to 40 years	116	48.3
	41 to 55 years	80	33.3
	Above 55 years	2	0.8
3.	Education: High School	10	4.2
	Under graduate	76	31.7
	Graduate	136	56.7
	Master	18	7.5
4.	Occupation: Student	4	1.7
	Own Business	82	34.2
	Company Staff	120	50
	Government Staff	28	11.7
	Pensioner	2	0.8
	Others	4	1.7
5.	Monthly Income: Under 200,000 Kyats	10	4.2
	200,001 Kyats to 500,000	134	55.8
	Kyats 500,001 Kyats to	74	30.8
	800,000 Kyats 800,001	22	9.2

Source: Survey Data, 2023

According to Table (4.1), the survey was conducted with a total of 240 respondents. The analysis of the demographic data reveals the following key findings: The majority of the respondents fall between the age range of 25 to 55 years.

Specifically, the highest number of respondents are aged between 26 to 40 years. The educational background of the respondents indicates that the majority have completed their first degree followed by those with an undergraduate degree. In terms of occupation, the highest number of respondents are employed as company staff, while the second-largest group consists of individuals who are self-employed or own their own business. The survey results show that the majority of the respondents have a monthly income ranging from 200,001 kyat to 500,000 kyat. The second-largest group of respondents falls within the income range of 500,001 kyat to 800,000 kyat. These findings provide insights into the demographic profile of the survey respondents, highlighting the age distribution, educational background, occupation, and income level. These demographic factors are essential to consider when analyzing the subsequent sections of the survey data and drawing conclusions related to brand trust and loyalty for NIBBAN Brand products.

4.3 Reliability Test for Variables

Reliability refers to the stability or consistency of the variable measured in the structured questionnaire, which utilizes a 5-point Likert scale. The reliability test, conducted using Cronbach's Alpha, provides a value ranging from 0 to 1. A value of zero indicates no consistency among the questions in a variable, while a value closer to 1 signifies high consistency between the constructed questions and the variable (Cronbach, 1951). Cronbach's Alpha is used as a measure of internal consistency reliability for questionnaires, with the following interpretations: Above 0.9: Excellent internal consistency, 0.8 to 0.9: Good internal consistency, 0.7 to 0.8: Acceptable internal consistency, 0.6 to 0.7: Questionable internal consistency and Below 0.6: Poor internal consistency. The results of the reliability analysis are presented in Table (4.2), showing the level of consistency for each variable.

Table (4.2) Summary of Reliability Test

Sr. No.	Variable	Cronbach's Alpha	No. of Items	Consistency of Factors
1	Brand as Person	.826	5	Good Consistency
2	Brand as Symbol	.824	5	Good Consistency
3	Brand as Relationship	.861	5	Good Consistency
4	Brand Salience	.825	5	Good Consistency
5	Brand Performance	.803	5	Good Consistency
6	Brand Imagery	.816	5	Good Consistency
7	Brand Trust	.925	7	Excellent consistency
8	Brand Loyalty	.917	7	Excellent consistency
	Over All		44	

Source: Survey Data, 2023

According to Table (4.2), Cronbach's Alpha values for all variables show that all the scores are greater than 0.7. Therefore, it is said to have good reliability and the findings are valid for this study.

4.4 Customer Perceptions on Brand Identity and Brand Image of NIBBAN Electronic Products

This study includes six marketing practices, namely brand identity: brand as a person, brand as a symbol, brand as a relationship, brand image: brand salience, brand performance, and brand imagery. The data collection for this study is done through a structured questionnaire, using a 5-point Likert scale. Respondents are rating their agreeable option based on 5-point Likert scale consist of 5 answer options which will contain two extreme poles and a neutral option connected with intermediate answer options. Respondents are expressing from 5 is being very satisfied, 4 is Satisfied, 3 is being Neither satisfied nor dissatisfied, 2 is being dissatisfied and 1 is being very dissatisfied.

Table (4.3) Interpretation of Mean Value Categories

Mean Value Range	Interpretation
1.00 to 1.80	Very Low
1.81 to 2.60	Low
2.61 to 3.40	Moderate
3.41 to 4.20	High
4.21 to 5.00	Very High

Source: Best, 1977

4.4.1 Brand Identity

In this study, customer perceptions of brand identity examine, focusing on three variables: brand as a person, brand as a symbol, and brand as a relationship.

(a) Customer Perception on Brand as a Person

Table (4.2) illustrates the findings of the perception analysis of NIBBAN brand's intangible factors. The respondents expressed their opinions on NIBBAN brand's characteristics such as sincerity and honesty in communication, unique personality compared to other brands in the market, trustworthiness and reliability, a clear and consistent image that is easily recognizable by customers, and alignment of the brand's values with those of its target customers.

Table (4.4) Customer Perception on Brand as Person

Sr. No.	Statement	Mean	Std. Dev.
1.	The NIBBAN brand is sincere and honest in its communication with customers.	4.78	.46
2.	The NIBBAN brand has a personality that is unique compared to other brands in the market.	4.77	.46
3.	The NIBBAN brand is seen as trustworthy and reliable by its customers.	4.74	.48
4.	The NIBBAN brand has a clear and consistent image that is easily recognized by customers.	4.59	.54
5.	The NIBBAN brand is perceived as having values that align with those of its target customers.	4.71	.47
	Overall mean	4.72	

Source: Survey Data, 2023

Customer perceptions on NIBBAN brand as a person reveals an overall mean value of 4.72 on a 5-point Likert scale, indicating positive feedback from respondents. The highest mean value is 4.78, indicating that customers perceive the brand as sincere and honest in its communication with them. The lowest mean value is 4.59, suggesting that the brand's clear and consistent image is easily recognizable by customers. Overall, the analysis demonstrates that the NIBBAN brand performs strongly in the Brand as a Person dimension, as evidenced by high mean scores across all statements. The brand is perceived as sincere, unique, trustworthy, recognizable, and aligned with customer values, contributing to its positive image in the minds of customers.

