



**Importance of Brand Personality to Customer Loyalty in
Myanmar Telecom Industries**

**Thet Htar Swe
ID: 6117192025**

**SUBMITTED IN THE PARTIAL FULFILLMENT OF THE
REQUIREMENT FOR
THE DEGREE OF MASTERS IN BUSINESS
ADMINISTRATION
INTERNATIONAL PROGRAM, GRADUATE SCHOOL OF
BUSINESS,
SIAM UNIVERSITY, BANGKOK, THAILAND
2019**



Title of Research: Importance of Brand Personality to Customer Loyalty in Myanmar Telecom Industries

Author: THET HTAR SWE

ID: 6117192025

Major: STRATEGIC IT

Degree: Master in Business Administration (International Program)

Academic:2019

This is Independent study has been approved to be partial fulfillment of the requirement for Degree of Master in Business Administration in Strategic IT

Handwritten signature of Dr. Tanakorn Limsarum in blue ink.

.....
(Dr. TANAKORN LIMSARUM)

Advisor

Date..... *6 December 2019*

Handwritten signature of Dr. Jomphong Mongkhonvanit in blue ink.

.....
(Dr Jomphong Mongkhonvanit)

Dean, Graduate School of Business

Siam University, Bangkok, Thailand

Date..... *6 Dec 2019*

Title of Research: Importance of Brand Personality to Customer Loyalty in Myanmar Telecom Industries

Author: THET HTAR SWE
ID: 6117192025
Major: STRATEGIC IT
Degree: Master in Business Administration (International Program)
Academic: 2019
Advisor:

lw 7.

.....
(Dr. TANAKORN LIMSARUM)

Advisor

Date..... *6 December 2019*.....

Abstract

Myanmar's telecommunication market is very attractive for mobile telecommunication because of the huge customer base it has. The mobile telecom sectors are growing rapidly and the contribution of this sector to economic development is very significant. This opportunity is attracting foreign giants to enter into this market; as a result, the competition is getting higher day by day. The rapaid change and reform of the market has increased the types of service offered on a subscription basis in different service sectors, in which having loyal customers is critical. Myanmar's Telecommunication industry is seriously considering their brand perosnality and customer loyalty. The purpose of this research was to study about brand personality and customer loyalty regarding brand identity and customer satisfaction because it has postive impact on customer loyalty. Low rate call failure, network coverage, price and facilites can turn leads to customer loyalty.

This documentary research investigated how brand personality and customer loyalty are important for the organization. The results of the research guided the overview and background and were noted from the literatures and then the findings were established. Finally, the recommendations and suggestions for implementation of this study on all levels of management and other industreis and limitations of the resarch had been presented.

Keywords: brand personality, customer loyalty, loyalty program, Myanmar Telecom Industries

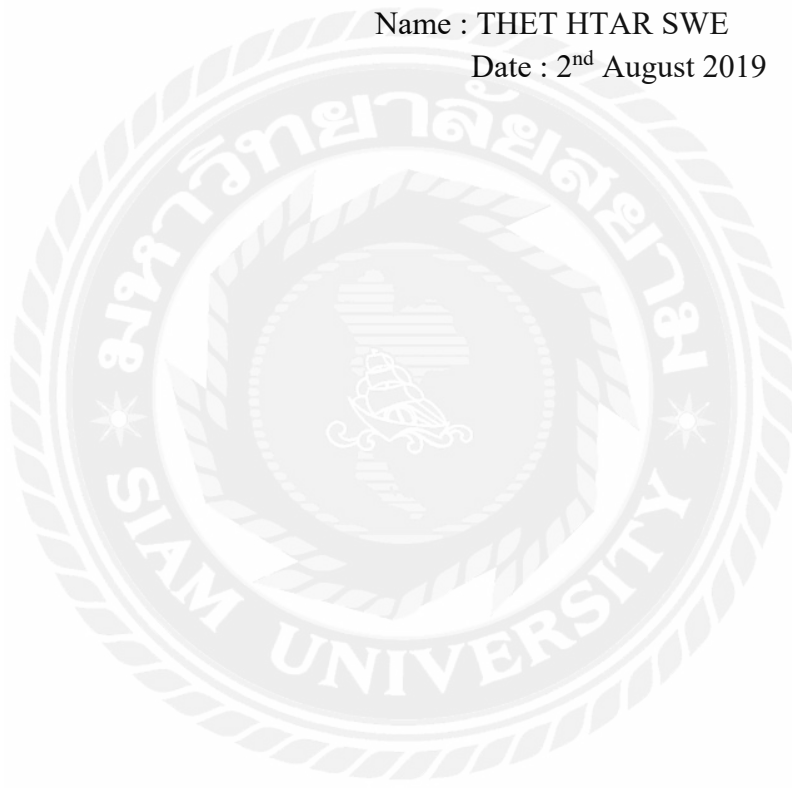
ACKNOWLEDGEMENT

In this section, I would like to express my special thanks of gratitude to Dr. Tanakorn Limsarum , advisor and Dr. Jomphong Mongkhonvanit, Dean, Graduate School of Business, Siam University, Bangkok, Thailand for their thoughtful and caring supervision by means of his educational excellence. I came to know about so many new things I am really thankful to them.

Secondly I would like to thank my parents and friends who help me a lot in finalizing in this Independent study within the limited time.

Name : THET HTAR SWE

Date : 2nd August 2019



Contents

Abstract.....	3
ACKNOWLEDGEMENT.....	4
Chapter 1: Introduction.....	5
1.1 Research Background.....	5
1.2 Problem to be investigated.....	6
1.3 The objective of the study.....	7
1.4 Scope of the study.....	7
1.5 Research Significance	8
Chapter 2 : Literature Review	9
2.1 Brand Personality	9
2.2 Customer Loyalty.....	10
2.3 Customer Satisfaction and Loyalty	12
2.4 Loyalty Program	12
2.5 Myanmar's telecom industries.....	13
Chapter 3 : Finding	16
Chapter 4 : Conclusions and Recommendations	18
Recommendation for Executive Level:.....	18
Recommendation for Managerial Level:.....	19
Recommendation for operational level:.....	20
Recommendation for other industries:.....	21
Research Limitation.....	22
Reference	23

Chapter 1: Introduction

1.1 Research Background

Communication is one of the essential factors in human life. Telecom Industries has undergone a fantastic revolution that never stops. Moreover, telecom sectors are one of the most critical elements for the dynamic economic growth in the country. Telecommunications has become an increasingly important industry, which is well for its prospects and continued growth (Beers, 2019).

The Largest mobile network operator in the world is AT&T from the United States, China Mobile, Vodafone from London and Airtel from India (Chepkemoi, 2017). According to the GSMA intelligence, the world's mobile industry has signed up its 5 billion unique mobile subscribers, according to real-time data GSMA (2017), so that two-thirds of the global population is now mobile subscribers; mobile has a greater reach than any other technology. (George, Hatt, Sharma, Dewar, Evans, Rizzato, Iji, 2017).

