



**BRAND TRUST IMPACT ON PURCHASE BEHAVIOR: A CASE
STUDY OF GIORDANO CO., LTD, YANGON, MYANMAR**

A Thesis Presented

by

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ABSTRACT

This research investigates the pivotal role of brand trust in influencing purchasing behavior and fostering customer loyalty towards Giordano Myanmar. In an era where consumer choices are abundant and competition is fierce, understanding the dynamics of brand trust becomes imperative for businesses aiming to establish and maintain a loyal customer base.

The study employs only quantitative surveys to comprehensively explore the intricate relationship between brand trust, purchasing behavior, and customer loyalty. A diverse sample of 300 participants from various demographic backgrounds and consumption patterns were engaged in the research. Quantitative findings reveal a statistically significant positive correlation between perceived brand trust and consumers' propensity to make purchasing decisions. Furthermore, the study uncovers the mediating role of purchasing behavior in the relationship between brand trust and the establishment of enduring customer loyalty.

The implications of this research extend beyond theoretical frameworks, offering practical recommendations for marketers and business strategists seeking to enhance brand trust and, consequently, foster customer loyalty. Recognizing the multifaceted nature of consumer trust, the study advocates for strategic initiatives that prioritize transparent communication, consistent product quality, and ethical business practices.

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ABBREVIATION

NGO	Non-Government organizations
INGO	International Non-Government organizations
CSO	Civil Society Organizations
CBO	Community Based Organizations
CSO	Central of Statistical Organization
CV	Coefficient of Variation
QA	Quality Assurance
TQM	Total Quality Management

CHAPTER ONE

INTRODUCTION

1.0 Introduction

Consumer's value trust when selecting the brands, they will purchase from. Trust may be intangible, but it can be the most powerful motivator when a consumer is deciding whether or not to make a purchase. Trust between the brand and the consumer is something to be protected and cultivated (Agarwal, 2018). Trust drives growth. Consumers are more likely to purchase from a brand they trust. Additionally, they will be more willing to share personal data and participate in activities with trusted brands.

That engagement can further contribute to the brand's bottom line from greater personalization in sales and marketing as well as increased participation in product development or as brand advocates. Trust is something a business can leverage. Yet it needs to be careful of how it sustains trustworthiness and manages its reputation. Brands can also build trust by taking a stand on issues such as human rights, economic inequality, or systemic racism (Baba, 2014). Even taking a position on highly politicized issues such as reproductive rights can build a strong foundation of trust with certain consumer segments.

Brand trust is the confidence that customers have in the brand's ability to deliver on what it promises. As a brand consistently meets the expectations it has set in the minds of customers, trust in the brand grows. Brand trust can also be affected by how well a brand lives by the values it proclaims to have (Rani, 2014). Brand trust can be the vital differentiation between consumers choosing the brand's product or service over another companies. Brand trust can help to retain loyal customers even when they have one-off experiences that do not meet expectations.

Brand trust means aligning the business actions, experience, products and services to the values that they promote. Many businesses try to amplify their brand trust by using endorsements from recognizable brand ambassadors, in the belief that trust in that person's brand will engender trust in their own (Schultz, 2015). The buying decision made by consumers is based on various motives and specific impulses. The stronger the consumer's impulse and motives, the stronger the decision to buy a particular product.

This proposal outlines a research study on the impact of brand trust on purchasing behavior and consumer loyalty towards Giordano Myanmar. To provide the business a competitive edge in the market, it is especially crucial to understand how customers behave when making purchases. The brand identity traits that consumers remember are molded into attitudes, which may then be transformed into predispositions that direct purchasing behavior. Controlling these identification features and all personality traits is therefore a strategic domain to raise the intangible worth of the brand, the products, and the company.

Therefore, the aim of this study is to analyze the relationships between brand trust, purchasing behavior and consumer loyalty. The methodology used is a quantitative study with descriptive design, through a questionnaire with a sample of at least 200 customers who know Giordano Myanmar.

1.1 Background of the Study

Brand trust is the amount of respect and loyalty customers have for the brand or how strongly they believe they can deliver on their promises. It is a public perception often shaped by a mixture of first-person experiences and company communications for both of which marketing is a crucial component. Brand trust and reputation are the perceptions and expectations that consumers have about a brand, based on their past experiences, word-of-mouth and media exposure (Niu, 2013).

Consumers tend to prefer brands that they trust and have a good reputation as they reduce the perceived risk and uncertainty of buying. Trust and reputation can also enhance the emotional and social benefits of using a brand. Furthermore, trust and reputation can foster positive word-of-mouth and referrals, which can increase the brand's awareness, reach and credibility.

With the introduction of new markets and changes to how people work and interact with one another thanks to new technologies, the 21st century has brought about changes in capitalism as well. In this way, the internet has altered how customers engage with businesses, making purchases for customers more transparent and open (Cabell, 2015). As a result of this transformation, firms were forced to modify how consumers viewed their products' worth. Companies must cultivate a persistently inventive relationship with the brand to win client loyalty for long-term

customer retention in order to grow their intangible capital (Nandan, An exploration of the brand identity–brand image linkage: A communications perspective., 2015).

Due to recent market trends of increased competition brought on by globalization and regulatory reform, entrepreneurs have been more interested in competing globally. Customer expectations have changed as a result of technology innovation and sophistication, which has increased competition and affected customer loyalty in the business sector, particularly to gain the customer (Deari, 2016).

Brand is one of the most valuable intangible assets in business. Building the new brand name in the market is very difficult. Today brand is a more complex and importance in the world of marketing. The company needs to attempt the consumers believe on the brand of their products. Brand trust is a central construct for any long-term relationship and is an important contributor in attaching a kind of emotional commitment that leads to repurchase (Nandan, 2015). If the company has a strong brand trust in the market, they can influence on the consumer's purchasing behavior. At company perspective, having the brand trust can get benefit such as reliable, good reputation, good image and even increase profit and sales.

According to Giordano Myanmar, a company's success is entirely dependent on its customers' trust in and commitment to its brand. The main goals of marketers include not only ensuring consumer satisfaction but also creating and keeping enduring relationships with them. Customer loyalty, which is essential to marketing theory, is one of a brand's most valuable assets. Long-lasting, mutually beneficial connections between brands and their consumers are made possible through the development and maintenance of client loyalty (Momeni, 2015).

Building and maintaining long-term relationships requires trust. Trust is an important aspect in determining customer loyalty because it is one of the most crucial preconditions of long-lasting and cooperative relationships. This study will indicate that: (1) brand trust significant effect on purchasing behavior and (2) purchasing behavior to consumer loyalty towards Giordano Myanmar.

1.2 Problem Statement of the Study

Consumer buying decision is a method that involves completely different steps just like the recognition of need, rummage around for the information, evaluation of alternatives, choice and within the last post purchase behavior. There are lots of factors that have an effect on the consumer behavior and those factors lead him

towards purchasing. Brand produces the sense of status consciousness in several consumers that result in the sense of recognition and using various brand products is the new trend of fashion (Cabell, 2015).

People feel pressure once they are recognized in society, friends and family in relation of specific brand which is mostly used by a person. Now, people want to have everything branded from the food they eat, garments that they wear to the decoration of their homes. Status and conspicuous consumption are also factoring which affect the consumer behavior.

Myanmar's economy has expanded since the 2010 change of leadership. Because of security worries, cash flow issues, and logistical difficulties, Myanmar is losing its attraction as a location for the manufacturing of clothing for Western nations. Today, competition is fiercer than ever before across all business sectors. As a result, in order to stay in business, the corporation must produce new inventions on a regular basis. A brand that is trusted by its customers is one that is successful in building a memorable brand experience in their long-term, loyal customers.

The fashion related apparel businesses in Myanmar are growing at an exponential rate and are increasingly fascinating the attention of the entire world. The dissimilar and competitive complexion of the Myanmar market has a major impact on consumer buying behavior and with the continuous development in fashion designs. Furthermore, the companies engaged in this sector have their own take on what is trendy, and fashionable at any given moment according to colors, style, fads, popular culture, design theme, emerging trends, seasonality and so on. This grant customer with matchless opportunities to select and choose across totally different brands and to mix them so as satisfy their increasing necessity for expressing their individuality and to create their own style.

For consumers who regularly utilize a product or service, brands serve a variety of functions. People frequently use brands to communicate who they are or to represent themselves to others. People may also only use brands as an experience-based thinking to help guide choice in a world that is becoming more and more overrun with options. Brands can represent one's identity, personality, beliefs, social connections, culture, and history (Park, 2016). People frequently determine the value, amount, or quality of whatever they purchase for money, regardless of the cause or lack thereof, and consume their favored brands.

The Myanmar fashion industry is passing through a phase of change and through period of significant growth. Young college consumers and young professionals are highly involved in fashion cloth and these consumers form an important segment of the Myanmar apparel market.

The present study aims to measure whether brand trust has an effect on the consumer's buying behavior and then on consumer loyalty. The survey technique has been used in the study conducted with the conducted with Giordano consumers in Myanmar. The obtained data will be analyzed in various ways by using SPSS 21 software program. Therefore, understanding more about the effects of brand trust towards consumer buying behavior to fulfil the consumer needs of Giordano Myanmar. Through this insightful knowledge, Giordano Myanmar able to know about how much customer trust on their brand and how will affect towards their purchasing behavior.

1.3 Research Objectives of the Study

The study mainly intends to analyze the effect of brand trust on purchasing behavior of Giordano Myanmar. Specifically, the objectives of the study are as follows:

- To analyze the effect of brand trust on consumer buying behavior towards Giordano Myanmar
- To analyze the effect of consumer buying behavior on consumer loyalty towards Giordano Myanmar.