(b) Customer Perception on Brand as Symbol

Table (4.3) presents the results from the evaluation of the visual elements of NIBBAN's branding. Respondents were asked to rate the effectiveness of the brand's logo, the ease of remembering the brand name, the visual appeal of the brand's colors, the alignment of packaging design with the brand's image and values, and the consistency of the use of imagery in advertising campaigns with the brand's identity. The table displays the frequency and percentage of responses for each category.

Table (4.5) Customer Perception on Brand as Symbol

Sr. No.	Statement	Mean	Std. Dev.
1.	The NIBBAN brand logo effectively represents the brand's identity.	4.80	.46
2.	NIBBAN's brand name is easy to remember.	4.78	.43
3.	The colors used in NIBBAN's branding are visually	4.69	.50
4.	NIBBAN's packaging design aligns well with the brand's image and values.	4.60	.52
5.	The use of imagery in NIBBAN's advertising campaigns is consistent with the brand's identity.	4.66	.54
	Overall Mean	4.71	

Source: Survey Data, 2023

Customer perceptions on NIBBAN brand as a symbol reveals an overall mean value of 4.71 on a 5-point Likert scale, indicating positive feedback from respondents. The highest mean value is 4.80, indicating that customers find the brand

logo to effectively represent the brand's identity. The lowest mean value is 4.60, suggesting that the alignment of NIBBAN's packaging design with the brand's image and values is slightly lower, but still positive. Overall, the analysis demonstrates that NIBBAN performs strongly in the Brand as a Symbol dimension, with high mean scores across all statements. The brand's logo effectively represents its identity, the brand name is easy to remember, the colors used in branding are visually appealing, the packaging design aligns with the brand's image and values, and the imagery in advertising campaigns is consistent with the brand's identity. These findings indicate that NIBBAN has successfully established strong visual elements that contribute to its brand recognition and differentiation in the market.

(c) Customer Perception on Brand as Relationship

Table (4.4) presents the results of the survey on customers' perceptions of the NIBBAN brand. The survey assessed customers' emotional attachment to the brand, their level of trust in the brand's ability to consistently deliver high-quality products and services, the extent to which the brand's values and beliefs align with their own, their perception of the brand's concern for their satisfaction and needs, and their likelihood of recommending the brand to friends and family.

Table (4.6) Customer Perception on Brand as Relationship

Sr. No.	Statement	Mean	Std. Dev.
1.	Emotionally attached to NIBBAN brand.	4.78	.49
2.	Trust NIBBAN brand to deliver high-quality products and services consistently.	4.77	.46
3.	NIBBAN brand shares similar values and beliefs with me.	4.70	.49
4.	The NIBBAN brand cares about my satisfaction and needs.	4.68	.50
5.	Likely to recommend NIBBAN brand to my friends and family.	4.63	.53
Overall Mean		4.71	

Source: Survey Data, 2023

Customer perceptions on NIBBAN brand as a relationship indicates an overall mean value of 4.71 on a 5-point Likert scale, representing positive feedback

from respondents. The highest mean value is 4.78, suggesting that customers feel emotionally attached to the brand, indicating a strong emotional connection. The lowest mean value is 4.63, which still indicates a positive sentiment, indicating that customers are likely to recommend the brand to their friends and family. Overall, the analysis highlights that NIBBAN performs well in the Brand as Relationship dimension, with consistently high mean scores across all statements. Customers feel emotionally attached to the brand, trust its ability to deliver high-quality products and services, perceive shared values and beliefs, appreciate the brand's care for satisfaction and needs, and are likely to recommend the brand to others. These findings indicate that NIBBAN has successfully established a strong relationship with its customers, based on trust, shared values, and emotional connection, which can lead to long-term loyalty and positive brand advocacy.

4.4.2 Brand Image

In this study, customer perceptions of brand image examine, focusing on three variables: brand salience, brand performance, and brand imagery.

(a) Customer Perception on Brand Salience

Table (4.5) presents the results of a survey on consumer perception of the NIBBAN brand in the consumer electronics industry. The table indicates that the NIBBAN brand has a strong presence in consumers' minds, as it is easily recalled when thinking of consumer electronics. The brand's image is also a significant factor in consumers' consideration of purchasing NIBBAN products. Consumers perceive the NIBBAN brand as standing out from competitors, having a distinctive image, and being a familiar name in the industry.

Table (4.7) Customer Perception on Brand Salience

Sr. No.	Statement	Mean	Std. Dev.
1.	The NIBBAN brand comes to mind easily when I think of consumer electronics.	4.78	.45
2.	More likely to consider purchasing a consumer electronic product from NIBBAN because of the brand's strong image.	4.74	.51
3.	The NIBBAN brand stands out from its competitors in the consumer electronics industry.	4.68	.50
4.	The NIBBAN brand has a distinctive image that sets it apart from other consumer electronic brands.	4.66	.51
5.	The NIBBAN brand is a familiar name to me when I am considering purchasing a consumer electronic	4.73	.44
Overall Mean		4.72	

Source: Survey Data, 2023

Customer perceptions on NIBBAN brand salience reveals an overall mean value of 4.72 on a 5-point Likert scale, indicating a strong presence and positive perception of the brand in the consumer electronics industry. The highest mean value is 4.78, reflecting that the NIBBAN brand easily comes to mind when consumers think of consumer electronics, indicating a high level of brand recall and recognition. The lowest mean value is 4.66, still representing a positive sentiment, showing that consumers perceive the brand to have a distinctive image that sets it apart from other consumer electronic brands. Overall, the analysis highlights that NIBBAN performs well in the Brand Salience dimension, with consistently high mean scores across all statements. The brand has achieved top-of-mind awareness, influences consumers' consideration, stands out from competitors, has a distinctive brand image, and is familiar to consumers. These findings indicate that NIBBAN has successfully established a strong presence and recognition in the consumer electronics industry, which can contribute to increased consideration and preference among consumers.

