

The Antecedents and Consequences of Korean Brand Equity in Myanmar: Focusing on Country of Origin Image and Advertising Awareness*

JKT 25(3)

Received 11 September 2020
Revised 15 January 2021
Accepted 2 April 2021

Thunt Htut Oo

Department of Global Economics and Commerce, Dongguk University, Gyeongju Campus, South Korea

Sung-Hoon Jung

Department of Global Economics and Commerce, Dongguk University, Gyeongju Campus, South Korea

Keon-Hyeong Lee[†]

Asia Research Institute, Dongguk University, South Korea

Abstract

Purpose – Brand equity has emerged as an indispensable marketing tool for firms engaging their business in developing nations. This study proposes that the country of origin image and advertising will affect the Korean brand equity formation, which leads to repurchase intention of Korean brands. In the study, attitude factors are applied in brand equity theory to predict repurchase intention of Korean brands. Cognitive brand equity, such as brand awareness, brand association, brand image and attitudinal brand equity, such as perceived quality and brand loyalty are considered with regards to their attitude towards the Korean brand.

Design/methodology – A total of 178 Myanmar consumers out of 200 participants who have used Korean brands answered the survey and data were analyzed through SmartPLS 3.3.2 version. PLS-SEM is considered a more suitable analysis to pin down and evaluate the cause-effect relationship among all of the constructs with relatively complex models.

Findings – Our results substantiate that the country of origin image positively affects brand awareness, brand associations, and brand image and advertising awareness positively affects brand awareness. Brand awareness gives positive effect only on brand association, which sustains a positive effect on brand image and brand loyalty. Brand image only has a positive effect on perceived quality, which again affects repurchase intention and brand loyalty. Brand loyalty also shows a positive effect on repurchase intention.

Originality/value – Brand equity dimensions were viewed as cognitive and attitudinal outcomes of brand equity which affects repurchase intention. The drivers of brand equity were considered from the perspective of country of origin image that firms cannot control or manage, and advertising awareness which firms can control and manage. The findings also explored the relationships between cognitive and attitudinal brand equity.

Keywords: Advertising Awareness, Brand Equity, Country of Origin Image, Myanmar Consumers, Repurchase Intention

JEL Classifications: C83, M16, M30

* This paper is a revised version of the paper presented at 2020 International Joint Conference of Korea Trade Research Association (KTRA) and World Scholars in combination with FIRST Jeju Global Business Summit held in Jeju, South Korea, on Aug 19 to Aug 21, 2020.

[†] **Corresponding author:** kenpls@dongguk.ac.kr

© 2021 Korea Trade Research Association. All rights reserved.

1. Introduction

Since 2011, the Myanmar market has been regarded as an emerging market in Southeast Asia, as the Eurocham Myanmar (2020) stated that its average growth rate was approximately 6.8% between 2012 and 2019, and the growth is projected to continue until 2024. Also, the report revealed increasing numbers of international brands in the Myanmar consumer market, ranging from food and average brands such as Coca-Cola, Nestle, Lotteria, and electronic brands such as Samsung, LG, to famous fashion retail brands such as Adidas and Timberland. It also stated that consumerism is also rising among young and affluent Myanmar consumers who are willing to pay for high-quality products. However, consumers sometimes find it difficult to measure the quality of certain life-style products such as fashion and beauty products and electronic products. As more fierce competition in consumer markets are predictable, local and international firms in Myanmar should know how to differentiate their products and services from their rivals.

Kotler (1998) stated that branding can help firms differentiate those products from their competitors through the formation of identity for products and services in customer minds. In brand studies, Keller's customer-based brand equity theory and the Aaker customer-based brand theory have been the most influential theories for building brand equity (Aaker, 1991; Keller, 1993). In general, brand equity refers to the marketing effects or value outcomes attached to a product or service by associating it with the brand name (Matthews, Son and Watchraversringkan, 2014). Scholars have empirically examined important factors that determine brand equity and confirmed that brand awareness, brand association, and brand image are important antecedents of brand equity (Alhaddad, 2015; Buil, Chernatony and Martinez, 2013; Cho Eun-Joo, 2011; Emari, Jafari and Mogaddam, 2012; Jan, Abdullah and Smail, 2013; Schivinski and Dabrowski, 2014).