On the other hand, the more people use mobile communication, the more competition in their mobile telecom industries. For the telecom industries market, competition is a top risk for telecom executives (UK, C. 2018).

In Myanmar, The Myanmar telecommunication sector has made progress year after year. As per Myanmar's government survey in the previous fiscal year, there were 56.8 million mobile phone users in 2017-2018 against a penetration rate of more than 100 percent and 4G availability in Yangon is currently the fourth highest in ASEAN at over 80 percent. In Myanmar, there are three foreign operators – Telenor from Norway, Ooredoo from Qatar's and MyTel is a partnership between Vietnam-based Viettel Co and Myanmar National Telecom Holding Public Ltd, a consortium of local firms and star High Co-owned by the Ministry of Defense. The Forth operator, Myanmar, Posts, and Telecommunications (MPT) are state-owned. Mobile phone users in Myanmar are now totals 56.8 million. Of this number, MPT has 22 million subscribers, Telenor 19 million, Ooredoo 9 million, and MyTel 3.2 million, s (Nanda, 2018).

As per the study, there is a close relationship between brand personality and customer loyalty. Excellent personality features of the organization and these features affect customer loyalty in the respective organization. (Taherkhani, Maleki, Najafi, & Shahrami, 2016). Therefore,

competition among these four operators is extreme because of the presence of already established competitor and the mature status of the market. For this competitive industries, Brand personality support as a factor that influences customer loyalty to maintain the existing users.

The brand personality is a framework that helps a company or organization to configure the way people feel about their product, service or mission. The personality of a company's brand provokes an emotional response in a specific consumer segment, to encourage positive actions that benefit the company. Customers are more likely to purchase a brand if its personality is similar to their characteristic (Lim, 2019). High brand loyalty leads to useful brand extensions, high market share, high return on investment and loyal customer not only buys from the same brand always but also becomes a vocal advocate who helps the brand in its word of mouth marketing strategies. (Pahwa, 2018)

This paper used documentary research to investigate the probable relationship between brand personality and customer loyalty in Myanmar telecom industries.

1.2 Problem to be investigated

In Myanmar, however, organization are less focus on the brand personality not only in telecom industries but also in other industries. In the mobile telecom industries, the four competitors are aggressively competing. Since competition increases, customers bargaining power gets stronger, building brand personality becomes more important. It is difficult to maintain the existing customer (Hafez & Akther, 2017)

From the consumer point of view, brand personality is a way for them to express their personalities and define their lifestyle through material possessions. So, if these points fit with them, they will repurchase. On the other hand, creating some customer loyalty can get positive emotional experience because a loyal customer can be the promoters of its organization (Shaw & Hamilton, 2016).

Moreover, keep the customer coming back, and they can provide the refer- a – friend feature. (Parker, 2016) It will work both customer acquisition and also increase the loyalty of an existing customer.

Brand loyalty is a strong bond that consumers share with a particular brand. Loyal customers are an asset to a company; this can be seen in the loyal customers' word of mouth, the company

reduces cost by less advertising and is less expensive to maintain a loyal customer than to gain a new one. (Alola, 2013). These problems have indeed led to frequent brand switching behavior among customers in the industry. Problems arising out of poor brand personality management can be poor patronage from customers, poor customer mapping to determine what they want. As a result, brand loyalty and customer patronage will erode. All those problems combine to tarnish the image and goodwill of the organization about their customers, hence the fall in the desired level of performance. These problems become the issue and want to find out the solution to the importance of brand personality to customer loyalty.

1.3 The objective of the study

The objective of this study is to solve out and evaluate the determinant of the importance of brand personality on customer loyalty in Myanmar's telecom industries. To be specific, the study has the following objectives:

- To examine the essential factor of brand personality and customer loyalty
- To examine how to maintain existing consumer in the organization.
- To examine how a Loyalty program can grab new customer acquisition and existing customer
- To recommend actions plan to the industries, and also some applicable industries based on these research things.

1.4 Scope of the study

The study will focus on the factors between brand personality and customer loyalty and how these factors will be affected by some other relative factors. By creating and focusing the brand personality, the customer will recognize as the best product based on their personality.

In this study, Myanmar's telecom industries' factors will also be involved, and the method of documentary research will use. For the data, the researcher will use Ebsco Database, another related article on the website, and other published research paper as references for this study.

1.5 Research Significance

In the competitive era, customers are easy to switch one brand to another based on their brand benefit. Many of the past researches tell that it is more profitable to follow the strategy of customer retention than to go for new customers. Capturing new customers is more expensive because of the advertising promotion cost, sales cost. Customer loyalty increases the profits by encouraging repeat business, reducing those cost for a business. Repeat purchase revenue is also a significant indicator of a company's health (Levine, 2016)

This study would help industries to be able to establish a successful brand personality in order to create successful brand strategies which enable customers to purchase, re-purchase, and be loyal to that brand. Also, it will help with clarity in communication and marketing activities or programs necessary to create awareness. From this study, the company will able to understand the concept of brand personality helps to give the company a stand in the market over other competitors and lead to them having long term customers which involve in customer loyalty.

Telecom industries in Myanmar, a highly competitive market, can keep their values by building an affinity with subscribers, along with a pre-established expectation of trust driving loyalty. Keeping existing customers and acquiring new customers is a powerful weapon in today's market. As long as the brand personality is good, the customers have the willingness to purchase again and again. After that, they will be a loyal customer of that organization. With the marketing perspective, new customer acquisition is more expensive than maintaining a loyal customer. Loyalty reduces the marketing costs of the firm as the costs of attracting a new customer.

Chapter 2 : Literature Review

2.1 Brand Personality

Brand personality is a framework that helps a company or organization shape the way people feel about its product, service, or mission (Lim, 2019) Because a brand without personality cannot identify itself, and it cannot remain in mind. Brand personality is vital for brand managers to create a unique brand image. This is the idea of the brand's organizations, beliefs, or promise to provide customers with the quality and the brand represents. Brand personality, with the features, the proposition will help to establish the relationship between brands and customers (Bilgili & Ozkul, 2015).