(b) Customer Perception on Brand Performance

Table (4.6) presents the summarized results of the survey on customers' perceptions of the NIBBAN brand in terms of delivering quality products with good performance, meeting customer expectations, being a trustworthy brand, and providing good value for the price of their electronic

products. Overall, the survey indicates that NIBBAN brand is reliable, trustworthy, and known for providing quality products that meet customer expectations while also offering good value for their electronic products.

Table (4.8) Customer Perception on Brand Performance

Sr. No.	Statement	Mean	Std. Dev.
1.	NIBBAN brand is reliable when it comes to delivering quality products.	4.82	.45
2.	NIBBAN brand provides products with good performance.	4.79	.41
3.	NIBBAN brand is known for providing products that meet customer expectations.	4.67	.54
4.	NIBBAN brand is a trustworthy brand when it comes to electronic products.	4.67	.49
5.	NIBBAN brand provides good value for the price of their electronic products.	4.68	.48
Overall Mean		4.73	

Source: Survey Data, 2023

Customer perceptions on NIBBAN brand performance indicates an overall mean value of 4.73 on a 5-point Likert scale, reflecting positive feedback on various aspects of the brand. The highest mean value of 4.82 signifies that customers perceive the NIBBAN brand as highly reliable when it comes to delivering quality products, indicating a strong level of trust and confidence in the brand's offerings. Following closely, the mean value of 4.79 suggests that customers consider NIBBAN electronic products to have good performance, further solidifying the brand's reputation for providing high-quality electronic products. Additionally, with mean values of 4.67 for both statements, customers view NIBBAN as a trustworthy brand that meets their expectations and provides good value for the price of their electronic products. Overall, the analysis indicates that NIBBAN brand performs well in the Brand Performance dimension, with consistently high mean scores across all statements. Customers perceive the brand as reliable, offering products with good performance, meeting their expectations, being trustworthy, and providing value for the price. These findings affirm the brand's commitment to delivering quality products that meet customer needs and preferences. Such positive perceptions can contribute to

customer satisfaction, repeat purchases, and positive word-of-mouth recommendations, enhancing the brand's overall performance and market position.

(c) Customer Perception on Brand Imagery

Table (4.7) summarizes the key attributes of NIBBAN brand perception, which include being modern and up-to-date, offering high-quality products and services, being associated with innovation and technological advancements, having a distinctive and recognizable brand identity that sets it apart from competitors, and being perceived as a brand that understands and caters to the needs of its customers.

Table (4.9) Customer Perception on Brand Imagery

Sr. No.	Statement	Mean	Std. Dev.
1.	NIBBAN portrays an image of being modern and up-to-date.	4.78	.51
2.	NIBBAN is seen as a brand that offers high-quality products and services.	4.78	.46
3.	NIBBAN is associated with innovation and technological advancements.	4.68	.55
4.	NIBBAN has a distinctive and recognizable brand identity that sets it apart from competitors.	4.63	.53
5.	NIBBAN is perceived as a brand that understands and caters to the needs of its customers.	4.65	.51
Overall Mean		4.70	

Source: Survey Data, 2023

Customer perceptions on NIBBAN brand imagery reveals an overall mean value of 4.70 on a 5-point Likert scale, indicating positive feedback on various aspects of the brand's image. The highest mean value of 4.78 signifies that customers perceive NIBBAN as a modern and up-to-date brand, closely associated with offering high-quality products and services. This suggests that NIBBAN has successfully positioned itself as a contemporary and reliable choice in the consumer electronics market. Additionally, with a mean value of 4.68, customers also recognize NIBBAN as a brand associated with innovation and technological advancements, reinforcing the brand's reputation for staying ahead in the fast-paced tech industry. Moreover, with mean values of 4.63 and 4.65, customers perceive NIBBAN as having a distinctive and recognizable brand identity, setting it apart from competitors, and as

a brand that understands and caters to their needs, respectively. Overall, the analysis indicates that NIBBAN brand performs well in the Brand Imagery dimension, with consistently high mean scores across all statements. Customers perceive the brand as modern, offering high-quality products and services, associated with innovation and technological advancements, having a distinctive brand identity, and understanding and catering to customer needs. These positive perceptions contribute to the brand's image and differentiation in the market, fostering customer trust and loyalty. NIBBAN's strong brand imagery positions it as a competitive player in the consumer electronics industry and reinforces its appeal to target customers.

Table (4.10) Summary Table for Brand Variables

Statement	Overall Mean
Brand as Person	4.72
Brand as Symbol	4.71
Brand as Relationship	4.71
Brand Saliency	4.72
Brand Performance	4.73
Brand Imagery	4.70

Source: Survey Data, 2023

All the above result showed that the mean results of six factors: brand as person, brand as symbol, brand as relationship, brand saliency and brand performance were above 4. That showed respondents' perceptions were good enough to accept these six factors are effect on brand trust of NIBBAN Electronic Products.

4.5 Relationship of Brand Identity, Brand Image, Brand Trust and Brand Loyalty

This section involves an examination of the correlation between Brand Identity, Brand Image, and Brand Trust, as well as the relationship between Brand Trust and Brand Loyalty.

(a) Relationship of Brand Identity, Brand Image and Brand Trust

In the analysis of the relationship between Brand Trust and various aspects of Brand Identity: brand as person, brand as symbol, brand as relationship and Brand Image: brand saliency, brand performance and brand imagery, Pearson correlation

analysis was conducted. The coefficient's range spans from 0 to 1. In common, correlation coefficient values close to 1 mean a strong relationship between two variables whereas correlation coefficient values close to zero indicate a weak relationship between independent variable and dependent variable (Johnson & Bhattacharyya, 2010).