1.4 Research Questions of the Study

The research questions for this study are as per the following:

- What is the relationship between brand trust and consumer buying behavior towards Giordano Myanmar?
- What is the relationship between consumer buying behavior and consumer loyalty towards Giordano Myanmar?

1.5 Methodology of the Study

This study examines possible actual links between independent and dependent variables through descriptive analysis. To explain and identify the research components that make up brand trust, customer purchasing behavior, and loyalty for Giordano Myanmar, the descriptive section is required. In the analytical section, the

research model is put to the test by looking at how consumer buying behavior and loyalty to Giordano Myanmar are affected by brand trust.

The goal of the study was to determine how consumer buying behavior and loyalty to Giordano Myanmar are affected by brand trust. The data from consumers will be gathered for this study using simple random sampling. When compared to other sample methods, simple random sampling is preferred because it is a fair sampling technique that, when used correctly, helps reduce bias (Ahmed, Opoku, & Aziz, 2016). Giordano Myanmar will be selected to collect the data from customers for this study. Total sample respondents will be at least 200.

1.6 Scope and Limitation of the Study

The researcher will stress the impact of brand trust on customer buying behavior and afterwards on consumer loyalty towards Giordano Myanmar in order to fulfill the study's objectives and provide answers to the research questions. The respondents will be chosen for this study based on their familiarity with Giordano brands and their past purchases of those goods.

The target audience for this study will be chosen from those who are familiar with and use the Giordano brand. Using the formula that is pertinent to the research, the sample size for this study was calculated from this population. The Giordano customers who are pertinent to the study are chosen since the study's scope is broad but its reach is constrained. Emphasis is placed on the impact of brand trust on customer purchasing decisions about Giordano Myanmar. The target demographic for this study is only people living in the Yangon region, which has some constraints for the research in doing detail analysis. As the study will focus on at least 200 consumers, the sample size is constrained. This research study's conclusion would be restricted to special elements related to Giordano in Myanmar. As a result, the conclusion could differ depending on the industry and other brands.

1.7 Significance of the Study

The suggested research study aims to examine a precise examination of consumer brand trust, purchasing patterns, and loyalty to Giordano Myanmar. This study also anticipates that the findings will give Giordano Myanmar vital information. Based on results of results of buying behavior and brand trust, the results will show how to improve customer loyalty.

1.8 Organization of the Study

This research paper consists of five chapters. Chapter one is the introduction of the research including like background of the study, problem statement, research questions and objectives, scope and methodology and significance of the study. In chapter two, theoretical background of factors affecting on brand trust and consumer buying behavior are presented. The profile of Giordano and research methodology is studied in chapter three. The analysis of brand trust and consumer buying behavior of Giordano are also studied in chapter four. Finally, chapter five is the findings and discussions and suggestions and recommendations and needs for the further research.

CHAPTER TWO

LITERATURE REVIEW

This chapter includes the concept of brand trust, purchasing behavior and consumer loyalty. In this chapter, it highlights the theoretical background on the key terms of influencing factors on brand trust, purchasing behavior and consumer loyalty.

2.1 Definition of Brand

A brand can be defined as a set of tangible and intangible attributes designed to create awareness and identity, and to build the reputation of a product, service, person, place or organization. A brand helps the consumer in identifying the seller or the maker. Under the trademark law, the retailer is granted the exclusive rights to use the brand names (Agarwal, 2018). However, brands are different from other assets such as patents and expiry dates.

The holistic perspective of branding as a long-term strategy includes a wide set of activities ranging from product innovation to marketing communications. Brand is primarily important to the consumer as it conveys up to six levels of meaning, namely it brings to mind certain “attributes” of the product, these attributes must be translated into “benefits” (Baba, 2014). The brand signifies the “value” of the product, it may represent a culture of the organization, it projects a certain personality of the organization and most importantly a brand suggests the type of consumer who buys or uses the merchandise.

When making a new product, branding is an important decision. The objective of branding strategy is to create brands that are differentiated from the competition, thereby reducing the number of substitutes in the marketplace (Rani, 2014). When high brand equity is achieved through brand differentiation, the price elasticity of demand becomes low, allowing the company to increase price and improve profitability. Branding strategies are built on the interdependent frameworks of competitive brand positioning, value chain development and brand equity management.

A brand provides an outline within the sort of reputation or service to tell apart merchandise it sells from its competitors. Brands provide several functions to firms. Fundamentally, they serve the purpose of identification. They help in organizing a firm’s inventory and help with the company accounts (Schultz, 2015). It also

investigates the legal issues of the organization and provides it with legal status to the brands owner.

Branding is seen as a powerful means to secure an advantage over the organization's competitors. To sum it all up to an organization, brands represent valuable legal property which can influence consumer behavior and buying patterns. Effective brand positioning helps strategists determine what the brand stands for, its unique selling points, how it operates with competing brands and the value derived from the usage of the brand. A competitive position is attained through strong brand recognition, which can be developed by differentiating product attributes such as product features, quality, selection, price and availability. Competitive brand positioning can be developed by addressing each stage in the value chain from production to the point of sale (Niu, 2013).

2.2 Brand Trust

Generations' demands in the era of complex global competitions are demanded to increase competence in all fields and science. Building and maintaining a trusting and long-lasting relationship with customers is crucial for the success of the brand in today's highly competitive global market. Because of its importance, brand trust has attracted the attention of practitioners and researchers lately (Cabell, 2015). Trust has several important benefits: trust is the willingness of the average consumer to depend on the ability of the brand to perform the functions that it expresses and fundamental to the development of loyalty.

Brand trust is a multidimensional construct that includes both cognitive and affective aspects. The cognitive side is fed by dimensions such as reliability and expertise and the affective side involves feelings such as benevolence and relates to the perception that one part will take care of the counterpart's well-being (Nandan, An exploration of the brand identity–brand image linkage: A communications perspective., 2015). Brand trusts are the average willingness of the consumer to depend on the ability of a brand to execute all its uses and functions.

Brand trust is brand reliability, which comes from consumer confidence that the product is capable of meeting the promised value and brand intention based on consumer belief that the brand is able to prioritize the interests of the consumer. Brand trust will be created if there is good interaction between parties who bind themselves in transactional relationships. Brand trusts have an important role in

maintaining good relationships over the long term (Deari, 2016). Therefore, it is important for a company to build consumer confidence through the suitability between benefits with product descriptions offered to consumers.

Robbins states that brand trust is a positive hope that others will not act opportunistically. From these definitions, it can be explained that belief is a common hope maintained by an individual whose speech from one party to another can be trusted. Trust is the most important variable in building long-term relationships between one party and the other (Nandan, 2015).

Brand trust is the view of consumers towards a particular brand. Consumer outlook is based on the information and experiences that lead to a product performance. The trust given to a brand refers to consumer's expectations that a product is able to fulfill its promise made to consumers. Product performance is very close to the trust in the brand. Trust is built by the hope that the other party will act in accordance with the needs and desires of consumers (Momeni, 2015).

Viewing the brand as the consumer's partner in a long-term relationship implies that at a broader level of abstraction and as a logical extension of the research on impression formation every day execution of marketing plans and tactics can be built as behaviors performed by the brand acting in its relationship role. That is, all decisions and activities carried out constitute a set of behaviors enacted on behalf of the brand. Finally, brand trust represents the recognition that brand value can be created and developed with the management of some aspects that go beyond consumer's satisfaction with the functional performance of the product and its attributes.

2.3 Factors Influencing on Brand Trust

There are many factors that influence on brand trust. In this study, there are seven factors which are presented in the following paragraphs according to the nature of Giordano brand. Giordano brand is a well-known brand in Myanmar for a long time ago.

2.3.1 Social Factor

Social factor has been considered as one of the important factors that influence brand trust and an individual's purchasing behavior. Social factors can be defined as an individual shares their beliefs, thoughts and values with other people that he or she

communicated with. Therefore, trust on brand is influenced by the people around us to a great extent (Cabell, 2015). People always seek information and confirmation from other people and seldom do things that are not socially acceptable. Social factors involve the factors that are prevalent in the society of several individuals that have different perspectives, preferences, beliefs and behavior.

In the modern world, social media is vital. These days, everyone uses social networking sites or social media to learn about different concerns. Social media and social networking sites, such as YouTube, Instagram, LinkedIn, Facebook, and Twitter, have a big influence on consumer behavior. Social media platforms provide a platform for both favorable and unfavorable reviews of the brand or product (Park, 2016). Seeing the remarks on social media allows individuals to at least consider the brand and decide whether or not to believe in it. The power of social media can significantly impact consumer faith in brands.

2.3.2 Cultural Factor

Culture is a total way of life of people living together. Culture is a collection of beliefs, values, objects, and other significant symbols that enable people to relate to, understand, and assess one another as members of a larger community. A society's culture is the culmination of its members' ingrained values, beliefs, and conventions, which guide their conduct (Leon and Leslie, 2003). Cultural values convey a community's guiding ideals, customs, and main issues. Values and culture are passed down from generation to generation, and people pick up these things through socialization and acculturation.

A people's culture is their two-edged reality. It is the tangible and intangible elements of a people's way of life, including their tools, weaponry, crafts, and common values, beliefs, and norms. The visible facets of culture, such as customs, methods, aptitudes, housing, attire, food, tools, furniture, and utensils, are referred to as material culture. Norms are the boundaries that culture sets on behaviors. They are regulations that allow or forbid particular kinds of behavior in particular contexts and are drawn from the values of the culture. A society's fundamental principles can be summed up as the way its goods are employed in terms of their intended purpose and practical form.

Members of a society are connected to one another through shared codes and a common language. People can comprehend and interpret symbolic communications,

so businesses that want to succeed in the modern business world must also comprehend cultural norms. Culture is the distribution of motives, values, beliefs, identities, and interpretations or meanings of significant events that originated from shared experiences of associates of collectives and are transferred between phases, according to House, Javidan, and Dorfman (2001).