Consumers often make purchases on products that may provide a specific meaning. The meaning of a brand can be an essential factor in the consumer's purchasing. "The brand can satisfy the consumer's desire for sensory pleasure, and cognitive simulation generates an emotional value." (Ahmad & Tyagaraj, 2015). In the psychology view, such goods in addition to appearance create personality and confidence for the customer, so the customer is ready to pay a different price for it. Also, the top brand for customer subconsciously means a better quality product. The customer by buying a brand product believes that in front of his money has received a valuable thing (Taherkhani, Maleki, Najafi, & Shahrami, 2016)

Brand personality is an essential element in branding and develops the interaction between the brand, product, service, organization, and their users (Haaften, 2017). Accordingly, the organization needs to consider each brand should have its brand personality, which can reflect their products. Logo is an important element of brand's visual identity A number of studies have proven the importance of logo. Sologan, color and graphic design on brand awareness and recognition Design of the logo also influences consumers' perception of brand personality. (Sammy, Omwenga, & Iravo, 2016). Colours of the brand are another factor affecting perception of brand personality and are essential for the brand and brand personality. Meaning of colours was extensively analysed over the past years. Some studies revealed that black colour is related with expensiveness and power, blue colour with dependence and trust, high quality and love are seen in red colour, happiness – in the yellow. Lots of brands are associated with several colours, thus communicating to consumers more than one meaning (Seimiene & Kamarauskaite, 2014). Strong customer-brand relationships inhibit the switching of a customer to the competitor brand. (Ahmad & Thyagaraj, 2015). If the products are fit with customer requirement, they will repurchase and become the loyal customers of its organization.

Brand personality form the organization form the way people feel about its product, service, or mission. A company's brand personality produces an emotional response in a specific consumer segment to incite positive actions that benefit the firm (Bug, 2016). By improving brand personality, the company can feel the consumer's nature and also customer identify based on their like.

Emotions are the biggest driver of brand loyalty (R. & P. 2017). To maintain existing consumer, the company should focus primarily on its brands such as products, service, and value. Usually, Myanmar's telecom industries, brand personality, customer satisfaction, and price of service are an essential factor which influences on Myanmar's customer behavior.

2.2 Customer Loyalty

For loyalty, as a concept has its root from the consumer behavior theory and is something that consumers may exhibit to brands, services, or activities. Customer loyalty is the most important goal of implementing relationship marketing activities. Customer loyalty is becoming more intricate to achieve as a result of increased competition. That is why companies are trying hard to keep their customers loyal. For instance, a company will increase profit when loyal customers deliver free advertisement over positive word of mouth. Satisfied and happy customers recommend stores, products, or services to their family and friends, and they rebound and buy more. Besides buying more, they also work as a network to reach other potential customers by sharing experiences (Hague & Hague, 2016).

Satisfied and happy customers recommend stores, products or services to family and friends, and recover and buy more. In addition to buying more, they also function as a network to reach other potential customers by sharing experiences. Maintaining customer loyalty is a crucial goal for any business. Loyal customers mean a reliable revenue stream and a sustained profit. Customers will be more loyal to companies that they feel match their ethical concerns. Customer loyalty programs are created to form relationships with customers and convert those relationships into long-lasting ones. The programs can also bring about new customers. New customers can be attracted by the benefits the loyalty program offers to its members, or they can also convinced to join through their friends and the effective word-of-mouth advertising A key challenge in maintaining loyal customers is how a business balances this concern with the need for long term growth (Russo & Confente, 2017) Customer loyalty is defined as a commitment to continue purchasing a preferred product or service consistently regardless of

situational factors and marketing efforts, which might result in switching behavior (Chiguvi, 2016).

Another study, attracting customers and retaining their loyalty is the key to success of any business. A loyal customer can purchase the goods or service again and again over time. If the organization has a good relationship with the customer, it can become easy to sell in higher volume sales to loyal customers across product lines and thus increase sales volume without needing to focus so much on attracting new customers. Loyal customers also protect from the competition because the more loyal customer the business has, the safer the business will be from the draw of competition for the new or existing market. Moreover, the final point is word of mouth marketing; loyal customers can bring new customers to the organization. If the business maintains customer loyalty that it takes to achieve brand loyalty in the first place, customers will be willing to forgive when bad things happen (Johnygtff. 2018). Loyal customers always spend more money to buy the products that protect the business from the competitor and also reduce the risk of price sensitivity (Touch Dynamic 2018). Customer loyalty is the result of a positive emotional experience, satisfaction based on physical attributes and the perceived value of an experience, which includes the product or services. (Magatef & Tomalieh, 2015).

In the mobile telecom industry, usually, one customer only chooses one mobile operator at one time. Once customers have been acquired and connected to a particular network of an operator, their long-term relations with the operator settled. Therefore, it is difficult to get a new customer. If the customers are loyal to the organization, the organization does not need to worry about their growth. As per the study, 80 percent of a typical company's revenue derived from 20 percent of its products or services (Kokemuller, 2016). We need to focus most marketing resource on those 20 percent. Most of these customers can be loyal customers. When customers stratified with the products or service; they buy the product over and over again. These customers become loyal to the company as well as its brands (Mamun, Rahman, & Robel, 2014).

Loyalty means the relative possibility of customer shifting to another brand in case there is a change in the product's features, price, or quality. If there are increase loyal customers, they will respond less to competitive moves and actions. Loyal customers remain dedicated to the brand, are willing to pay a higher price for that brand, and will promote their brand always. A company having loyal customers will have higher sales, less marketing and advertising costs, and best pricing. This is because loyal customers are unwilling to shift to other brands, respond

less to price changes and self-promote the brand as they perceive that their brand has a unique value which is not provided by other competitive brands. Loyalty is always developed post-purchase. To develop loyalty, an organization should know their market segment, target them, support their product, ensure easy access of their product, provide customer satisfaction, bring constant innovation in their product and offer schemes on their product to ensure that customers repeatedly purchase the product (Natarajan & Sudha, 2016). In researcher opinion, customer loyalty is crucial for the business not only in the mobile industries but also in other industries.

2.3 Customer Satisfaction and Loyalty

In the simple for satisfaction can be defined in terms of fulfilling the customer need and wants better than the competitors. Customer will only be satisfied when he perceived the performance of goods or services as per the expectations. Customer satisfaction has a significant impact on loyalty in the telecom sector. Several studies (Aktepe, Ersöz, & Toklu, 2015; Chang, 2015; Muhammad, Shamsudin, & Hadi, 2016) has confirmed a positive relationship between customer satisfaction and loyalty. That's why Customer satisfaction is becoming one of the essential objectives which any firm seeking for a long-term relationship with customer considers as the top priority (Ngo & Huu, 2016). For the telecom industries, customer loyalty results when the quality of the network of the service provider is satisfactory, and there are low rates of call failure. Network quality is one of the significant factors in terms of evaluating customer satisfaction in determining customer loyalty (Hafez & Akther, 2017). Price and facilities for the customers are significantly and positively correlated with overall customer satisfaction level in Myanmar's the telecom industry. (Mamun, Rahman, & Sohani, 2016)

As per the study, if the customers are not satisfied with the brand, they can easily switch to another brand. Maintaining customer satisfaction is always an important goal each of the organization (Ayaga & Nnabuko, 2019)

2.4 Loyalty Program

Past Studies on loyalty programs have focused on the role of a loyalty program on behavioral and affective loyalty, customer retention, loyalty membership, switching costs (Soderlund & Colliander, 2015). Loyalty program is a marketing tool and long term marketing effort used by all type of business to motivate the customers by offering incentives to repeat customer who demonstrates loyal buying behavior. (Farfan, 2018). Loyalty programs have proven themselves as one of the most effective tactics for increasing revenue and inspiring customer loyalty. As

many as 84% of consumers say they are more apt to stick with a brand that offers a loyalty program. Moreover, 66% of customers say the ability to earn rewards changes their spending behavior. (Peacock & Peacock, 2018).