Table (4.11) Relationship Brand Identity, Brand Image and Brand Trust

Sr. No.	Variable	Coefficient of Correlation
1	Brand Trust	1
2	Brand as Person	.747**
3	Brand as Symbol	.795**
4	Brand as Relationship	.843**
5	Brand Salience	.795**
6	Brand Performance	.774**
7	Brand Imagery	.789**

Source: Survey Data, 2023

** Correlation is significant at the 0.01 level (2-tailed).

The correlation analysis in Table (4.9) reveals strong positive relationships between Brand Trust and various aspects of Brand Identity and Brand Image. Brand Trust has a strong positive correlation with Brand as Person ($r = .747^{**}$), indicating that customers' perception of the brand's sincere and unique personality traits positively influences their trust in the brand. Similarly, Brand Trust is strongly correlated with Brand as Symbol ($r = .795^{**}$), meaning that customers' positive perception of the brand's visual and verbal elements, like logos and colours, enhances their trust in the brand. There is also a very strong positive correlation between Brand Trust and Brand as Relationship ($r = .843^{**}$), showing that customers' emotional attachment to the brand and alignment of values significantly increase their trust. Additionally, Brand Trust is positively correlated with Brand Salience ($r = .795^{**}$), meaning that the brand being easily recalled by customers positively contributes to their trust. Moreover, Brand Trust is strongly correlated with Brand Performance ($r = .774^{**}$), indicating that customers' perception of the brand's functional attributes positively impacts their trust. Lastly, Brand Trust is strongly correlated with Brand Imagery ($r = .789^{**}$), meaning that customers' positive mental image or associations with the brand increase their trust.

Overall, understanding and effectively managing these aspects of Brand Identity and Brand Image can strengthen customers' trust in the brand and foster brand loyalty.

(b) Relationship Brand Trust and Brand Loyalty

This section presents the relationship between brand trust and brand loyalty. The correlation coefficient of brand trust and brand loyalty of NIBBAN Electronic products. Table (4.10) shows the relationship between brand trust and brand loyalty toward NIBBAN Electronic Products.

Table (4.12) Relationship between Brand Trust and Brand Loyalty

Sr. No.	Variable	Coefficient of Correlation
1	Brand Loyalty	1
2	Brand Trust	.722**

** Correlation is significant at the 0.01 level (2-tailed).

Source: Survey Data, 2023

Correlation the Brand Loyalty and Brand Trust; the correlation coefficient of .722** indicates a strong positive relationship between Brand Loyalty and Brand Trust. This suggests that customers who have higher levels of trust in the brand are more likely to exhibit strong brand loyalty, consistently choosing the brand's products or services over other options in the market.

The correlation analysis demonstrates a strong positive relationship between Brand Trust and Brand Loyalty. Building and maintaining trust in the brand is crucial for fostering customer loyalty and encouraging repeat purchases. A high level of trust can lead to positive brand perceptions, increased customer satisfaction, and ultimately, long-term brand loyalty.

4.6 Analysis on the Effect of Brand Identity and Brand Image on Brand Trust

This section measures effect of brand identity and brand image on brand trust of the NIBBAN brand products which is produced from the marketing practices. This will analyze on the effect of marketing practices on brand trust.

4.6.1 Customer Perception on Brand Trust

Table (4.8) summarizes customers' trust in NIBBAN brand when it comes to electronic products. Customers have confidence in the brand's ability to deliver

high-quality products and services. NIBBAN's reputation for reliability, dependability, and meeting customer expectations make customers trust the brand. They are willing to recommend NIBBAN to their friends and family for their electronic product needs. The consistency and reliability of NIBBAN's customer service also increase customers' trust in the brand. Overall, customers feel confident in their trust in NIBBAN as a brand for electronic products.

Table (4.13) Customer Perception on Brand Trust

Sr. No	Statement	Mean	Std. Dev.
1.	NIBBAN brand is a reliable brand when it comes to delivering quality consumer electronic products.	4.75	.45
2.	NIBBAN brand provides good value for the price of their consumer electronic products.	4.82	.43
3.	NIBBAN brand has a strong history of meeting its promises, which makes me trust the brand.	4.78	.42
4.	NIBBAN brand inspires confidence in its customers with a reputation for delivering high-quality consumer electronic products.	4.72	.45
5.	NIBBAN brand is known for providing products that meet my expectations in the consumer electronics industry.	4.84	.37
6.	Customers are willing to recommend NIBBAN brand to friends and family for their consumer electronic product needs.	4.66	.53
7.	Overall, NIBBAN brand is seen as a reliable and trustworthy option for those in need of consumer electronic products.	4.71	.49
Overall Mean		4.75	

Source: Survey Data, 2023

Customer perceptions on NIBBAN brand trust reveals an overall mean value of 4.75 on a 5-point Likert scale, indicating a high level of trust in the brand when it comes to electronic products. The highest mean value of 4.84 signifies that customers have strong confidence in NIBBAN's ability to meet their expectations in the consumer electronics industry, highlighting the brand's commitment to delivering quality products. Customers' willingness to recommend NIBBAN to friends and family, as indicated by a mean value of 4.66 although lowest mean value still

positive, reflects the brand's strong word-of-mouth potential and the trust customers have in its products. Overall, the analysis indicates that NIBBAN brand performs strongly in the Brand Trust dimension, with consistently high mean scores across all statements. Customers trust the brand's reliability, reputation, and commitment to delivering high-quality products that meet their expectations. The brand's value proposition and customer-centric approach contribute to the perception of NIBBAN as a reliable and trustworthy option in the consumer electronics industry. This trust serves as a foundation for customer loyalty and positive brand advocacy.