A society's citizens need to be able to communicate with one another in a common language in order to develop a shared culture. Marketers of today utilize signals to communicate desired brand or product attributes. By taking into account different cultures, marketers can forecast the degree to which buyers would embrace their brand or product. Nowadays, a lot of multinational corporations understand that in order to successfully position their brands around the globe, they need to educate themselves with the morals of the various local cultures and adjust their marketing methods accordingly.

2.3.3 *Social Responsibility Factors*

Numerous businesses are engaging in more and more social responsibility initiatives.

Customers take the company's social responsibility into account while making decisions. Lee & Lee (2015) assert that corporate social responsibility initiatives improve a company's long-term performance, customers' purchase intentions, and business organizations' reputation.

According to Will Kenton (2019), the concept of social responsibility is the notion that companies should strike a balance between making a profit and contributing to society, as well as cultivating constructive relationships with the communities in which they operate.

"Operating a business in a manner that meets or exceeds the ethical, legal, commercial, and public expectations that society has of business" is the definition of corporate social responsibility, or CSR, as used by businesses. The definition of corporate social responsibility (CSR) that has been most widely accepted is that of its founder, Howard Bowen, who is referred to as "the obligations of businessmen to pursue those policies, to make those decisions, or to follow those lines of action which are desirable in terms of objectives and values of our society" (Carroll, 1999).

According to a theory put forth by Spence (1974), a company's CSR initiatives can influence a customer's purchase intention since they lessen the inherent uncertainty in any transaction. According to Morgan and Hunt (1994), the underlying values that the company and its consumers share with one another are what give customers their sense of trust. Therefore, shared ideas about the importance, suitability, and goodness of particular actions, objectives, and policies can be used to characterize customers' trust.

CSR initiatives can help a business by fostering customer loyalty, a positive brand image, consumer trust, and higher revenues. Furthermore, a large body of research backs up the claim that CSR initiatives foster greater customer loyalty, trust, and intention to make repeat purchases (Yoon, 2006). Evidence suggests that during the past few years, firms have been supporting corporate social responsibility (CSR) efforts such as charity, relationship-based marketing, and plans for minority protection, employment, and social responsibility production.

2.3.4 *Product Quality*

Quality, according to Kotler and Keller (2014:131), is the sum of all the features and attributes of a good or service that can meet customer needs. The next definition of quality, according to Goetsch & Davis (1994) and Tjiptono & Diana (2003), is a dynamic situation related to a product, service, human, and environment that is meeting or beyond the expectation. Furthermore, quality is a dynamic concept; what is now deemed high quality may be viewed as less qualified in the future.

The set of qualities and attributes that make up a product and help it fulfill specifications is known as product quality. Products that are good value for money should affect customers' pre-purchase decisions as well as their satisfaction, intention to recommend, and return behavior after the sale (Dodds, Monroe, and Grewal, 1991; Parasuraman and Grewal, 2000; Petrick, 2001). The ability of a product to be viewed as satisfying in comparison to other options is a common definition of perceived product quality.

"The customer's perception of the overall quality or superiority of a product with respect to its intended purpose, relative to alternatives" is a more general definition of perceived product quality (Aaker, 1991, p. 87). According to this study, the degree to which the product specification matches the customer's expectations is

considered the product quality. People are more likely to believe that the transaction is worthwhile if they believe that the product specification meets their needs. The generation of value in the service economy age is centered on meeting client expectations and gauging their level of satisfaction.

2.3.5 Price

It appears that the sole factor directly contributing to revenue generation and indicating whether a product or service is successful or unsuccessful is its pricing. The researchers in this study decided to highlight this aspect as a result. Manali (2015) investigated the theoretical underpinnings of consumer purchasing behavior as well as the variables that influence it. He examined the connection between variables influencing consumers' decision-making and purchasing behavior. His research offers sufficient proof to demonstrate how a consumer's purchasing behavior is significantly influenced by both internal and external factors.

Al-Salamini et al. (2015) claim that favorable prices for well-known brands have a negative impact on the purchasing process. Although they would love to purchase brands, young people are unable to do so due to their poor money. Price is the only component of the marketing mix that brings in money; the other components result in expenses. The authors also pointed out that consumers' perceptions of prices and their opinions regarding product prices play a major role in their purchase decisions. Understanding how consumers arrive at their price perception is the primary objective of marketing. Regardless of age, education level, income level, or talent, we are all consumers. Thus, one of the biggest challenges facing distributors, salespeople, and advertisers is understanding customer behavior.

2.3.6 Promotion

One of the components of the marketing mix is promotion, which is all of the actions aimed at the intended audience that help to make it easier to get in touch with them and help to format their perception of the product's significance in meeting their needs and wants to a greater extent than those of competitors.

A crucial component of the marketing mix, promotion plays a major part in the success of the product on the market. It serves the purpose of making sure customers are aware of the goods that the company sells. The assortment of various channels available for disseminating the promotional message to consumers is known

as the promotional mix (Ansari, 2011). Advertising, direct marketing, public relations and publicity, personal selling, sponsorship, and sales promotion are the channels that should be used (Rowely, 1998). A crucial channel is the promotion of sales.

Sales promotions are described by Belch and Belch (1996) as explicit encouragements that offer an extra incentive for the products to be sold or supplied quickly. Sales promotion, according to Kotler (2003), is any action taken by the producers and typically intended to persuade consumers to purchase the goods as well as stimulate faster or higher amounts of trade with retailers or wholesalers. Perreault et al. (2008) describe sales promotion as the exchange of information between a seller and a potential client with the aim of influencing the latter's decision.

A fresh definition of sales promotion is offered by Brassington and Pettitt (2000), who define it as a collection of marketing strategies created within a strategic marketing framework to enhance a product or service beyond its typical offering with the goal of achieving particular sales and marketing goals. This added value could have a tactical purpose in the near future or it could be a component of a longer-term franchise development initiative. Furthermore, according to Zallocco et al. (2008), sales promotion is the deliberate attempt of marketers to provide the right information in an appropriate way to entice customers to respond in a way that is acceptable to them.

2.3.7 *Customer Service*

Any satisfactory service provided to a customer during the course of selling them a good or service is referred to as customer service (Ngahu, 2001). He went on to say that actions related to the selling of products and services are included in customer service. A service or advantage that one party can provide to another is customer service. It frequently results in nothing concrete being owned, and it is intangible. Any service provided to a consumer is referred to as customer care, according to Balunywa (1995). While there are many academics that define customer care differently, the most crucial thing to remember is that businesses should focus more on their customers' needs than just the products they provide.

The front desk staff in most offices are the first to provide customer service. Since this is a business's best opportunity to make a favorable first impression on its clients, front desk secretaries should be trained to understand the value of providing excellent customer service. According to Kotler (1998), the degree to which a

customer's expectations—which are dynamic—are met regarding the services they receive determines the level of satisfaction they receive. In order to give clients outstanding service, the company must go above and beyond what they anticipate. According to Santon (1999), an organization's design process must be completely client-focused in order to deliver high-quality customer services. This gets us to the point of who the customer is.

A customer is a person or an entity that decides what to buy. According to Drucker (1994), one of the main goals of the company is to create customers. Other organizational components won't last very long without a consumer. As a result, businesses create customer care initiatives with the goals of gaining new clients, exceeding client expectations, and cultivating client loyalty. The growing significance of the service sector in the economy has made customer service issues of academic and practitioner interest, according to Dale (1994).

2.4 *Purchasing Behaviour*

For marketers, it is the primary area of interest for researchers. It describes the process of choosing, obtaining, and using products and services to satisfy their requirements. Customer behavior is the study of customers' purchasing patterns. The study of consumer behavior when it comes to finding, acquiring, and utilizing products that satisfy their requirements and desires for health is known as customer purchasing behavior. The products that customers want to buy, why they want to buy them, how often they use them, how they feel about them once they buy them, and whether or not they buy them again are all described by their behavior.

The entirety of a customer's attitudes, preferences, intentions, and decisions regarding their conduct in the marketplace at the time of purchase is referred to as their buying behavior. The purchasing decisions made by customers are crucial to a marketer's success, accomplishment of goals, and development of competitive tactics versus rivals. Customers must examine a variety of factors before making a purchase, including the brand's quality, the item's size and design, the cultural norms underlying the design, and whether the item will be used for their own use or as a present for others.

Customers' purchasing patterns to determine whether store designs, product lines, and business tactics are suitable for meeting customer needs. Consumer behavior is erratic and ever-changing as researchers attempt to comprehend how

individuals or groups decide how much of their available resources to spend on consumption-related goods. These include things like product appearance, price, packaging, advertising, customer reviews, and product appearance that might affect a consumer's decision to buy before, during, or after a transaction. The intents, attitudes, preferences, level of commitment, and method of identification that consumers possess all influence their purchase behavior.

These days, a lot of brands invest a lot of money in studying consumers' purchasing decisions, including what, where, when, and how much they purchase. Different perspectives were used to measure the purchasing behavior of customers, such as better product quality and service, cheaper costs, etc. The outcome increases profitability and makes it possible to create a more effective customer-facing approach.

It is vital that marketers comprehend choice analysis. Customers look for certain benefits by buying a particular brand in an attempt to meet certain needs. Two things can affect a consumer's choice of brand: other people's attitudes and unforeseen circumstances. Customers compare their expectations and perceived performance at the post-purchase phase of their behavior. When the performance of the product matches the expectations, customers are satisfied.