To know how the customers are loyal to the organization or success of the loyalty program, a range of key performance indicators (KPI) is the essential factors to measure loyalty and Communication metrics measures the effectiveness of the direct communication efforts of the loyalty program. Direct marketing, or marketing automation, is one of the main value-creating activities that can be enabled through a loyalty program. The effectiveness of this communication is therefore essential to measure, to determine the value of the loyalty program. Metrics include: Opening rate, click rate, opt-out rate, etc. (Haeger, Silva, Relander, Enochsson, Hamilton & Gatenbeck 2017).

As these numbers suggest that loyalty program is a critical component between the customers and business for increasing sales revenues, and it will be closed between current customers and organization.

As per the study, the first usage of loyalty programs in business was many years ago, initially in Germany, where price completion was disallowed by the government. In 1981 was the first launched of loyalty programs by American Airlines and quickly used by other airlines and hotels, car rental companies, credit card organizations, and retailers. As reported in the New York Times, Forrester Research found that across 12 industries, retailers are the most loyalty while others, like TV service providers and internet service providers, proved more unsteady. Retail loyalty programs are offering points, rebates, discounts, or combinations of them. Loyalty programs are considered part of a comprehensive customer relationship strategy. (Magatef & Tomalieh, 2015). As per the experience, Organization used the reward program to retain their best customers.

2.5 Myanmar's telecom industries

Amid rapid socio-political transitions, with one of the lowest internet and mobile subscriber rates in the world, Myanmar is building its telecommunications infrastructure, which involves opening its market to international mobile companies, engaging in national regulatory reform, and developing its internet policy capacity (Calderaro, 2015) The telecom industries business has been transformed over the past few years. Previously telecom industry was under monopoly, which has now been converted into a more competitive market in which more competitors have entered and offered various alternatives for different kinds of services.

Among the competitive era, 89 % of operators are relying on loyalty program strategies for business growth because customers want value, service, and rewards; merely a competitive price strategy is not enough to retain existing and acquire new customers. Competition has forced telecom operators to validate their sales and marketing strategies with loyalty programs. Thus, loyalty is as important as customer acquisition to stay ahead of the competition (Comviva, 2019).

As per the researcher experience, most of the Myanmar people have brand switching behavior because of sim numbers and brand personality. Brand personality consist of the overall individual traits reflected on a brand. (Niros, Pollalis, & Niros, 2017). Additionally, most of the players within the telecom sectors seem to have relied so much on the switching costs of telecommunication services (Izogo, 2017). Switching cost is referred to as costs that the customer relates to the process of switching from one supplier to another. Switching cost, according to a definition, is the cost involved in switching from one service provider to another service provider (Ahmad, Hussain, & Rajput, 2015). Prices are one of the significant factors of that behavior.

Three companies were providing mobile phone services in Myanmar as of 2016, including MPT, Telenor, and Ooredoo. In January 2017, Viettel of Vietnam also entered the market by establishing a tie-up with a Myanmar company. The new company is Myanmar National Tele & Communications Co., Ltd (Mytel). Now four companies are operating mobile phone services in Myanmar, two of them domestic and two of them are foreign. This brought significant changes in the situation. With foreign corporations directing Myanmar's telecommunications field, Investment in telecommunications infrastructure has been taking place nonstop since that time, bringing significant improvements to the telecommunications environment. Mobile phone coverage is also expanding, and now encompasses all of the leading domestic regions.

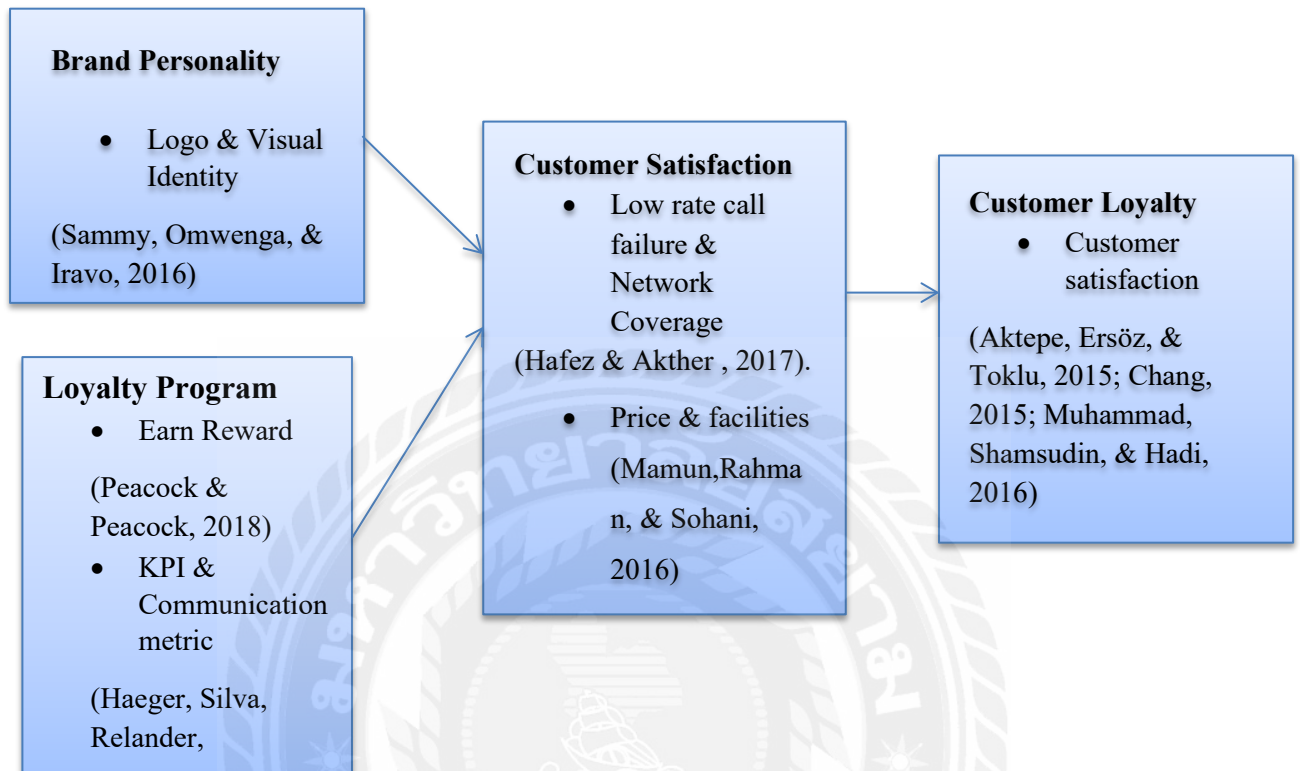
Meanwhile, also, coverage is improving throughout Asia, thereby improving the convenience of mobile phone use in many regions. In terms of quality, telecommunications has become more stable, and use for business has also significantly improved (Exchange, 2018)