4.6.2 The Effect of brand identity and brand image on Brand Trust

It is important to find out which marketing practices have the relationship with the brand trust. The SPSS linear regression result is shown in Table (4.14)

Table (4.14) The Effect of brand identity and brand image on Brand Trust

Dependent Variable: Brand Trust	Unstandardized Coefficients		Standardized Coefficients β	t	Sig	Collinearity Statistics
	B	SE				VIF
(Constant)	1.037	.130		7.985	.000	
Brand as a Person	.264***	.044	.304	6.003	.000	3.520
Brand as Symbol	.127**	.055	.152	2.32	.021	5.916
Brand as Relationship	.471***	.064	.584	7.370	.000	8.650
Brand Salience	.184***	.061	.199	3.044	.003	5.891
Brand Performance	.076*	.039	.074	1.934	.054	1.400
Brand Imagery	.060	.072	.080	.838	.403	8.734
R	.911					
R Square	.831					
Adjusted R Square	.826					
F value	190.595***					

Source: Survey Data, 2023

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

The regression analysis was conducted to examine the effect of brand identity and brand image on brand trust. The results of the analysis are presented in Table (4.14).

The regression coefficients indicate the relationship between the independent variables (brand as a person, brand as a symbol, brand as a relationship, brand

salience, brand performance, and brand imagery) and the dependent variable (brand trust). The beta (β) values represent the standardized coefficients, indicating the strength and direction of the relationship.

The results show that brand as a person has a significant positive effect on brand trust ($\beta = 0.264, p < 0.001$). This suggests that when customers perceive the brand as sincere, honest, and possessing unique personality traits, it increases their trust in the brand.

Similarly, brand as a symbol has a significant positive effect on brand trust ($\beta = 0.127, p = 0.021$). This indicates that when customers perceive the brand's logo, name, colors, packaging, and imagery as visually appealing and aligned with the brand's identity, it enhances their trust in the brand.

Brand as a relationship has the strongest positive effect on brand trust ($\beta = 0.471, p < 0.001$). This suggests that when customers feel emotionally attached to the brand, trust its ability to consistently deliver high-quality products and services, and perceive alignment of values, it significantly increases their trust in the brand.

Brand salience also has a significant positive effect on brand trust ($\beta = 0.184, p = 0.003$). This indicates that when customers easily recall the brand and consider it when purchasing consumer electronics, it contributes to their trust in the brand.

The coefficient for Brand Performance is ($\beta = 0.076, p = 0.054$), indicating a weak positive effect with Brand Trust. It suggests that the brand's track record of consistently delivering quality products and services slightly influences customers' trust in the brand.

The coefficient for Brand Imagery is ($\beta = 0.060, p = 0.403$), which is also weak and not statistically significant. This implies that the brand's image as modern, offering high-quality products and services, associated with innovation, and understanding customer needs has a limited impact on customers' trust in the brand.

The overall regression model is highly significant (F value = 190.595, $p < 0.001$) and explains a substantial amount (83.1%) of the variance in brand trust ($R^2 = 0.831$). This suggests that the combined effect of brand identity and brand image variables significantly influences customers' trust in the brand.

In conclusion, the regression analysis demonstrates that brand identity and brand image variables, such as brand as a person, brand as a symbol, brand as a relationship and brand salience have a significant impact on brand trust. Understanding and effectively managing these variables can help strengthen

customers' trust in the brand.

4.7 Analysis on the Effect of Brand Trust on Brand Loyalty

To get brand loyalty of the customers are ultimate goals of every companies. This section finds out whether brand trust have the effect on brand loyalty.

4.7.1 Customer Perception on Brand Loyalty

Brand Loyalty have seven items of questionnaires to measure its effectiveness. The objective is to examine how much the factor of Brand Trust is influencing on Brand Loyalty of NIBBAN Brand, the mean value of score given by the respondents for factors are calculated and shown in the table.

Table (4.15) Customer Perception on Brand Loyalty

Sr. No	Statement	Mean	St. Dev.
1.	Have made past purchases of NIBBAN products and intend to make future purchases as well.	4.78	.50
2.	Willing to pay a premium price for NIBBAN products compared to competitor offerings.	4.78	.44
3.	Actively recommend NIBBAN products to others.	4.71	.50
4.	Feel emotionally attached to NIBBAN products.	4.78	.47
5.	Specifically seek out NIBBAN products when shopping for consumer electronics.	4.80	.46
6.	Show reduced consideration of other brands in the consumer electronics category due to loyalty to NIBBAN.	4.73	.50
7.	NIBBAN consistently meets or exceeds expectations in terms of product quality and performance, leading to increased brand loyalty.	4.65	.51
Overall Mean		4.75	

Source: Survey Data, 2023

Customer perceptions on Brand Loyalty for NIBBAN brand reveals an overall mean value of 4.75 on a 5-point Likert scale, indicating a high level of loyalty among customers. The highest mean value of 4.80 demonstrates that customers exhibit a strong sense of emotional attachment to NIBBAN electronic products and actively

seek them out when shopping for consumer electronics. Additionally, with a mean value of 4.78, customers indicate their willingness to purchase NIBBAN electronic products in the future, pay a premium price for them over competitor products, and actively recommend them to others, showcasing a high level of brand loyalty and positive word-of-mouth potential. Furthermore, customers' loyalty to NIBBAN is evident from a mean value of 4.73, as they are less likely to consider other brands when making a purchase in the consumer electronics category. Moreover, the mean value of 4.65 signifies that customers' loyalty is influenced by NIBBAN consistently meeting or exceeding their expectations in terms of product quality and performance. Overall, the high mean values across all seven loyalty-related statements indicate that NIBBAN has successfully established a strong brand loyalty among its customer base, fostering repeat purchases and positive brand advocacy.