Before deciding to buy a product, customers take into account a few of its features. An overview of the product is produced by the customer's perspective on a selection of some brands. The image that is produced is a depiction of the range of experiences that are taken into account when analyzing how consumer opinions of a product at the same election affect the irregularities or superiority of the product. Marketers constantly test the components of the marketing mix that could affect consumer behavior. Examples of these tests include concepts for products, advertising campaigns, packaging, and brands. Marketers should make an effort to gauge consumers' intentions to buy and identify the variables influencing these inclinations.

2.5 Consumer Loyalty

Loyalty is a consumer behavior pattern in which people develop a strong brand loyalty and keep buying the same brands over time. Loyal consumers used to buy goods from their favorite companies on a regular basis without considering cost or convenience. Companies frequently employ a variety of marketing techniques to foster a devoted customer base, such as trial programs, reward programs, and incentives like free samples and gifts. Brands must continue to engage meaningfully with consumers in a competitive market in order to understand their needs and expectations. When brands speak to the emotional values that matter to their target audience, they succeed the greatest.

In order to be profitable in a market that is very competitive, brand loyalty is becoming a critical component for marketers. Finding the critical components and their role in creating brand loyalty is the study's primary goal. This study demonstrates the significant and positive correlation between brand loyalty and factors including customer happiness, brand image, trust, and promotion. 406 mobile phone users make up the study's sample size, which is based on qualitative research methods. Following analysis, it was discovered that the dependent variable is most affected by and has a significant impact for the brand image.

Client loyalty is thought to be a valuable, long-term intangible asset. In order to retain their current clientele, businesses that are in saturated markets must refocus on customer loyalty. A survey of the literature reveals that having loyal customers has many benefits, including encouraging word-of-mouth. The marketing literature contains a variety of explanations of customer loyalty since many loyalty models based on different views and dimensions have been given by researchers. Due to its crucial role in generating long-term competitive advantages, customer loyalty is vital for many businesses.

Businesses may have both active and passive, devoted clients in the marketplace. Both kinds of loyalty are significant, but given the widespread use of social media and the internet, active loyalty sharing knowledge and experiences with others seems to be more significant. Given that consumers are more likely to believe personal information, word-of-mouth (WOM) is extremely important. Today's consumers base a large portion of their decision-making on internet reviews.

Good word-of-mouth (WOM) can reduce customers' perceived risk and enhance a company's dependability. Due to their capacity to support brands,

2.6 Conceptual Framework of the Study

Figure 2-1 Conceptual Framework of the Study



CHAPTER THREE

RESEARCH METHODOLOGY

This chapter looks at the various research methodologies and research methods that are commonly used by researchers in the field of information systems. The research methodology and research method used in this research is acknowledged and discussed.

3.0 Introduction

Research is a logical and systematic search for new and useful information on a particular topic. It is an investigation of finding solutions to scientific and social problems through objective and systematic analysis. It is a search for knowledge, that is, a discovery of hidden truths (Ahmed, Opoku, & Aziz, 2016). The information might be collected from different sources like experience, human beings, books, journals, nature and so on. Research can lead to new contributions to the existing knowledge. Research is done with the help of study, experiment, observation, analysis, comparison and reasoning (Hanson & Tautz, 2012).

Undertaking a research study to find answers to a question, the following points are being implied to the process:

- Being undertaken within a framework of a set of philosophies (research approaches)

- Uses procedures, methods and techniques that have been tested for their validity and reliability

- Being designed to be unbiased and objective Philosophies mean approaches e.g. qualitative, quantitative and the academic discipline in which have been trained. Validity means that correct procedures have been applied to find answers to a question. Reliability refers to the quality of a measurement procedure that provides repeatability and accuracy.

- Unbiased and objective means that the researcher haven taken each step in an unbiased manner and drawn each conclusion to the best of the ability and without introducing own vested interest. (Hefferon & Ashfield, 2016). From the viewpoint of objectives, research can be classified as:

- *Descriptive research* attempts to describe systematically a situation, problem, phenomenon, service or program, or provides information about say living condition of a community or describes attitudes towards an issue.
- *Correlational research* attempts to discover or establish the existence of a relationship/interdependence between two or more aspects of a situation.
- *Explanatory research* attempts to clarify why and how there is a relationship between two or more aspects of a situation or phenomenon.
- *Exploratory research* is undertaken to explore an area where little is known or to investigate the possibilities of undertaking a particular research study. (Hefferon & Ashfield, 2016)

3.1 Research Methodology

Research methodology explains the methods by which the researcher may proceed with the research. It also involves the learning of the various techniques that can be used in the conduct of research and in the conduct of tests, experiments, surveys and critical studies. Research methodology is a systematic way to solve a problem (Awang & Afthanorhan, 2016). It is a science of studying how research is to be carried out. Essentially, the procedures by which researchers go about their work of describing, explaining, and predicting phenomena are called research methodology (Dadhe, 2016).

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. It is necessary for the researcher to know not only the research methods/techniques but also the methodology. Research methodologies can be quantitative (for example, measuring the number of times someone does something under certain conditions) or qualitative (for example, asking people how they feel about a certain situation) (Saunders, Lewis, & Thornhill, 2015). A good design should ensure the research is valid, i.e. it clearly tests the hypothesis and not extraneous variables and that the research is reliable, i.e. it yields consistent results every time.

The system of collecting data for research projects is known as research methodology. The data may be collected for either theoretical or practical research for example management research may be strategically conceptualized along with operational planning methods and change management (Allibang, 2016). The study of

research methodology provides us the necessary training in choosing research methods, materials, scientific tools and training in techniques relevant for the problem chosen.

3.2 Research Design

Research design can be considered as the structure of research it is the “Glue” that holds all of the elements in a research project together in short it is a plan of the proposed research work. A research design is the arrangement of conditions for the collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy and procedure (Chandler, 2016). Research design is the plan, structure and strategy and investigation concaved so as to obtain ensured to search questions and control variance. A research design should be based on more or less on some methodology the research design should be made once the topic and problem of research have been selected and formulated, objectives have been properly outlines, concepts have been properly defined and the hypothesis have been properly framed (Dadhe, 2016).

Study methodology generally involves descriptive, exploratory, and causal studies. A prediction and a system of generally assumed approaches to data collection, study, and interpretation is a systematic approach to science. For each approach, the following will be defined in detail and the researcher will then choose one of the approaches for this study (Alam S. &., 2015).

The descriptive research will use and get insights in this research paper to establish an approach to the problem. The focal point is the exploration of knowledge and ideas. The research findings are possibly connected or linked to previous research articles, which is why the nature of the relation is important with regard to causal variables and the effect (Alam S. K., 2015).

This paper will also use quantitative analysis. Quantitative data is intended to compile results of cold, hard numbers or structured facts and numerical quantitative analyzes which assist researchers in drawing general conclusions from the analysis (Allibang, 2016). In this analysis, the researcher will analyze achieving all of the objectives with five-point Likert Scale in terms of disagreement and agreement for each element. It also requires focusing on intangible things, feeling, expression or. Quantitative data are collected as necessary, in order to prove or refute hypotheses. Therefore, this work uses a mixed process (Kabir S. &., 2013).

For this study, the researcher will use applied research with the three main objectives. This research can examine a specific set of circumstances and it can relate to the results to a particular section. Therefore, the researcher will use questionnaire and data directly for this study at Giordano Brand. With this applied research, Giordano can completely practice and imply to develop the results and strategies to implement for their customers in future.

3.3 Target Population and Sampling

Knowing the target audience is vital to understanding their needs and wants. Researchers need to study the population to draw conclusions. These conclusions will serve as a basis for constructing a suitable marketing campaign (Jahan, 2013). However, observing every person in the selected location is impractical and at times, impossible. Therefore, researchers select a group of individuals' representatives of the population. A sampling plan is an outline based on which research is conducted (Saunders, Lewis, & Thornhill, 2012).

A sampling plan outlines the individuals chosen to represent the target population under consideration for research purposes. It is crucial to verify that the sampling plan is representative of all kinds of people to draw accurate conclusions. The sampling plan is an essential part of the implementation phase in market research – it is the first step of implementing market research (Kabir S. S., 2007).

Deciding the sampling unit involves defining the target population. The area of interest for the research may contain people that may be out of the scope of the research. Therefore, the researcher must identify the type of people within the research's parameters. The sample size will specify how many people from the sampling unit will be surveyed or studied. Usually, in realistic cases, the target population is colossal. Analyzing every single individual is an arduous task. Therefore, the researcher must decide which individuals should be considered and how many people to survey.

3.4 Research Procedure

It is essential to know about the brief overview of the research process before the details of research methodology. Research process consists of certain structural process or steps to carry out research effectively (Kabir S. , Psychological health challenges of the hill-tracts region for climate change in Bangladesh, 2018). Research

process has several crucial steps. After determining the research design, the researcher need to do the steps as per the following:

- Collecting the data
- Execution of data
- Analysis of data
- Generalizations and interpretation
- Presentation of results

Research usually begins with its problems and ends in empirical generalization. All of these above-mentioned steps of research process should maintain in the perfect order to reach in formal conclusion. There are certain techniques and methods to accomplish the job of good research. Therefore, research is creative and strategic process with its certain framework to search the new dimension of knowledge and solve the current problems.

3.5 Data Collection

Data collection is the process of gathering and measuring information on variables of interest in an established systematic fashion that enables one to answer stated research questions, test hypotheses and evaluate outcomes (Kabir S. , 2016). The data collection component of research is common to all fields of study including physical and social sciences, humanities, business and so on. The goal for all data collection is to capture quality evidence that then translates to rich data analysis and allows the building of a convincing and credible answer to questions that have been posed (Kabir S. , 2017).

Regardless of the field of study or preference for defining data (quantitative or qualitative), accurate data collection is essential to maintaining the integrity of research. Both the selection of appropriate data collection instruments (existing, modified or newly developed) and clearly delineated instructions for their correct use reduce the likelihood of errors occurring (Kabir S. , 2018). Data collection is a very demanding job which needs thorough planning, hard work, patience, perseverance and more to be able to complete the task successfully.