Each of the operators has a loyalty strategy for its best customers. Myanmar Post and Telecom (MPT) has MPT club program to attract their customers by using mobile service; Phone call, SMS text & data, pay bills, shop and get rewards then redeem exclusive benefits in an instant — receive MPT Club benefits ranging from food, movie passes, mobile rewards and more

(MPT, 2019). For Telenor Myanmar, they have their Telenor star program depending on their years of stay with Telenor Myanmar and average usage of 3 months (Telenor. 2019). Ooredoo Myanmar also launched VIP loyalty program by registering for Ooredoo, customers will get access to discounts at more than 100 restaurants, hotels, and gyms and will start to earn points on every top-up, Ooredoo said. These points can be used to buy data and minutes; also, customers can participate in Spin the Wheel to win up to 50 GB data and other big rewards (Telecompaper. 2018). Many previous studies show that program loyalty has positive association towards customer loyalty. The more benefits of a loyalty program could offer, the higher the possibility that customer would like to join the program (Kamal, 2018).



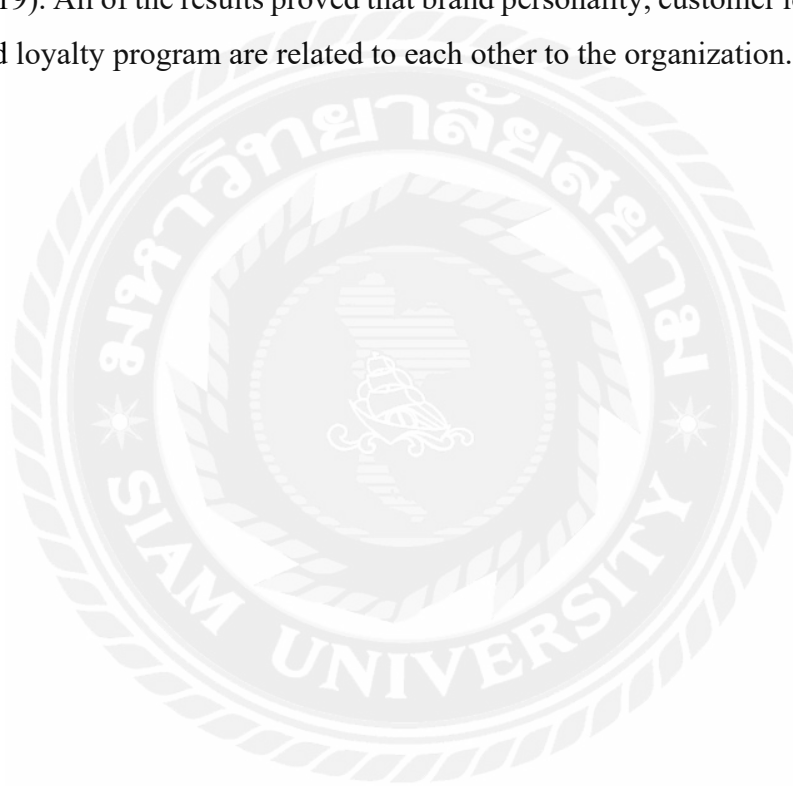
Chapter 3 : Finding



This chapter used documentary research and compared results related to the study of how important brand personality and customer loyalty in Myanmar Telecom industries. The result showed that brand personality is strong enough for each brand, and many people consider it. Brand personality gives the functions of self-symbolization and self-expression. In the customer mind, good brand personality can inspire confidence for the customer, and they are ready to pay a different price for it (Taherkhani, Maleki, Najafi, & Shahrami, 2016). Strong brand relationships prevent the customer's switching behavior to the competitor brand. (Ahmad & Thyagaraj, 2015). Those results show that brand personality is essential not only in Myanmar' Telecom industries but also in other industries. For customer loyalty, customer loyalty is a very strong relationship between the customer and its organization for long term growth. Another is word of mouth marketing; loyal customers can bring new customers to the organization spreading the good news to other customers. If the business maintains customer loyalty that it takes to achieve brand loyalty in the first place, customers will be willing to forgive when bad things happen (Johnygtff. 2018). Loyal customers always spend more money

to buy the products that protect the business from the competitor and also reduce the risk of price sensitivity (Touch Dynamic 2018). Customer loyalty and loyalty program are conceptually connected. Loyalty programs are considered part of a comprehensive customer relationship strategy (Magatef & Tomalieh, 2015). As per the evidence, the Organization used the reward program to retain their best customers.

There is a positive association between customer satisfaction and loyalty. Moreover, it is confirmed that customer satisfaction is one of the core factors for customer loyalty. This study also reveals that customer satisfaction is not good enough; customers will be no longer loyal. Maintaining customer satisfaction is always an important goal each of the organization (Ayaga & Nnabuko, 2019). All of the results proved that brand personality, customer loyalty, customer satisfaction, and loyalty program are related to each other to the organization.



Chapter 4 : Conclusions and Recommendations

The research for this study will help the academics who are studying the topic, and business who want to attract old customers and maintain loyal customers. From the academics perspective, the study is research about the Myanmar Telecom Industries an overview of factors influencing brand personality, customer loyalty, customer satisfaction and loyalty program which need further to be investigated how important of brand personality and loyalty. For the business perspective, a business can implement the finding from this research paper in order to improve the brand personality and the customer loyalty which leads to improve the competitive advantages and achieve higher performance and also it can help to control the customer brand switching behavior.

From the result of the research, the importance of brand personality and loyalty, which can impact on customer satisfaction to have a positive significant impact on the organization. This study also suggest that every organization need to focus on the brand personality in order to get the customer satisfaction because customer satisfaction is one of the important factor to get the customer loyalty also to be loyal for the customer perspective. So that the researcher would like to recommend as following:

Recommendation for Executive Level: Today, as the economy and competition condition change, business have to consider about how to compete the competitor in order to keep up with the changing market condition and to reach the customer who is constantly changing their mind. In order to keep up with the changing market conditions and to reach the consumers who constantly change their purchasing tendencies and expectations, it is obligatory for the enterprises to implement different strategies. Nowadays, when consumers purchase a product, the connotation that the brands make the consumers feel becomes important since they also purchase it besides the quality of the product. (Akin, 2017). Executive-level need to apply the appropriate branding strategies for their service/products, including the importance of corporate visual identity elements such as the font, logo, symbols and premises help to make their companies recognizable. (Sammy, Omwenga, & Iravo, 2016). The brand is important for both product and service. The product can be associated with personal characteristics and meaning as ascribed to their brands by the consumers. For this reason, brand personality is important regarding improving the quality perception of the product. The brand personality, which is expressed as the human characteristics that the consumers attribute to the brand, provides many advantages for the companies. To create a positive corporate image through

corporate social responsibility. Consequently, it will give a strong impression and perception in the mind of the target customer regarding their operators. According to the results, brand personality plays an important role in marketing. Therefore, executive-level uses efficient strategies to help consumers find a positive attitude toward different brands (Kalantari & Khalili, 2017). One of them is the formation of loyalty. Since a well-established perception of brand and brand personality can create an emotional connection between the consumer and the product, the formation of loyalty is inevitable and provide benefits to the brand and the company in a variety of ways. The most important benefit of brand personality is distinguishing brands from competitor brands. (Akin, 2017)