4.7.2 The Effect of Brand Trust on Brand Loyalty

This section analyses whether brand trust have the effect on brand loyalty. The SPSS linear regression result is shown in Table (4.15)

Table (4.16) The Effect of Brand Trust on Brand Loyalty

Dependent Variable: Brand Loyalty	Unstandardized Coefficients		Standardized Coefficients β	t	Sig	Collinearity Statistics
	B	SE				VIF
(Constant)	.222	.242		.916	.360	
Brand Trust	.95***	.051	.772	18.747	.000	1.000
R				.772		
R Square				.596		
Adjusted R Square				.595		
F value				351.451***		

Source: Survey Data, 2019

Notes: *** Significant at 1% level

The regression analysis was conducted to examine the effect of brand trust on brand loyalty. The results of the analysis are presented in Table (4.11).

The regression coefficient indicates the relationship between the independent variable (brand trust) and the dependent variable (brand loyalty). The beta (β) value represents the standardized coefficient, indicating the strength and direction of the

relationship.

The results show that brand trust has a significant positive effect on brand loyalty ($\beta = 0.952$, $p < 0.001$). This suggests that when customers have trust in the brand, it positively influences their loyalty towards the brand.

The overall regression model is highly significant (F value = 351.451, $p < 0.001$) and explains a substantial amount (59.6%) of the variance in brand loyalty ($R^2 = 0.596$). This indicates that brand trust accounts for a significant proportion of the variation in brand loyalty.

In conclusion, the regression analysis demonstrates that brand trust has a significant positive effect on brand loyalty. This implies that building and maintaining trust in the brand is crucial for fostering brand loyalty.

CHAPTER (5)

CONCLUSION

This chapter includes findings and discussions, suggestions, and recommendations from the study. This chapter also includes the suggestions for further study needs for the NIBBAN brand.

5.1 Findings and Discussions

The consumer electronics industry is characterized by intense competition, with new brands constantly entering the market. In this context, it is crucial for brands to establish trust and loyalty among customers. One such brand, NIBBAN, operates in the consumer electronics industry and aims to position itself as a leading choice for consumers. This thesis explores the concepts of brand trust and brand loyalty within the context of NIBBAN electronic products. By examining the brand identity, brand image, and their impact on trust, and brand trust impact on loyalty, this study aims to provide valuable insights into enhancing customer perceptions and preferences. Therefore, analyzing brand trust and loyalty in the context of NIBBAN electronic products will contribute to a deeper understanding of effective marketing strategies in the consumer electronics industry.

The survey, comprising 240 respondents, provided valuable insights through demographic analysis. The majority of respondents fell within the 25-55 age range, with the highest concentration among 26-40-year-olds. Educational attainment revealed that most respondents had completed their first degree, followed by those with an undergraduate degree. The largest occupational group consisted of company staff, while the second-largest included self-employed individuals and business owners. In terms of income, the majority fell within the 200,001-500,000-kyat range, with the second-largest group earning 500,001-800,000 kyat monthly.

It is worth noting that the demographic characteristics of the respondents, including age, educational background, occupation, and income level, provide additional insights into the target market of NIBBAN Electronic Products.

The following findings and discussions are based on the statistical analysis. The descriptive analysis result showed that the mean results of eight factors: brand as person, brand as symbol, brand as relationship, brand salience, brand performance, brand imagery, brand trust and brand loyalty were good enough to accept. The respondents generally have positive perceptions of the brand across all statements. All of the mean

scores are very high suggested that there is a high level of agreement among respondents regarding the brand's attributes and customer perceptions. That showed respondents' perceptions were good enough.

The linear regression analysis demonstrated that the variables of brand identity: brand as a person, brand as symbol and brand as relationship, and brand image: brand salience highly significant positive effect on brand trust in NIBBAN electronic products. Customers who perceive the brand as sincere, possessing a unique personality, visually appealing, and emotionally connected are more likely to trust the NIBBAN electronic products. This suggests that a strong and well-defined brand identity: brand as a person, brand as symbol and brand as relationship, and brand image: brand salience positively impact the level of trust customers place in the brand.

The linear regression analysis also revealed brand trust highly significant positive effect on brand loyalty in NIBBAN electronic products. Customers who have a higher level of trust in the brand exhibit stronger brand loyalty. They are more likely to repurchase NIBBAN electronic products, recommend the brand to others, and show a reduced inclination to consider other brands when making purchasing decisions. This highlights the importance of brand trust in fostering customer loyalty and advocacy.

Overall, these findings indicate that the brand identity: brand as a person, brand as symbol and brand as relationship, and brand image: brand salience of NIBBAN electronic products play a crucial role in establishing brand trust, which in turn drives brand loyalty. A consistent and well-crafted the factor of brand identity and brand image, supported by effective branding strategies, contributes to building trust among customers. Trust, in turn, leads to stronger brand loyalty, repeat purchases, and positive word-of-mouth recommendations.

The findings of this study have implications for the marketing and brand management strategies of NIBBAN electronic products. It is essential for the brand to continue focusing on strengthening its brand identity and image, ensuring consistency, sincerity, and alignment with customer values. By doing so, the brand can enhance brand trust, cultivate a loyal customer base, and gain a competitive advantage in the consumer electronics industry.

5.2 Suggestions and Recommendations

The new brands are entering into the dynamic Myanmar market all the time, creating a need for existing brand products to differentiate themselves and prioritize quality management to retain customers and protect their market share. NIBBAN

electronic products has successfully established a strong brand image in Myanmar and must now focus on maintaining a strong customer relationship. However, with intense competition among brands, NIBBAN electronic products should prioritize branding activities to strengthen its brand presence among consumers.