Data collection starts with determining what kind of data required followed by the selection of a sample from a certain population. Data are organized into two broad categories: qualitative and quantitative. In this research, quantitative data are only used. Quantitative data is numerical in nature and can be mathematically computed. It

measures uses difference scales which can be classified as nominal scale, ordinal scale, interval scale, and ratio scale (Allibang, 2016). Quantitative approaches address the “what” of the program. They use a systematic standardized approach and employ methods such as surveys and ask questions. The quantitative data collection methods rely on random sampling and structured data collection instruments that fit diverse experiences into predetermined response categories. They produce results that are easy to summarize, compare, and generalize. Therefore, primary data are used in this research (Chang, 2018).

Primary data is what is generated from the first-hand experience of the researcher themselves rather than data they have sourced from the past. The data gathered under primary data collection methods is also very specific to the researcher’s motive and what they are trying to achieve (Jordan, 2018). The researcher mainly used quantitative method and under this method online surveys are typically used to enable researchers to quantify results, in order that they can be compared across different populations or over different time periods. This can allow researchers to make longer term forecasts. Surveys are ideal for this, as they allow researchers to quickly reach out to any audience size, irrespective of where they may be located (Kabir S. S., 2007).

3.6 Questionnaire Development

In a survey, the researcher uses a questionnaire to gather information from the respondents to answer the research questions. A questionnaire is a very convenient way of collecting information from a large number of people within a period of time. The design of the questionnaire is of utmost importance to ensure accurate data is collected so that the results are interpretable and generalizable (Caruth, 2018).

A good questionnaire should be valid, reliable, clear, interesting and succinct. A valid questionnaire should ask what it intends to ask, i.e. the questions should be phrased in such a way that the respondent understands the objective of the question. A reliable questionnaire should yield the same answer if the same question is posed to the respondent repeatedly in a short span of time. An interesting questionnaire is more likely to be completed by the respondent and hence yields a better response rate (Chang, 2018). This requires the researcher to put some thought into asking questions that are relevant to the respondent and in a logical sequence. A succinct questionnaire asks questions that aim to answer only the research objectives.

When designing a questionnaire, it is crucial to pre-empt what kind of method will be used to analyze the data collected. A respondent should answer a questionnaire in a language which he or she is most proficient in. This is a crucial step because inaccurate translation of the questions or responses will result in collecting different information for the same question. This will lead to erroneous results and conclusions. The final touch-up of the questionnaire is important because the look of the questionnaire may decide whether the respondent is going to fill it up (Jordan, 2018).

This study will examine the effect of brand trust on purchasing behavior and customer loyalty of Giordano in Yangon. The questionnaires for this were designed with 5-point Likert Scale. Likert Scale are the most commonly used form of scaling method. The respondents were asked to respond according to their view on the statements relating to social media marketing activities on consumer buying behavior. The survey questionnaire included:

- Section (I) presents the Cover Letter to request the data from respondents
- Section (II) presents the demographic profiles of the respondents
- Section (III) presents independent variable (brand trust) and dependent variable (purchasing behavior and customer loyalty)

3.7 Data Analysis

Data analysis is in short, a method of putting facts and figures to solve the research problem. It is vital to finding the answers to the research questions. Another significant part of the research is the interpretation of the data, which is taken from the analysis of the data and makes inferences and draws conclusions (Kabir S. A., 2018). It often becomes difficult to deduce the raw data, in which case the data must be analyzed and deduce the result of the analysis.

The data obtained from a study may be in numerical or quantitative form. If they are not in numerical form, a Qualitative analysis based on the experience of the participants can be carried out (Kabir S. A., 2008). Quantitative method is discipline in which the descriptive data analysis takes its prominence. It aims at summarizing a sample available to the researcher. Quantitative data is a numerical measurement expressed not by means of a natural language description but rather in terms of numbers. Quantitative data are always associated with a scale measure.

The questionnaires were based on multiple options, brief responses to questions and questions on the Likert-Scale, quantitative study questions. Data was

built and coded in the social sciences statistical kit-SPSS Program. Independent and dependent variables; the correlation is inferred as well (Dadhe, 2016). It includes a careful evaluation of factors that can improve the buying behavior of consumers and loyalty based on Giordano brand trust. The results obtained after the analysis are scrutinized carefully and objectively, logically taking into account the weaknesses of the chosen sample and the instruments used for the analysis.

For understanding the strong relationship between two variables, researchers do not look beyond the primary and commonly used regression analysis method, which is also a type of predictive analysis used. In this method, the researcher will have an essential factor called the dependent variable and multiple independent variables. The researcher undertakes efforts to find out the impact of independent variables on the dependent variable. The values of both independent and dependent variables are assumed as being ascertained in an error-free random manner.

3.8 Ethical Considerations

Some ethical issues have surrounded the current study. The respondents were fully briefed about the study's goals, although they were told that their answers were regarded as confidential and used exclusively for academic purposes, and not for research purposes. For the reason outlined in this research all information collected from the respondents was used. The anonymity of the respondents was maintained by using code numbers and no apparent recognizable names or characteristics. This researcher had kept the primary data from the respondents securely and confidentially. In comparison, the researcher sought to establish and sustain a comfort environment.

CHAPTER FOUR

ANALYSIS OF EFFECT OF BRAND TRUST ON PURCHASING BEHAVIOR AND CUSTOMER LOYALTY: A CASE STUDY OF GIORDANO MYANMAR

This chapter aims to analyze the impact of digital marketing strategy on fast food industry performance in Yangon. Samples of 300 respondents were selected and analyzed the results from who took part in the survey. In this chapter, analysis of survey results is presented by two sections. They are analysis on demographic characteristic of respondents and analysis of digital marketing strategy on fast food industry performance in Yangon by using 5-point Likert Scale.

4.1 Analysis on Profile of Respondents

The first part of analysis is to determine the characteristics of the respondents involved in the study. Respondents' profile data involves the following personal characteristics: gender, age, income, education.

4.1.1 Gender of Respondents

The gender of respondents is divided into two groups: male and female. The number of respondents by gender is illustrated in the following Table (4.1).

Table 4-0-1: Gender

SR. NO	GENDER	NO. RESPONDENTS	PERCENTAGE
1	Male	141	47.0
2	Female	159	53.0
	Total	300	100.0

Source: Survey Data (December 2023)

According to Table (4.1), the sample size is 300 respondents and it is found that female respondents are larger portions of the respondents. In term of percentage share, 53% represents female and the remaining 47% is male. The result shows that female is more interested in buying fashionable clothes.

4.1.2 Age of Respondents

Number of respondents by their age group is also important to know and shown in the following Table (4.2).

Table 4-0-2 Age of Respondents

SR. NO	AGE	NO. OF RESPONDENTS	PERCENTAGE
1	18-23	162	54.0
2	24-29	63	21.0
3	30-35	37	12.3
4	36-41	14	4.7
5	Above 41 years	24	8.0
	Total	300	100.00

Source: Survey Data (December, 2023)

According to the results in Table (4.2), the group of respondents whose age between 18 and 24 years is the largest percentage with 54 percent. The age group between 25 and 29 years is 21 percent, the age group between 30 and 34 years is 12.3 percent. The age between 35 and 39 years is the smallest group of the respondents represent by 4.7 percent among the sample respondents. Therefore, the respondents, whose age between 18 and 24 years are found as the most representative group among the respondents.

4.1.3 Income of Respondents

The following Table (4.3) shows the result of income of the respondents.

Table 4-0-3 Income Level of Respondents

SR. NO	INCOME	NO. OF RESPONDENTS	PERCENTAGE
1	Under 200,000	81	27.0
2	200,001 – 400,000	55	18.3
3	400,001 – 600,000	46	15.3
4	600,001 – 800,000	18	6.0
5	Above 800,000	100	33.4
	Total	300	100.0

Source: Survey Data (December, 2023)

According to Table (4.3), the monthly income of the respondents is showing the majority of respondents earn above 800,000 each month, for 100 out of a total of

33.4 percent of the total respondents. The number of respondents with a monthly income of fewer than 200,000 is almost identical, with a total of 81 or 27 percent. Although 55 respondents or 18.3 percent of the total, have a monthly income 200,001 – 400,000 MMK. A total of 46 respondents (15.3%) earns between 400,001 – 600,000 per month while 18 respondents (6 %) earn between 600,001 – 800,000 per month.

4.1.4 Education of Respondents

The following Table also represents the results of education of respondents which is another important factor in demographic profile.

Table 4-0-4 Education Level of Respondents

SR. NO	EDUCATION	NO. OF RESPONDENTS	PERCENTAGE
1	Diploma	46	15.3
2	Bachelor	122	40.7
3	Master/ Ph.D	104	34.7
4	Others	28	9.3
	Total	300	100.0

Source: Survey Data (December, 2023)

From Table (4.4), in this survey, the majority of the respondents had finished bachelor degree, accounting for 122 out of a total of 40.7 percent of the total respondents. A total of 104 people (34.7 %) who already have Master Degree. There are 46 respondents with Diploma Degree, accounting for 15.3 percent and 28 respondents with others education level accounting for 9.3 percent.

4.2 Analysis on the Effect of Brand Trust on Purchasing Behaviour and Consumer Loyalty towards Giordano Myanmar

To analyze the brand trust on purchasing behavior, the mean value of the selected factors (social factors, cultural, social responsibility, product quality, price, promotion and customer service) is calculated by using descriptive statistics. In this study, 300 respondents were asked by structured questionnaires. Each factor included respective statements; each statement was measured by five-point Likert-scale ranging from 1 to 5 for 1. Strongly Disagree, 2. Disagree, 3. Neutral, 4. Agree and 5. Strongly Agree. Hence, the mean scores can range from 1 to 5. The result of

reliability analysis and analysis of digital marketing strategy is described in the following tables.