Recently, the research has begun paying attention to Southeast Asian consumers, and some findings confirmed the significant relationships among brand awareness, brand association, brand image, and brand equity (Hanna, 2019; Kieu, Anh-Tai, 2016; Nguyen, Barret and Miller, 2011; Permana and Haryanto, 2014; Setiawan, Aryanto and Andriyansah, 2017; Severi and Ling, 2013).

Some authors have already begun to focus their attention on brand studies in Myanmar. Thet Htar Swe focused on the brand personality and customer loyalty towards foreign brands such as Telenor and Ooredoo in Myanmar telecom industries through documentary research and concluded that brand personality is essential in Myanmar's industries (Thet Htar Swe, 2019). La Pyae and Chaipoopirutana also examined customer loyalty towards Samsung smartphones in Myanmar and confirmed that customer satisfaction and perceived value are strong predictors of customer loyalty (La Pyae and Chaipoopirutana, 2015).

Despite the many studies aforementioned on brand equity, previous studies of brand equity showed some weaknesses (1) brand equity dimensions included in each study were fragmented and not integrated; (2) outcomes of brand equity have been limited with the use of brand loyalty and perceived quality; (3) the role of brand studies is still under-researched, and the concept of the brand equity is still at a nascent stage in Myanmar.

At present, foreign brands such as Korean brands have begun pouring into the Myanmar consumer market. According to Deloitte's consumer survey of Myanmar (Pua Wee Meng, 2020), the article revealed Korean products ranked top in household appliances including Samsung (21%) and LG (18%), and 92% of the overall household in the sample preferred the foreign household brands while 51% of these household preferred personal hygiene products.

Thus, under these circumstances, market practitioners and scholars are required to understand how to develop their brand equity.

Against the academic and industry background, the purpose of this paper is three-fold. The first is to integrate the brand equity dimensions and extend the outcomes of brand equity. The second is to explore the important antecedents that influence Korean brand equity in the current Myanmar market. Third is to examine the factors that influence repurchase intention of brands. To integrate the brand equity dimensions, the brand equity theory and its previous findings are discussed and repurchase intention is also suggested to extend brand equity as a behavioral outcome of brand equity theory.

2. Literature Review

2.1. Consumer-Based Brand Equity

From a consumer-based perspective, brand equity represents the brand knowledge that differentiates consumer response to the marketing of the brand (Keller, 1993). A brand at a higher level of equity is more likely to maintain a higher market share and can have a higher price than its competitors. Consumer-based brand equity (CBBE) is a multi-dimensional construct and has an array of dimensions. Keller (1993) stated five brand dimensions: brand awareness, perceived quality, brand association, brand image, and brand loyalty.

2.1.1. Empirical Findings of Brand Equity Dimension

Table 1 shows the recent empirical findings of brand equity dimensions of different markets on different brands such as brand awareness, brand associations, brand image, perceived quality, and brand loyalty.

First, brand awareness refers to the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category (Aaker, 1991). Severi and Ling (2013) also confirmed the positive effects of brand awareness on brand association and brand equity in their studies. Buil, Chernatony and Martinez (2013) also supported the above-mentioned findings. Thus, brand awareness is an important aspect of building brand association. Without the proper depth of brand awareness, consumers will not be able to develop stronger, favorable, and a unique memory of a brand, which later applies as the basis of purchase decision-making (Bae Su-Jin et al., 2020). Thus, a well-recognized brand is likely to establish a positive brand image and positively influence purchase intention (Esch et al., 2006). Buil, Chernatony and Martinez (2013) examined the effect of brand awareness on brand equity dimensions including brand associations, perceived quality and brand loyalty. They found that brand awareness significantly affected perceived quality and brand associations, but they did not associate the brand awareness with brand loyalty. The relationship later was investigated by Nguyen, Barrett and Miller (2011). Their studies explored the effect of brand awareness on perceived quality and brand loyalty as well, using two groups of consumers from Thailand and Vietnam, and found that the effect of brand awareness on brand loyalty is found to exist only in Vietnam while the effect of brand awareness on perceived quality is found to be significant in both Thailand and Vietnam (Nguyen, Barrett and Miller, 2011).