Based on the research findings, it is recommended that NIBBAN electronic products develops clear branding strategies and implements a comprehensive branding plan with a range of elements to sustain its market position. Brand trust, being a key factor influencing brand loyalty, should be upheld by consistently delivering on the elements that contribute to trust among consumers. The research data indicates a positive mean value for Brand Trust, which is promising for the NIBBAN brand and should be maintained for the long term.

Brand loyalty is crucial for the success of any brand, and NIBBAN should invest in loyalty programs such as points accumulation, exclusive offers and discounts, special events and product launch previews and referral program in the Myanmar market to retain its existing customer base of NIBBAN electronic products buyers. It is important for NIBBAN to prioritize the delivery of high-quality products at affordable prices compared to its competitors.

According to the research data, the recommendation for NIBBAN electronic products continues to focus on maintaining and enhancing its brand loyalty strategies. Strengthening customer engagement initiatives, offering personalized loyalty rewards, and continuously delivering innovative and high-quality products will further solidify NIBBAN's position as a trusted and preferred brand in the consumer electronics market. Moreover, leveraging positive word-of-mouth from loyal customers can be a powerful tool to attract new customers and expand the brand's reach in the industry. By consistently prioritizing brand loyalty, NIBBAN electronic products can continue to thrive and achieve sustained success in a competitive market.

5.3 Needs for Further Study

Due to limitations such as a small sample size, limited time duration, and other constraints, this study was only able to examine brand trust and brand loyalty of NIBBAN electronic products in Myanmar. The research solely relied on structured questionnaires collected from 240 NIBBAN electronic products users at the NIBBAN Showroom, thus representing a partial view of the overall market in Myanmar.

Therefore, further research is necessary to gain a more comprehensive understanding of the market dynamics and trends in Myanmar. As a researcher,

conducting a study could reveal how brand trust and loyalty evolve over time, identifying trends and fluctuations. Investigating the impact of specific marketing strategies like social media campaigns and influencer marketing on brand trust and loyalty would offer guidance for future efforts. Additionally, continuous research is vital for companies to stay updated on the latest marketing trends and remain open to innovative ideas for effectively promoting of products.

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Survey Questionnaire
Brand Trust and Brand Loyalty of NIBBAN Electronic Products

Dear Sir / Madam,

The objective of the study is to identify and analyze “Brand Trust and Brand Loyalty of NIBBAN Electronic Products”. It would be kind of you if you could please involve in the survey by answering the questions. The information you provided will be kept secretly and only use in the academic purpose. Thank for your sharing valuable time to filling out this questionnaire.

Mg Soe Kyaw Lwin
MMM-I-87 (1st Batch)

Section (A) Demographic Profile of Respondents

1. Gender

- Male
- Female

2. Marital Status

- Single
- Married
- Other

3. Age (Years)

- Under 25
- 26 to 40
- 41 to 55
- Above 55

4. Education

- High School
- Under graduate

- Graduate
- Master
- Ph.D.
- Other

5. Occupation

- Student
- Own Business
- Company Staff
- Government Staff
- Pensioner
- Other

6. Monthly Income (Kyats)

- Under 200,000 Kyat
- 200,001 Kyat to 500,000 Kyat
- 50,001 Kyat to 800,000 Kyat
- 800,001 Kyat to 1,100,000 Kyat
- Above 1,100,000 Kyat

Section (B) NIBBAN Customers' opinion in the NIBBAN brand's intangible factors.

Please give your answer in the space provided and tick ().

NIBBAN brand identity

Brand As a Person

Sr. No	Brand As a Person	1	2	3	4	5
1	The NIBBAN brand is sincere and honest in its communication with customers.					
2	The NIBBAN brand has a personality that is unique compared to other brands in the market.					
3	The NIBBAN brand is seen as trustworthy and reliable by its customers.					
4	The NIBBAN brand has a clear and consistent image that is easily recognized by customers.					
5	The NIBBAN brand is perceived as having values that align with those of its target customers.					

Brand as symbol

Sr. No	Brand as symbol	1	2	3	4	5
1	The NIBBAN brand logo effectively represents the brand's identity.					
2	NIBBAN's brand name is easy to remember.					
3	The colors used in NIBBAN's branding are visually appealing.					
4	NIBBAN's packaging design aligns well with the brand's image and values.					
5	The use of imagery in NIBBAN's advertising campaigns is consistent with the brand's identity.					

Brand as Relationship

Sr. No	Brand as Relationship	1	2	3	4	5
1	I feel emotionally attached to NIBBAN brand.					
2	I trust NIBBAN brand to deliver high-quality products and services consistently.					
3	NIBBAN brand shares similar values and beliefs with me.					
4	I feel that NIBBAN brand cares about my satisfaction and needs.					
5	I am likely to recommend NIBBAN brand to my friends and family.					

Section (C) NIBBAN brand image

Brand salience

Sr. No	Brand salience	1	2	3	4	5
1	The NIBBAN brand comes to mind easily when I think of consumer electronics.					
2	I am more likely to consider purchasing a consumer electronic product from NIBBAN because of the brand's strong image.					
3	I think the NIBBAN brand stands out from its competitors in the consumer electronics industry.					
4	The NIBBAN brand has a distinctive image that sets it apart from other consumer electronic brands.					
5	The NIBBAN brand is a familiar name to me when I am considering purchasing a consumer electronic product.					

Brand performance

Sr. No	Brand performance	1	2	3	4	5
1	NIBBAN brand is reliable when it comes to delivering quality products.					
2	NIBBAN brand provides products with good performance.					
3	NIBBAN brand is known for providing products that meet customer expectations.					
4	NIBBAN brand is a trustworthy brand when it comes to electronic products.					
5	NIBBAN brand provides good value for the price of their electronic products.					