4.2.1 Reliability Analysis

Survey questions were already tested reliability by putting the data on SPSS (Statistical Package for Social Sciences) software. Reliability test in statistics is the test of internal consistency. A measure is said to have a high reliability if it produces similar results under consistent conditions. There are a number of different reliability coefficients. One of the most commonly used is Cronbach's alpha, which is based on the average correlation of items within a test if the items are standardized.

In this study, Cronbach's alpha is used to examine the reliability of the questionnaire. Cronbach's Alpha values near to zero indicate low reliability while the values close to one indicate high reliability. In general, reliability coefficient less than 0.6 are considered as unacceptable, 0.7 is acceptable and above 0.8 are consider as good. The reliability coefficient alpha values around 0.9 are considered "excellent". Values around 0.8 are "very good", and those around 0.70 are "adequate" (Cronbach, 1951). The results are shown in Table (4.5).

Table 4-0-5 Reliability Analysis of Variables

SR. NO	FACTORS	NUMBER OF ITEMS	CRONBACH' ALPHA
1	Social Factor	5	0.774
2	Cultural	5	0.890
3	Social Responsibility	5	0.862
4	Product Quality	5	0.840
5	Price	5	0.859
6	Promotion	5	0.862
7	Customer Service	5	0.845

Source: Survey Data (December, 2023)

According to the Table (4.5), the reliability coefficients of brand trust and purchasing behavior have the alpha value 0.7 and above 0.8. The alpha value of social factor is 0.774, cultural is 0.890, social responsibility is 0.862, and product quality is 0.840 respectively. Price has the coefficient alpha vale of 0.859. All variables have

the acceptable reliability level. In this study, the reliability was assessed by computing the total reliability scale.

According to Best (1977), the mean values of five-point Likert scale items are interpreted as follows:

The score among 1.00 – 1.80 means strongly disagree.

The score among 1.81 – 2.60 means disagree.

The score among 2.61 – 3.40 means neutral.

The score among 3.41 – 4.20 means agree.

The score among 4.21 – 5.00 means strongly agree

Standard deviation (S.D.) is a measure that is used to quantify the amount of variation or dispersion of a set of data values. A low standard deviation indicates that the data points tend to be close to the mean of the set, while a high standard deviation indicates that the data points are spread out over a wide range of values (Bland & Altman, 1996). The standard deviation is commonly used to measure confidence in statistical conclusions.

4.2.2 Social Factor

The first variable social factors characteristics are computed as follows. The respondents have to answer five statements. And then, mean values and overall mean towards this dimension are presented in Table (4.6).

Table 4-0-6 Social Factors

SR. NO	CHARACTERISTICS	MEAN VALUE	STANDARD DEVIATION
1	I learn so much about Giordano brands from friends, colleagues, and family members.	2.89	1.08
2	I trust the products that are recommended by my friends, colleagues and family members.	2.98	1.00
3	I always take suggestions from my family members, colleagues and friends before I buy.	3.08	.89
4	I often trust on the products which are advertised on social media.	2.53	1.07
5	I often trust on the products which has good reviews on social media.	3.26	1.03
	Overall Mean	2.95	.74

Source: Survey Data (December, 2023)

According to the results of Table (4.6), the overall mean value of social factor is 2.95, with neutral level. I always take suggestions from my family members, colleagues and friends before I buy. gained the maximum mean value of 3.08 with neutral level. On the other hand, I often trust on the products which are advertised on social media. has the minimum mean value of 2.53 that showing with disagree level.

4.2.3 Cultural Factors

There are five characteristics for cultural factors dimension in this study. The following respondents are shown in Table (4.7).

Table 4-0-7 Cultural Factors

SR. NO	CHARACTERISTICS	MEAN VALUE	STANDARD DEVIATION
1	I think branded clothes are of high quality.	3.84	1.05
2	It is very important to me what other thinks of me.	3.84	1.03
3	Having branded clothes is very important to me.	3.71	.96
4	Branded clothes created my identity; it is part of who I am.	3.61	1.09
5	Wearing branded clothing makes me feel good about myself.	3.77	.92
	Overall Mean	3.77	.79

Source: Survey Data (December, 2023)

According to Table (4.7), the overall mean of cultural factor is 3.77, with agree level. There are two statements that I think branded clothes are of high quality and it is very important to me what other thinks of me gained the maximum mean value of 3.84 with agree level. On the other hand, Branded clothes created my identity; it is part of who I am. has the minimum mean value of 3.61 but it showed the agree level.

4.2.4 Social Responsibility

There are five characteristics for Social Responsibility in this study. The following respondents are shown in Table (4.8).

Table 4-0-8 Social Responsibility

SR. NO	CHARACTERISTICS	MEAN VALUE	STANDARD DEVIATION
1	I trust to brands that practice social responsibility activities as career advancement training for employees.	3.50	.99
2	A brand with strong CSR like donations and career advancement training on employees would be my first choice.	3.28	1.03
3	Social responsibility activities raise the profile of brand in customers' minds.	3.27	.97
4	Social responsibility activities increase the level of trust I have in a brand.	3.55	.96
5	I view companies that practice good CSR (especially donations and career advancement training) in a more positive manner.	3.28	.89
	Overall Mean	3.38	.78

Source: Survey Data (December, 2023)

According to Table (4.8), the overall mean value of social responsibility is 3.38, with neutral level. Social responsibility activities increase the level of trust I have in a brand gained the maximum mean value of 3.55 with agree level. On the other hand, social responsibility activities raise the profile of brand in customers' minds. has the minimum mean value of 3.27 which showed neutral level.

4.2.5 Product Quality

There are five characteristics for product quality in this study. The following respondents are shown in Table (4.9).

Table 4-0-9 Product Quality

SR. NO	CHARACTERISTICS	MEAN VALUE	STANDARD DEVIATION
1	I felt very stylish whenever I put these brands on.	3.59	.89
2	I am confident in the quality of Giordano brand.	3.69	.85
3	I would happily buy another shirt again once they reach nearly torn.	3.67	.82
4	I plan to buy these shirts for friends or family members.	3.61	.79
5	I would recommend these shirts in often.	3.89	.86
	Overall Mean	3.74	.66

Source: Survey Data (December, 2023)

According to Table (4.9), the overall mean value of product quality is 3.74, with agree level. I would recommend these shirts in often gained the maximum mean value of 3.89 with agree level. On the other hand, I felt very stylish whenever I put these brands on. has the minimum mean value of 3.59 but it showed the agree level.

4.3 Purchasing Behaviour

This study also measures the means of purchasing behavior with five characteristics. The mean value for each item and the overall mean value are shown in Table (4.10).

Table 4-0-10 Purchasing Behavior

SR. NO	CHARACTERISTICS	MEAN VALUE	STANDARD DEVIATION
1	I purchase this brand for personal use.	3.69	.81
2	I purchase this brand to pay as the gift to others.	3.64	.88
3	This brand provides unique style adapted to my needs.	3.88	.82
4	This brand is unique among other brands.	3.84	.89
5	I am interested in the design of this brand.	4.11	.86
	Overall Mean	3.83	.67

Source: Survey Data (December, 2023)

According to Table (4.10), the overall mean value of purchasing behavior is 3.83, with acceptable level. I am interested in the design of this brand gained the maximum mean value of 4.11 with agree level. On the other hand, I purchase this brand to pay as the gift to others has the minimum mean value of 3.64 but it showed with acceptable level.

4.4 Correlation between Brand Trust and Purchasing Behaviour

After descriptive test, the correlations of the independent variables (social factors, cultural, social responsibility, product quality, price, promotion and customer service) were tested to show their correlation with dependent variable (purchasing behavior). Correlation is the statistical technique that can show whether and how strongly pairs of variables are related. Correlation coefficient ranges from -1.0 to +1.0. If the value is positive, it means that as one variable gets larger, the other gets larger. If the value is negative, it means that as one variable gets larger, the other gets smaller. The results of the correlations of the measured variables are shown in Table (4.11).

Correlation is an effect size and it can describe the strength of the correlation using the guide and suggests like that

- The absolute value of r among 0.1 - 0.4 means weakly correlated
- The absolute value of r among 0.5 - 0.7 means moderately correlated
- The absolute value of r among 0.8 - 0.9 means strongly correlated

To perform statistical analysis, the researcher used a series of analyses of the relationship between all the constructs or research variables by using correlation analysis. Correlations between constructs or variables used in this study are significantly positive. Mean, Standard deviation, reliability scale, and the correlations between all studies variables are presented in Tables (4.11).

Table 4-0-11 Correlation between Brand Trust and Purchasing Behavior

NO.	VARIABLES	N	MEAN	S. D	1	2	3	4	5
1	Social	300	2.95	.74	1				
2	Cultural	300	3.77	.79	0.483**	1			
3	Social Responsibility	300	3.38	.78	0.484**	0.483**	1		
4	Product Quality	300	3.74	.66	0.354**	0.608**	0.542**	1	
5	Purchasing Behavior	300	3.83	.67	0.382**	0.642**	0.553**	0.704**	1

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

Source: Survey Data (December, 2023)

According to the Pearson correlation analysis Table (4.11), brand trust has significant correlation at the p-value 0.01 level and the positive relationship with purchasing behavior. The correlation analysis showed that there is moderate significant correlation between all independent variables (social factors, cultural, social responsibility, product quality, price, promotion and customer service) with dependent variable (purchasing behavior). It shows the positive correlation of brand trust of purchasing behavior. Social is the positively and significantly correlated with purchasing behavior at 0.01 level weakly. Cultural Factor is positively and significantly correlated with purchasing behavior at 0.01 level moderately. Social Responsibility is positively and significantly correlated with purchasing behavior at 0.01 level moderately. Product Quality is positively and significantly correlated with purchasing behavior at 0.01 level moderately. The more the brand trust is provided by brand, the higher level of their purchasing behavior can be achieved. Among the brand trust, product quality has the most strongly relationship with purchasing behavior. The overall correlation results highlight that the brand trust is essential to boost purchasing behavior of Giordano.