On the other hands, the Executive level should consider customer loyalty to be loyal to that brand. Customer loyalty is a very important concept for every organization. Cost of service, brand personality is an important variable for the organization, and executive-level should consider about it. Another attribute to customer loyalty is communication between the client and the organization. Moreover, the most important part is the customer satisfaction on the brand and organization. As per the study, the three factors are positively related to customer loyalty.(CIOCA, IVASCU, & RUS, 2016). To get the customer loyalty, to get the customer satisfaction, telecom operators, the executive position should give more focus on strong network coverage, infrequent call drops, and voice clarity in their network because a satisfied customer is the best advertisement for the organization. (Hafez & Akther, 2017). The results of the recent research indicated that brand loyalty affects consumers' perception of brands in an efficient manner. As customers' loyalty increases, marketing costs decrease. The results indicated that word-of-mouth marketing also increases. It is recommended that executive-level use strategies that are efficient in increasing loyalty (customer-value based), promoting the function and quality of customers' community and services in order to increase the loyal customers. (Kalantari & Khalili, 2017)

Recommendation for Managerial Level: Managerial Level need to maintain and implement the executive level decision. The question regarding how to implement a strong brand personality is important not only for academicians but also to managers as it preserves the opportunity to increase customer patronage and loyalty over time (Åberg, 2015). To maintain and implement the brand personality, the managerial level should need to know the organization Target – before begin to the brand personality, the organization should know the audience who use and buy the service. One of the best ways to find the information and talk

with the consumers and received the complain so that organization knows the requirement. Another way is an online survey to gather and sort information. Another is now the purpose of the brand and identify the brand and creating a logo and with emotional appeal such as color or use the typography to enhance the brand identity. (Wheeler, 2019). According to the results, brand personality plays an important role in marketing. Therefore, brands' managers use efficient strategies to help consumers find a positive attitude toward different brands

Another part of customers to stay loyal with one company among all competitors is a loyalty program by offering special service. Strong interpersonal relationships between telecom operators and customers are the way to build customer loyalty, even when competitors try to win them over with lower prices. Mobile topup program reward mobile customer each time they top up and these rewards can include free content or service, bonus minutes, chances to win, and points which can be accumulated and redeemed for premiums. (Peltola, 2014).

A point system is any type of structure that allows for the gathering and spending of points, a fictional currency used by the programs. This currency can either be spent freely in a point's shop, to purchase products and discounts or accumulated and exchanged for coupons in specific intervals and partnership entails any benefit provided by a partner. Some loyalty programs offer products from their partners in exchange for points, and some offer the exchange of points for partner-specific points. (Haeger, Silva, Relander, Enochsson, Hamilton & Gatenbeck 2017).

Moreover, another program which research would like to recommend for managerial level is a community-based program. If the customers are used the service for their community, they can use their membership to existing organizations for discounts on products. Vodaphone Cyprus lets users of their cellular network form communities with discounts on both members to member and general communication. The more member that join the group, the more profound the discounts become. (Planning, 2015). Telecom operators should provide different types of updated facilities and consumer promotion like price discount, FNF facilities in other operators, 3G network, 4G network, free video calls, free talk time and SMS bundle on special occasion so that customers feel that they are getting extra facilities compared to others operators. (Hafez & Akther, 2017)

Recommendation for operational level: Every organization aim is to maintain a long-term relationship with the customers and the business organization. In order to acquire potential customers, customer satisfaction has a significant impact on the entire business operations. Therefore, the organization needs to understand what exactly the customers need and how to

gain loyalty for the successful business. As it is discussed in chapter two, the customer plays a crucial role in the market chain process. To make it more transparent, satisfied customers are the ones who create the possibility of new customers. If the existing customers are satisfied with the product and service, then there are the chances of recommendation to the new ones. This will lead to an increasing number of customers and could maintain the level of the relationship with the customers (Khadka & Maharjan2017). Organization communication is good with customers; odds of success in business significantly increase. For the operational level, employees should be polite, professional, and friendly. Customers should have a similar experience regardless of which employee they talk with. To be polite, professional, and friendly, the managerial level should provide training to make sure employees understand the company's communication standards. (Kappel 2018).

Company employees are often the first and only physical human encounter between the customer and the company, thus can affect more satisfied customer and more value creation with excellent service. Excellent customer service that makes the customer satisfied is one of those reasons, which makes the customer return to the company. Dissatisfied customers will either never return, or they can give the company a chance by complaining about a subject that dissatisfied them. (Sarpong, 2016)

Recommendation for other industries: Any industries, could saw the benefit of customer loyalty should invest in loyalty part of its organization. As per finding, it is essential to keep existing customers as well as getting new customers. The loyal customers are valuable to expand the business by sharing positive experiences with their relatives and friends who may be unfamiliar with the business. Especially, as per the result of this research, the researcher would like to recommend the following points.

Recommendation for the business: Every organization should improve customer satisfaction as much as possible because it is the most significant determinant of customer loyalty in Myanmar.

Recommendation for the business: Business should invest in the customer loyalty because The loyal customers are the sources of building good and healthy relationship between the customers and the company as well as help the business to make economic advantages. (Ranabhat, 2018).

Recommendation for the business: Organization needs some brand strategies such as brand personality including brand logo, fonts, and symbols because brand personality is better at explaining the repetitive purchasing behavior of the consumer. A well-established brand personality enhances brand choice and use, as well as strong emotional bonds to be built on it, would be creating loyalty.