Second, brand association is another brand equity dimension that is related to consumers' memory of a brand. It may include product attributes and breath, design, symbols, system solutions, and even user imagination as well. Particularly, the brand association is an essential concept for brand image (Aaker, 1991), and brand loyalty. Buil, Chernatony and Martinez

Table 1. Recent Empirical Evidence of Brand Equity Dimensions of Different Markets and Brands

No	Independent Variables	Brand Equity Dimension			Brand Equity		Sample Size	Markets studied	Brands studied
		BAW	BAS	BI	PQ	BL			
1	Buil, Chernatony and Martinez, 2013	BAS ⁺ , PQ ⁺	BL ⁺		BL ⁻		302	UK	Consumers
2	Nguyen, Barret and Miller, 2011	BL ⁺ , PQ ⁺			BL ⁺		330	Thailand, Vietnam	Six Shampoo Brands
3	Emari, Jafari and Mogaddam, 2012		BI ⁺ , BL ⁺				417	Iran	Chocolate
4	Jan, Abdullah and Smail, 2013			BL ⁺	BL ⁺		327	Malaysia	Airline
5	Severi and Ling, 2013	BAS ⁺	BL ⁺	PQ ⁺		BI ⁺ , BE ⁺	300	Malaysia	Not mentioned
6	Wang Ya-Hui and Tsai Cing-Fen, 2014			PQ ⁺	PI ⁺		691	Taiwan	Finance
7	Permana and Haryanto, 2014			PQ ⁺			150	Indonesia	Lenovo Notebook
8	Alhaddad, 2015	BI ⁺ , BE ⁺			BE ⁺		273	Business Students	Social Media
9	Setiawan, Aryanto and Andriyansah, 2017			PQ ⁺			200	Indonesia	Smartphones Products
10	Chinomona and Maziriri, 2017	BL ⁺	BL ^{n.s}		BL ⁺	RI ⁺	150	South Africa	Cosmetic
11	Alkhalwaldeh et al., 2017	BL ⁺					90	Jordan	Islamic Bank Brand
12	Vazifehdoost and Negahdari, 2018	BL ⁺	BL ^{n.s}		BL ⁺	RI ⁺	202	Iran	Fashion Brands
13	Alkhalwaldeh and Eneizan, 2018	BL ⁺			BL ⁺	BL ⁺	200	Jordan	Household Appliances
14	Hanna, 2019				PQ ^{n.s}		100	Indonesia	Polytron Brand
15	Falahat, Chuan and Kai, 2018		PQ ⁺				300	Malaysia	Hardware Retailers
16	Ranjbarian, Sanayei and Kaboli, 2012					RI ⁺	1277	Iran	Retail

Note: BAW = Brand Awareness; BAS = Brand Association; BI = Brand Image; BE = Brand Equity; PQ = Perceived Quality; BL = Brand Loyalty; PI = Purchase Intention; RI = Repurchase Intention; n.s = Not Significant; + = Positively Significant; - = Negatively Significant.

(2013) confirmed the positive effect of brand association on brand loyalty while Emari, Jafari and Mogaddam (2012) confirmed the positive effect on brand loyalty and brand image as well. However, the effect of brand association on perceived quality is under-researched. Falahat, Chuan and Kai (2018) examined the factors associated with perceived quality and willingness to order hardware retailers in Malaysia and concluded that brand association is a strong determinant of perceived quality and willingness to order. Thus, brand association can be viewed as a predictor of brand image, perceived quality, and brand loyalty.