4.5 Multiple Regression Analysis of Brand Trust and Purchasing Behaviour

The multiple regression analysis is performed to find out the factors influencing of brand trust and then towards the effect on purchasing behavior. In multiple regression models, purchasing behavior is used as the dependent variable. The variables of brand trust are social factors, cultural, social responsibility, product

quality, price, promotion and customer service are used as independent variables. The result of SPSS output analyzing social media marketing on consumer buying behavior is shown in Table (4.12).

The four dimensions are calculated by statistical technique to analyze brand trust on purchasing behavior. The positive score describes better than expected value while negative score describes poor quality. A zero score implies that quality is satisfactory. The statistical analysis on comparing brand trust on purchasing behavior is show in Table (4.12).

The following Table (4.12) describe the comparing means of brand trust on purchasing behavior to analyze statistically. Level of significant is at 5%. If significant level is less than 0.05, there is statistically significant for brand trust on purchasing behavior performance. If significant level is greater than 0.05, there is not statistically significant for brand trust on purchasing behavior.

Table 4-12 Multiple Regression Analysis of Brand Trust and Purchasing Behavior

DIMENSIONS				T	SIG
	B	Std. Error	Beta		
(CONSTANT)	.763	.155		4.912	.000
SOCIAL	.003	.041	.003	.063	.949
CULTURAL	.247	.042	.295	5.829	.000
SOCIAL RESPONSIBILITY	.151	.041	.176	3.668	.000
PRODUCT QUALITY	.434	.051	.428	8.519	.000
R	0.768				
R²	0.590				
ADJUSTED R²	0.584				
F	106.106				

P < 0.05: Dependent Variable: Purchasing Behavior

Source: Survey Data (December, 2023)

In the context of this study on brand trust on purchasing behavior, there are four independent variables that may influence purchasing behavior. Multiple regression analyses were conducted to assess the impact of these variables. The results of multiple regressions between independent variables and purchasing behavior are presented in Table (4.12) and the R and R-squared values. The R-value

represents the correlation between the variables and was found to be 0.768, indicating a strong correlation.

The value of R-squared which indicates how much variance in the dependent variable (purchasing behavior) is explained by the independent variables, is 0.590 meaning that four independent variables explain 59% of the variation in the dependent variable. According to ANOVA, the model is statistically significant and fit ($F = 106.106$, $p < 0.01$) in this study.

According to Table (4.12), the results of multiple regression analysis provided that cultural, social responsibility and product quality have positive and significant effects on purchasing behavior ($B=0.295$, $t=5.829$, $p<0.05$), ($B=0.176$, $t=3.668$, $p<0.05$) and ($B=0.428$, $t=8.519$, $p<0.05$). On the other hand, only social factor does not support the significant effects on purchasing behavior ($B=0.003$, $t=0.063$, $p>0.05$). As the result of Table (4.17), it is indicated that the estimated model is:

Purchasing Behavior = $0.763 + 0.003 \text{ Social} + 0.247 \text{ Cultural} + 0.151 \text{ Social Responsibility} + 0.434 \text{ Product Quality}$

The first significant dimension is cultural. The coefficient for cultural is 0.247. It shows that purchasing behavior would be added by 0.247 units for every unit increase in the cultural factor of brand trust when all other variables are constant. This implies that there is a positive relationship between cultural and purchasing behavior. It can be concluded that cultural can assist to enhance purchasing behavior.

The second significant dimension is social responsibility. The coefficient for social responsibility is 0.151. It shows that purchasing behavior would be added by 0.151 units for every unit increase in the social responsibility when all other variables are constant. This implies that there is a positive relationship between the social responsibilities on purchasing behavior. It can be concluded that social responsibility can assist to enhance purchasing behavior.

The third significant dimension is product quality. The coefficient for product quality is 0.434. It shows that purchasing behavior would be added by 0.434 units for every unit increase in the product quality when all other variables are constant. This implies that there is a positive relationship between the product quality and purchasing behavior. It can be concluded that product quality can assist to enhance purchasing behavior.

According to the multiple regression analysis, purchasing behavior is significantly influenced by digital marketing strategy (cultural, social responsibility

and product quality). The result revealed that three factors are essential for purchasing behavior of it. Among the brand trust, product quality has the strongly effect on purchasing behavior, cultural is the second most important digital marketing strategy to have the effect on purchasing behavior and the last one is social responsibility to have the effect on purchasing behavior. Therefore, it can be concluded cultural, social responsibility and product quality simultaneously have significant effect on purchasing behavior.

CHAPTER FIVE

CONCLUSION

This chapter is composed with three parts; findings and discussion, suggestions and recommendations, and the needs for further researches. This study explores the factors influencing brand trust towards Giordano customers and points out the effect of brand trust on purchasing behavior. This study is expected to help marketing executives to improve in their decision making on Giordano by means of customers' purchasing behavior.

5.1 Findings and Discussions

According to the survey data, it highlights that most customers trust the products that are recommended by their family members, friends and colleagues. This is the most important influencing factor in social factor. Another factor is that most customers trust the products and brands which have good reviews than advertising in social media. It is found that these two factors are major influencing factors on social factors towards brand trust of Giordano customers.

In cultural factors, most customers agree with the factor as raising cultural awareness among Myanmar which is followed by cultural protection is needed. Respondents trust the brand which innovates and encourages Myanmar culture, traditions and heritage. They also think that more cultural protection like Giordano is needed to take Myanmar fashions to the world.

Most respondents approve that their mind and attitude towards the profile of brand may be raised by making social responsibility activities. Most companies often make CSR activities as donations, and upgrading their employees' skills and so on. Most customers have the positive mindset with these activities and they trust these companies and its brand and products which make social responsibility activities according to the survey result.

In brand trust section, it is found that customers trust the brands which have good reputation in social media as website and Facebook page. For the companies, reputation is especially important to have the customers' trust. Customers also love and trust Giordano as innovating traditions and heritage, encouraging culture and sub-culture. Most customers trust the brand that is some brands' Facebook page and social media always respect their customers' comments. Giordano always try to improve the

responses to the customers' comments. Customers trust the brands like Giordano because they can easily get the information that they want from the website and Facebook page.

After analyzing the survey data, based on the outcomes of mean value, it can assume that customers purchase Giordano products because of good quality. The product quality can fulfill their needs and expectations. Moreover, the brand's cultural norms are the attractive factors for the Giordano customers. They also purchase because the brand's design. Otherwise, respondents who purchase Giordano products are mostly educated and have low to high income levels. It is also found that respondents who have master degree level mostly purchase and use this brand.

According to the results of the analysis on factors influencing cognitive brand trust by linear regression model, three influencing factors have positive relationship with cognitive brand trust. The analysis of factors influencing cognitive brand trust shows that all of the factors are above "Average" which leads to "Agree". Interestingly, all factors are significant. Therefore, these three factors have positive relationship with cognitive brand trust. In social influence, customers always take suggestions and recommendations from their friends, family members and colleagues to get reliable and sufficient information about the products they want. They also use social media to know about the products' information. They applied such information to build the trust in brand or product. Most customers trust in the products that have good reviews in Facebook, Website, Instagram and so on. In details for cultural influence, customers are well known to protect own culture and cultural themes in Myanmar. They accepted to raise the cultural protection issues. Customers think that Giordano protect and promote own traditions, culture and heritage to take the world. In a relationship between social responsibility factors and cognitive brand trust, customers trust the companies' products that make social responsibility activities such as donations and career development training for employers. These activities make the good reputation for the companies' products and increase the level of trust on products for customers.

According to the results of the analysis on factors influencing affective brand trust by linear regression model, all factors also have positive relationship with affective brand trust. All factors are above "Average" and significant. These three factors have positive relationship with affective brand trust. In social factors, easiness to access the information of Giordano from their social environment initiates the

affective brand trust of customers. Moreover, customers get the quick responses of Giordano from social media. This fact increases the level of trust on product. In customers' minds, owing Giordano products may be high social status and it impacts on affective brand trust. In cultural factors, customers have the feeling of the fondness of ancient and Burmese cultural design and it is happened when customers see the design of Giordano products. The ancient and traditional, Burmese cultural design of Giordano can cause the affective brand trust of customers. In social responsibility factors, customers' preference of CSR activities on the business creates the emotional trust on the brand. Customers like the activities as career enhancement programs for employees and making donations in needed area. These are an emotional role in which initiating of affective brand trust. Most customers compare the brands and products every aspect of social responsibility activities, including donations and enhancing the employees' career life by giving training program. Even though the customers may be sure of what they want, the customers still want to compare other options to ensure their decision is the right one.

According to the results of analysis on the effect of brand trust on purchasing behavior by linear regression model, there is a positive relationship between them. Customers purchase Giordano products relying on their memory and predicted expectations by social media, websites and advertising of it. Customers get the information they want from various sources. Thus, they applied this information as recommendations of others, self- experiences and rational thinking with reasons to make purchase. Customers purchase the products due to their subjective feelings based on their emotions and unexpected conscious about it. Most customers said positive things about Giordano other people because they had the feeling of trust in this brand. Having the trust in brand makes most customers to purchase the products or brands for different reasons. They love the unique designs, different sizes, better quality and pay as the gifts to others.