Recommendation for the business: According to the result of this research, customer behavior on purchase intention, companies attempt to increase and promote word-of-mouth marketing (recommendation). The main objective of each company satisfies customers by fulfilling their needs to share their experiences with their families, friends, and their societies. (Kalantari & Khalili, 2017)

Research Limitation

As of other research papers, this paper has few limitations. This is the documentary research, and the data gathered in this study mostly came from a limited number of research papers due to the time restraints given to finish the research. Therefore, this study cannot be assumed as the complete study of the importance of brand personality to customer loyalty in Myanmar telecom industries. On the other hands, further modifications and information must be tested empirically. Moreover, this study is conducted in the telecom sector in Myanmar. Future studies can be conducted in other sectors like banking, education, retailing in a particular country or geographical context. The research model in this study is suggested to be modified and developed to become a better research construct model

Reference

- Åberg, L. (2015). *Co-creating brand Personality*. SI: Uppsala University.
- Ahmad, A., & Thyagaraj, K. S. (2015). Impact of Brand Personality on Brand Equity: The Role of Brand Trust, Brand Attachment, and Brand Commitment. *Indian Journal of Marketing, 45*(5), 14. doi:10.17010/ijom/2015/v45/i5/79937
- Ahmad, A., & Thyagaraj, K. S. (2015). Understanding the Influence of Brand Personality on Consumer Behavior. *Journal of Advanced Management Science, 38*-43. DOI:10.12720/joams.3.1.38-43
- Ahmad, J., Hussain, A., & Rajput, A. (2015). International Journal of Managing Value and Supply Chains. *International Journal of Managing Value and Supply Chains, 6*(4). DOI:10.5121/ijmvsc.2015.6400\
- Akin, M. (2017). The Impacts of Brand Personality on Brand Loyalty: A Research on Automobile Brands in Turkey. *International Journal of Marketing Studies, 92*(2), 134-145. doi:http://doi.org/10.5539/ijms.v9n2p134
- Aktepe, A., Ersöz, S., & Toklu, B. (2015). Customer satisfaction and loyalty analysis with classification algorithms and Structural Equation Modeling. *Computers & Industrial Engineering, 86*, 95-106.
- Alola, V. U. (2013). Marketing Management. *Antecedent and Consequences of Brand Loyalty: Empirical Study, 1*-65
- Ayaga, D., & Nnabuko, P. O. (2019). Competitive Strategies and Customer Satisfaction in the Telecommunications Industry in Nigeria. *International Journal of Business and Management Review, 7*(1), 63-73.
- Beers, B., (2019). *What Is the Telecommunication Sector?* Retrieved from <https://www.investopedia.com/ask/answers/070815/what-telecommunications-sector.asp>
- Bilgili, B., & Ozkul, E. (2015). Brand Awareness, Brand Personality, Brand Loyalty, And Consumer Satisfaction Relations In Brand Positioning Strategies (A Torku Brand Sample). *Journal of Global Strategic Management, 2*(9), 89-89. DOI:10.20460/jgsm.2015915576
- Bug, M. (2016). *How To Uncover Your Brand Personality? Take This Quiz*. Retrieved from <https://themadbugkoustubh.wordpress.com/2016/07/11/how-to-uncover-your-brand-personality-take-this-quiz/>

- CIOCA, L., IVASCU, L., & RUS, S. (2016). *Analysis of customer loyalty influencing factors* (Unpublished master's thesis). Lucian Blaga” University of Sibiu Politehnica University of Timisoara. Retrieved 2016, from www.ulbsibiu.ro
- Calderaro, A. (2015). Internet Governance Capacity Building in Post-Authoritarian Contexts. Telecom Reform and Human Rights in Myanmar. *SSRN Electronic Journal*. DOI:10.2139/ssrn.2686095
- Chang, C.-C. (2015). Exploring mobile application customer loyalty: The moderating effect of use contexts. *Telecommunications policy*, 39(8), 678-690.
- Chepkemoi, J. (2017). *The Largest Mobile Network Operators in The World*. Retrieved from <https://www.worldatlas.com/articles/the-largest-mobile-network-operators-in-the-world.html>
- Chiguvi, D. (2016). “Effectiveness of Cellphone Banking on Service Quality in Commercial Banks in Botswana. *International Journal of Science and Research (IJSR)*, 5(8), 1334-1345.
- Comviva, M. (2019). *Importance of Customer Loyalty Programs: Telecom Industry in India*. Retrieved from <https://www.quantzig.com/content/customer-loyalty-programs-telecom>
- Exchange, Y. S. (2018). *Myanmar Telecommunication Sector Myanmar Telecommunications Sector*. Sl: Sn.
- Farfan, B. (2018). *Great Retail Customer Loyalty Rewards Programs*. Retrieved from <https://www.thebalanceeveryday.com/customer-loyalty-program-2892218>
- GSMA. (2017) .*Several Mobile Subscribers Worldwide Hits 5 Billion*. Retrieved from <https://www.gsma.com/newsroom/press-release/number-mobile-subscribers-worldwide-hits-5-billion/>
- Haeger, A., Silva, D., Relander, F., Enochsson, J., Hamilton, K., & Gatenbeck, W. (2017). Loyalty Program Study. *Acando.se*, 1-28
- Hafez, M., & Akther, N. (2017). Global Journal of Management and Business Research. *Determinants of Customer Loyalty in Mobile Telecommunication Industry in Bangladesh*, 17(1), 1.0st ser.
- Hague, P & Hague, N. (2016). *Customer Satisfaction Survey: The customer experience through the customer’s eyes*. London: Cogent Publication
- Haafte, R. V. (2017). *Marketing, Strategy & Management*. Retrieved from <https://www.van-haafte.nl/branding/corporate-branding/116-brand-personality>

- Izogo, E. E. (2017). Customer loyalty in telecom service sector: The role of service quality and customer commitment. *The TQM Journal*, 29(1), 19-36. doi:10.1108/tqm-10-2014-0089
- Johnygtff. (2018). *Customers Loyalty: Why is Very Important to Your Business*. Retrieved from <http://www.bestprofitsonline.com/myblog/customers-loyalty-why-is-very-important-to-your-business/amp/>
- Jacobson, B. (2018). *Using Brand Personality to Delight Customers*. Retrieved from <https://postfunnel.com/using-brand-personality-delight-customers/>
- Kalantari, K., & Khalili, F. (2017). Analyzing the Effect of Consumers' Perception of Brand Personality on Purchase Intention (Case study: Maz Maz Company). *International Journal Of Humanities And Cultural Studies*, 4(3), 161172.
- Kappel, M. (2018). *How to Communicate More Effectively With Customers*. Retrieved from <https://www.business2community.com/communications/how-to-communicate-more-effectively-with-customers-02052769>
- Khadka, K., & Maharjan, S. (2017). *Customersatisfaction and Customer Loyalty: Case Trivsel Städtjänster (Trivsel siivouspalvelut)* Kabu Khadka&Soniya Maharjan Customer satisfaction and Customer Loyalty CaseTrivsel Städtjänster (Trivsel siivouspalvelut) Thesis Centria University of Applied Sciences Business Management.
- Kokemuller, N. (2016). *What Is the 80/20 Rule of Marketing?* Retrieved from <https://yourbusiness.azcentral.com/80-20-rule-marketing-6554.html>
- Kamal, M. L. (2018). Analyzing the Effect of Perceived Benefit of Loyalty Program towards Program Loyalty and Customer Loyalty (Case Study: Go-Points by Go-Jek). *RTET-18, ABEMS-18, BEHSS-18 April 27-28, 2018 Bangkok (Thailand)*. doi:10.17758/eirai2.f0418408
- Levine, D. (2016). *5 Questions to Get You on the Path to \$10mil in Annual Revenue*. Retrieved from <https://blog.rjmetrics.com/2016/02/26/5-questions-to-get-you-on-the-path-to-10mil-in-annual-revenue/>
- Lim, S. (2019). *Why Some Brands Are More Attractive Than Others*. Retrieved from <https://www.investopedia.com/terms/b/brand-personality.asp>
- Mamun, H. A., Rahman, N., & Sohani, S. (2016). *Customer satisfaction of Mobile operators in Bangladesh* (Unpublished master's thesis). University of Liberal Arts Bangladesh.
- Mamun, A. A., Rahman, M. K., & Robel, S. D. (2014). Journal of International Business and Economic. *Journal of International Business and Economics* June 2014, 2(2).