Brand imagery

Sr. No	Brand imagery	1	2	3	4	5
1	NIBBAN portrays an image of being modern and up-to-date.					
2	NIBBAN is seen as a brand that offers high-quality products and services.					
3	NIBBAN is associated with innovation and technological advancements.					
4	NIBBAN has a distinctive and recognizable brand identity that sets it apart from competitors.					
5	NIBBAN is perceived as a brand that understands and caters to the needs of its customers.					

Section (D) Brand Trust

Sr. No	Brand Trust	1	2	3	4	5
1	NIBBAN brand is a reliable brand when it comes to delivering quality consumer electronic products.					
2	NIBBAN brand provides good value for the price of their consumer electronic products.					
3	NIBBAN brand has a strong history of meeting its promises, which makes me trust the brand.					
4	NIBBAN brand inspires confidence in its customers with a reputation for delivering high-quality consumer electronic products.					
5	NIBBAN brand is known for providing products that meet my expectations in the consumer electronics industry.					
6	Customers are willing to recommend NIBBAN brand to friends and family for their consumer electronic product needs.					
7	Overall, NIBBAN brand is seen as a reliable and trustworthy option for those in need of consumer electronic products.					

Section (E) Brand Loyalty

Brand Loyalty

Sr. No	Brand Loyalty	1	2	3	4	5
1	I have purchased NIBBAN products in the past and plan to purchase them again in the future.					
2	I am willing to pay a premium price for NIBBAN products over competitor products.					
3	I actively recommend NIBBAN products to others.					
4	I feel a sense of emotional attachment to NIBBAN products.					
5	I seek out NIBBAN products when shopping for consumer electronics.					
6	I am less likely to consider other brands when making a purchase in the consumer electronics category because of my loyalty to NIBBAN.					
7	NIBBAN has consistently met or exceeded my expectations in terms of product quality and performance, which increases my loyalty to the brand.					

Thank you.

SPSS Output

Reliability Statistics

	Cronbach's Alpha	N of Items
Brand as Person	.826	5

Reliability Statistics

	Cronbach's Alpha	N of Items
Brand as Symbol	.824	5

Reliability Statistics

	Cronbach's Alpha	N of Items
Brand as Relationship	.861	5

Reliability Statistics

	Cronbach's Alpha	N of Items
Brand Salience	.825	5

Reliability Statistics

	Cronbach's Alpha	N of Items
Brand Performance	.803	5

Reliability Statistics

	Cronbach's Alpha	N of Items
Brand Imagery	.816	5

Reliability Statistics

	Cronbach's Alpha	N of Items
Brand Trust	.925	7

Reliability Statistics

	Cronbach's Alpha	N of Items
Brand Loyalty	.917	7

The Effect of brand identity and brand image on Brand Trust

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.911 ^a	.831	.826	.09950	1.940

a. Predictors: (Constant), Brand Imagery, Brand as Person, Brand as Symbol, Brand Salience, Brand Performance, Brand as Relationship

b. Dependent Variable: Brand Trust

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.323	6	1.887	190.595	.000 ^b
	Residual	2.307	233	.010		
	Total	13.630	239			

a. Dependent Variable: Brand Trust

b. Predictors: (Constant), Brand Imagery, Brand as Person, Brand as Symbol, Brand Salience, Brand Performance, Brand as Relationship

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.037	.130		7.985	.000		
	Brand as Person	.264	.044	.304	6.003	.000	.284	3.520
	Brand as Symbol	.127	.055	.152	2.325	.021	.169	5.916
	Brand as Relationship	.471	.064	.584	7.370	.000	.116	8.650
	Brand Salience	.184	.061	.199	3.044	.003	.170	5.891
	Brand Performance	.076	.039	.074	1.934	.054	.714	1.400
	Brand Imagery	.060	.072	.080	.838	.403	.114	8.734

a. Dependent Variable: Brand Trust

The Effect of Brand Trust on Brand Loyalty

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.772 ^a	.596	.595	.18755	2.226

a. Predictors: (Constant), Brand Trust

b. Dependent Variable: Brand Loyalty

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.363	1	12.363	351.451	.000 ^b
	Residual	8.372	238	.035		
	Total	20.734	239			

a. Dependent Variable: Brand Loyalty

b. Predictors: (Constant), Brand Trust

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.222	.242		.916	.360		
	Brand Trust	.952	.051	.772	18.747	.000	1.000	1.000

a. Dependent Variable: Brand Loyalty

Correlations

		Brand Trust	Brand as Person	Brand as Symbol	Brand as Relationship	Brand Saliency	Brand Performance	Brand Imagery
Brand Trust	Pearson Correlation	1	.747**	.795**	.843**	.795**	.774**	.789**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	240	240	240	240	240	240	240
Brand as Person	Pearson Correlation	.747**	1	.676**	.751**	.676**	.886**	.880**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	240	240	240	240	240	240	240
Brand as Symbol	Pearson Correlation	.795**	.676**	1	.845**	1.000**	.744**	.712**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	240	240	240	240	240	240	240
Brand as Relationship	Pearson Correlation	.843**	.751**	.845**	1	.845**	.799**	.836**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	240	240	240	240	240	240	240
Brand Saliency	Pearson Correlation	.795**	.676**	1.000**	.845**	1	.744**	.712**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	240	240	240	240	240	240	240
Brand Performance	Pearson Correlation	.774**	.886**	.744**	.799**	.744**	1	.959**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	240	240	240	240	240	240	240
Brand Imagery	Pearson Correlation	.789**	.880**	.712**	.836**	.712**	.959**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	240	240	240	240	240	240	240

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Brand Trust	Brand Loyalty
Brand Trust	Pearson Correlation	1	.722**
	Sig. (2-tailed)		.000
	N	240	240
Brand Loyalty	Pearson Correlation	.722**	1
	Sig. (2-tailed)	.000	
	N	240	240

** . Correlation is significant at the 0.01 level (2-tailed).