As a summary, the findings of the factors influencing brand trust and purchasing behavior are very useful tools for marketers. This study helps the markers to utilize the factors influencing brand trust and purchasing behavior and to develop different and unique marketing strategies to increase sales of Giordano products.

5.2 Suggestions and Recommendations

According to the analysis, the major factor of influencing purchasing behavior of Giordano customers, the followings state the suggestions on the points relating to social factors, cultural factors and social responsibility factors, brand trust and purchasing behavior.

According to survey results, most of the respondents have the trust on suggestions and recommendations from others, especially of their family members and friends before making the purchase. So, words- of -mouth is especially important to be successful for the company in the long-term. For that reason, Giordano should try to achieve the faith of the customer who has already penetrated and always makes the efforts to achieve this through the good responsive manners. The recommendations of other customers to the potential customers make the strong reason of brand trust on company products. On the other hand, most customers don't believe the advertising on social media. It has probably the persuasive senses to some extent. For that reason, the company should consider to make its advertisements which balance between on the side of informative; as adding accurate and reliable information of the brands, and persuasive characters. Moreover, the company should request the recommendations from the customers and those feedbacks should be published in its advertisements.

In case of the results regarding cultural factors, hoping to raise the cultural awareness of Myanmar has the important role in purchasing behavior of Giordano. It is one of the competitive advantages of Giordano though; the company needs to emphasize the reservation and development of Myanmar cultural designs. Innovative production mixing with other contemporary Myanmar cultural issues will be also great option for the company future plan. Moreover, the result showed that there was the need of cultural protection countrywide. In order that, the company should make the attempts to develop not only the Burmese cultural designs but also other Burmese sub-cultural items.

According to the results, conducting of social responsibility activities has the prominent role in the case of rising of profile in customers' minds. For those reasons, the company should make more community activities to help the society and to have strong customers' faithfulness. However, such activities should be really acceptable one for the loyal customers because the results have already proved that many CSR activities have sufficient possibilities to make purchase decision. In accordance with

the results of the lowest mean value in social responsibility factors, most customers will possibly make the purchase other brands which are also associated with similar CSR activities. In order that, the company ought to pay attentions not only on the social responsibility factors but also on the other criteria such as quality, price, packaging and so on. Company must do the CSR activities really effective and related to the cultural sectors of Myanmar.

As most of the customers answered the questions relating to cognitive brand trust, social media and website of Giordano have good reputation and are reliable to certain extent in customers' minds. For those reasons, Giordano should promote the brand image from the social media tools to easily achieve the cognitive trust of customers. On the other hand, the doubtfulness on the quality of products still exists. The company needs to make sure to have the best quality of products which can achieve the good impression of customers. The company should make the good operations in the quality control.

In case of affective brand trust, the trust of customers on the brand was relatively low comparing to the cognitive brand trust. Due to the highest mean value in affective brand section, most customers appreciate the significant role of the designs relating to the Myanmar heritage. Therefore, the company should consider the design development which has closely relatively to Myanmar heritage and cultural themes. On the other hand, customers have the doubts on the next-time purchase decision regarding their needs and problem recognitions. In order that, the company should try to understand the stimuli which escalates the customer purchase decisions.

Due to the survey results, most customers purchased Giordano products for different reasons. Among them, product quality is the crucial one because it fixed to their needs and expectations. For that reason, the company should always maintain the quality of the products. To know the customers' needs and expectations, the company should pay attention to their suggestions and responses. On the other hand, they purchased Giordano products because of embedding Myanmar cultural norms. Therefore, Giordano should always take care of promoting Myanmar cultural designs and themes. Most customers purchased its products on unplanned decision, although it is relatively lower mean value among the answers. For that reason, Giordano needs to attract the current and potential customers to make the actual purchase whether it is planned or unplanned.

In case of analyzing the factors influencing cognitive brand trust of Giordano customers, the customers make the positive recommendation to their friends and relatives about the goodness of Giordano. It describes as the best marketing tool for the company. Therefore, the company should accept the crucial role of their customers as the best marketing tool and should listen to the voices of them. Even though not the much value of accepting the good quality of product, the company should emphasize the product development for right price and right quantity, it is contentious one though. To establish the ground for the cognitive brand trust needs to be the better positioning of brand. In this case, Giordano ought to try having the more rational incentives of customers in purchasing decision.

However, for analyzing the factors influencing affective brand trust, it is always needed to display the best image of product. The most interesting theme in the brand is the designs. So the company should emphasize the development of design in line with the historical development of Myanmar arts and cultures. Obviously, the impressive things are difficult to be interesting one for the next time. It is also the obstacle of the brand in this case. Product development, especially in designs will always be the good option for the company ever.

In investigating the effect of above-mentioned brand trust on purchasing behavior, the company always should do the best quality of its outputs. In the result of studies, it witnesses the prominent role of quality in modern era. Having identical with the expectation and reality will always be the best and reasonable for purchasing decision. The company should make the right price for the good quality and it need to take care of having the exact same with the promised quality in the advertisement. On the other hand, as the one reason for why it is critical, most of the customers are purchasing the products for their own use, not for other as the gifts, relatively. So, improving the designs and the quality are the essential elements for building the strong image of brands.

5.3 Needs for Further Research

This study focuses to analyze the influencing factors on brand trust and purchasing behavior Giordano customers only in Giordano Facebook Page. Although the survey data is collected from 383 followers from Giordano Facebook Page, only 297 respondents among followers gave response back. The sample is so small.

Therefore, further studies that investigate all the influencing factors with larger sample size would be more fruitful research.

Although there are several influencing factors on purchasing behavior, this study only covers in social factors, cultural factors, and social responsibility factors. Further research can focus on more factors and find the relationship between them. It could be more useful for marketers, marketing executives and managers to develop some market strategy. In this study, data has been collected by using quantitative approach. In order to represent more comprehensiveness, other methods like qualitative or mixed method shall be considered as further research.

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APPENDIX

APPENDIX A: QUESTIONNAIRE

QUESTIONNAIRE ABOUT EFFECT OF BRAND TRUST ON PURCHASING BEHAVIOR AND CUSTOMER LOYALTY: A CASE STUDY OF GIORDANO MYANMAR

Section (A): Demographic Factors of Respondents

1. Gender
 - Male
 - Female
2. Age (Years)
 - 18-23
 - 24-29
 - 30-35
 - 36-41
 - Above 41 years
3. Occupation
 - Student
 - Employed
 - Unemployed
 - Business Owner
 - Others
4. Income per month (MMK)
 - Under 200,000
 - 200,001-400,000
 - 400,001-600,000
 - 600,001-800,000
 - Above 800,000
5. Education
 - High School
 - Diploma
 - Bachelor
 - Master/Ph.D.

- Others

Section (B): Influencing Factors on Brand Trust

STRONGLY DISAGREE DISAGREE NEUTRAL AGREE STRONGLY AGREE

1	2	3	4	5
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NO.	DESCRIPTION	1	2	3	4	5
	Social Factors					
1	I learn so much about Giordano brands from friends, colleagues, and family members.					
2	I trust the products that are recommended by my friends, colleagues and family members.					
3	I always take suggestions from my family members, colleagues and friends before I buy.					
4	I often trust on the products which are advertised on social media.					
5	I often trust on the products which has good reviews on social media.					
	Cultural Factors					
1	I think branded clothes are of high quality.					
2	It is very important to me what other thinks of me.					
3	Having branded clothes is very important to me.					
4	Branded clothes created my identity; it is part of who I am.					
5	Wearing branded clothing makes me feel good about myself.					
	Social Responsibility Factors					
1	I trust to brands that practice social responsibility activities as career advancement training for employees.					
2	A brand with strong CSR like donations and					

	career advancement training on employees would be my first choice.
3	Social responsibility activities raise the profile of brand in customers' minds.
4	Social responsibility activities increase the level of trust I have in a brand.
5	I view companies that practice good CSR (especially donations and career advancement training) in a more positive manner.
	Product Quality
1	I felt very stylish whenever I put these brands on.
2	I am confident in the quality of Giordano brand.
3	I would happily buy another shirt again once they reach nearly torn.
4	I plan to buy these shirts for friends or family members.
5	I would recommend these shirts in often.
	Price
1	This brand offers the best possible price that meets my needs.
2	This brand provides a variety of pricing plans.
3	The price charged by this brand is reasonable.
4	Have different price level based on product type.
5	Overall, this brand provides superior price compared to other brands.
	Promotion
1	Have their own website page
2	Using social media for marketing their brands
3	People know the products based on our promotional strategy.
4	The company applies personal selling as one of the promotional strategies

5	The promotional strategy influences the rate of purchase positively
	Customer Service
1	Courtesy and friendliness of the provider
2	Efforts in including you in the buying decisions
3	Information provided regarding the products
4	Explanations provided by the provider was easy to understand
5	Likelihood that you will recommend to others

Section (C): Purchasing Behavior

STRONGLY DISAGREE DISAGREE NEUTRAL AGREE STRONGLY AGREE

1	2	3	4	5
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NO. DESCRIPTION

1 2 3 4 5

	Purchasing Behavior
1	I purchase this brand for personal use.
2	I purchase this brand to pay as the gift to others.
3	This brand provides unique style adapted to my needs.
4	This brand is unique among other brands.
5	I am interested in the design of this brand.

Section (D): Customer Loyalty

STRONGLY DISAGREE DISAGREE NEUTRAL AGREE STRONGLY AGREE

1	2	3	4	5
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NO. DESCRIPTION

1 2 3 4 5

	Customer Loyalty
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1	I intend to keep buying the products from this brand.
2	When I see new product somewhat different from other brands, I will not try it.
3	I say positive things about the brand to other people.
4	I recommend the brand to someone who seeks my advice.
5	I am committed to this brand.