- Magatef, S. G., & Tomalieh, E. F. (2015). International Journal of Business and Applied Social Science. *The Impact of Customer Loyalty Programs on Customer Retention*, 6(8), 1st ser. doi:10.33642/ijbass
- MPT. (2019). *MPT Club EN - MPT Myanmar: Moving Myanmar Forward*. Retrieved from <https://www.mpt.com.mm/en/mpt-club-en/#1526279999278-1360294b-de61>
- Muhammad, I., Shamsudin, M. F., & Hadi, N. U. (2016). How Important Is Customer Satisfaction? Quantitative Evidence from Mobile Telecommunication Market. *International Journal of Business and Management*, 11(6), 57.
- Nanda, S. Y. (2018). *Telecommunications sector a bright spot for the economy in 2018-19*. Retrieved from <https://www.mmtimes.com/news/telecommunications-sector-bright-spot-economy-2018-19.html>
- Niros, M., Pollalis, Y., & Niros, A. (2017). *Effective marketing of mobile telecom services through brand personality: Empirical evidence from Greece*. SI: Sn.
- Natarajan, D., & Sudha, V. (2016). A Relationship Between Brandimage and Brand Loyalty (A Study With Reference To Fmcgconsumers In Vellore District). *Epra International Journal of Economic and Business Review*, 4(5).
- Ngo, V. M., & Huu, N. H. (2016). The Relationships Between Service Quality, Customer Satisfaction And Customer Loyalty: An Investigation In Vietnamese Retail Banking Sector. *12th Annual International Bata Conference*, 8(2), 103-116. doi:10.7441/dokbat.2016.43
- Parker, N. (2016). *10 Tips to Encourage Customer Referrals*. Retrieved from <https://www.buyapowa.com/blog/10-tips-encourage-customer-referrals/>
- Pahwa,A. (2018). *What Is Brand Loyalty? – Types, Importance, & Examples*. Retrieved from <https://www.feedough.com/what-is-brand-loyalty-types-importance-examples/>
- Peltola, M. (2014). *Maintaining Customerloyalty* (Master's thesis, OULU University of Applied Science : Developing services at Health ClubHukka) (pp. 1-39). Oulu.
- Peacock, L., & Peacock, L. (2018). *10 Examples of Innovative Customer Loyalty Programs*. Retrieved from <https://www.shopify.com/blog/loyalty-program>
- Porter, M. E. (2008). *The Five Competitive Forces*. Retrieved from [https://cemi.com.au/sites/all/publications/Porter 2008.pdf](https://cemi.com.au/sites/all/publications/Porter%202008.pdf)
- Planning, D. (2015). *6 Types of Loyalty Programs That Drive Success - Loyalty Box*. Retrieved from <http://www.theloyaltybox.com/blog/step1-design-planning/6-types-of-loyalty-programs-drive-success/>

- Ranabhat, D. (2018). *Customer Loyalty in Business views of students of Centria University of Applied Sciences* (Unpublished master's thesis, 2018). Centria University of Applied Sciences.
- Russo, I., & Confente, I. (2017). Theory, methods, and practice for measuring customer loyalty. *Customer Loyalty and Supply Chain Management*, 88-119. doi:10.4324/9781315162829-5
- R. & P. (2017). *Retailers could see a 5% boost to annual revenues by driving emotional engagement with consumers*. Retrieved from https://www.capgemini.com/news/loyalty_deciphered/
- Sarpong, S. (2016). The Service Industry and the "Moment of Truth": The Quest for the Holy Grail. *Athens Journal of Tourism*, 3(1), 25-40. doi:Athens Journal of Tourism-Volume 3, Issue 1 –Pages 25-40<https://doi.org/10.30958/ajt.3-1-2>
- Sammy, M. K., Omwenga, A., & Iravo, I. (2016). Effects of Service Brand Identity Building on Brand Performance in the Insurance Sector of Kenya (Master's thesis, Jomo Kenyatta University of Agriculture and Technology, 2016). *Journal of Marketing and Consumer Research*, 24, 97-111.
- Seimiene, E., & Kamarauskaite, E. (2014). 19th International Scientific Conference; Economics and Management. *19th International Scientific Conference; Economics and Management*, 429-434. doi:doi: 10.1016/j.sbspro.2014.11.21
- Shaw, C., & Hamilton, R. (2016). *The Intuitive Customer: 7 imperatives for moving your Customer to the next level*, Palgrave MacMillan, Sept 2016. SI: Palgrave Macmillan.
- Soderlund, M., & Colliander, S. (2015). Loyalty programs rewards and their impact on in perceived injustice, customer satisfaction, and repatronize intention. *Journal of Retailing and Consumer Services*, 25, 47-57.
- Steinhoff, Lena & Palmatier, Robert. (2016). *Journal of the Academy of Marketing Science*. 44(1), 88-107. DOI: 10.1007/s11747-014-0405-6
- Taherkhani, M., Maleki, M., Najafi, H., & Shahrami, P. (2016). The Relationship between Brand Personality and Customers' Loyalty in Refah Kargar Bank The Case Study: Branches in Tehran. *The Caspian Sea Journal*, 3(1), 9-14.
- Telenor. (2019). *Attractive offers and benefits from over 60 brands available for Telenor STAR members: Telenor Myanmar*. Retrieved from <https://www.telenor.com.mm/en/article/attractive-offers-and-benefits-over-60-brands-available-telenor-star-members>

- Telecompaper. (2018). *Ooredoo Myanmar launches 'VIP' customer loyalty programme*. Retrieved from <https://www.telecompaper.com/news/ooredoo-myanmar-launches-vip-customer-loyalty-programme--1267459>
- Touch, Dynamic. (2018). *The importance of customer loyalty*. Retrieved from <https://www.touchdynamic.com/importance-customer-loyalty/>
- UK, C. (2018). *Growing competition is top concern of executives in telecom industry*. Retrieved from <https://www.consultancy.uk/news/18384/growing-competition-is-top-concern-of-executives-in-telecom-industry>
- Wheeler, K. (2019). *How to Develop a Unique (& Memorable) Brand Identity in 2019*. Retrieved from <https://blog.hubspot.com/agency/develop-brand-identity>