Third, brand image is an impression of a brand's total personality in a consumer's mind (Marconi, 2000), which is the same as the first impression of an individual to others in daily life. Thus, brand image is determined by the brand awareness and the association held in the consumer's memory. Several empirical studies explored the predictors of brand image and confirmed the effects of brand awareness and brand association on brand image (Alhaddad, 2015; Emari, Jafari and Mogaddam, 2012; Gorgani, 2016; Mudzakkir and Nurfarida, 2015). In addition, brand image was confirmed as a mediator between brand awareness and brand trust, between brand awareness and brand attitude, between brand association and brand equity, and between perceived value and brand loyalty (Alhaddad, 2015; Emari, Jafari and Mogaddam, 2012; Jan, Abdullah and Smail, 2013; Mudzakkir and Nurfarida, 2015). Brand image also has been a significant predictor of outcomes such as perceived quality (Permana and Haryanto, 2014). However, Hanna (2019) failed to confirm the positive effect of brand image on perceived quality in their studies, due to the nature of the product their studies used.

Fourth, brand loyalty refers to the attachment that a customer experiences with a brand (Kuşçu and Özçam, 2014). Alkhawaldeh and Eneizan (2018) examined brand awareness, and brand image, and perceived quality as antecedents of brand loyalty and confirmed that all variables significantly affected brand loyalty. Wang Ya-Hui and Tsai Cing-Fen explored the relationship between brand image and purchase intention through perceived quality, perceived risk, and perceived value, and found that brand image positively affects perceived quality rather than perceived risk and perceived value. They also confirmed the effect of perceived quality on purchase intention (Vazifehdoost and Negahdari, 2018; Wang Ya-Hui and Tsai Cing-Fen, 2014).

Fifth, perceived quality is defined as the consumer's subjective judgment about a product's overall excellence or superiority, while the concepts can be regarded as the main element of attitude towards behavioral intention. Perceived quality, different from the quality of a product, is a consumer's judgement on the benefits certain brands promise and displays subjective feelings towards product quality (Dodds, Monroe and Grewal, 1991; Zeithaml, 1988). Chinomona and Maziriri (2017) confirmed the positive effect of perceived quality on brand loyalty and repurchase intention as well (Chinomona and Maziriri, 2017; Ranjbarian, Sanayei and Kaboli, 2012). Thus, perceived quality is considered as an essential element in evaluating brand equity, as a consumer is more likely to choose a product of a higher level of perceived quality over other competing brands (Kim Ji-Hern and Hyun Yong-J, 2011; Low and Lamb, 2000).

In sum, firstly, the variables of brand equity dimensions have been fragmented and not integrated in existing brand studies. For instance, Alkhawaldeh and Eneizan (2018) simply treated brand awareness, brand image and perceived quality as antecedents of brand loyalty. In their studies, the associations among independent variables of brand dimensions were not examined. However, Setiawan, Aryanto and Andriyansah (2017) treated brand image as a predictor of online perceived quality. Meanwhile, Emari, Jafari and Mogaddam (2012) treated brand association as predictors of both brand image and brand loyalty. Second, existing empirical studies are found to either emphasize brand awareness or treat brand awareness and association as one aspect. Third, some existing empirical findings also highlighted that perceived quality and brand loyalty are strong predictors of behavioral attention such as purchase intention (Vazifehdoost and Negahdari, 2018; Wang Ya-Hui and Tsai Cing-Fen, 2014) and repurchase intention (Chinomona and Maziriri, 2017; Ranjbarian, Sanayei and Kaboli, 2012). Suryadi (2015) also explored the impact of brand equity towards purchase intention and confirmed the brand loyalty, perceived quality, brand awareness and

brand association are elements that directly influence purchase intention.

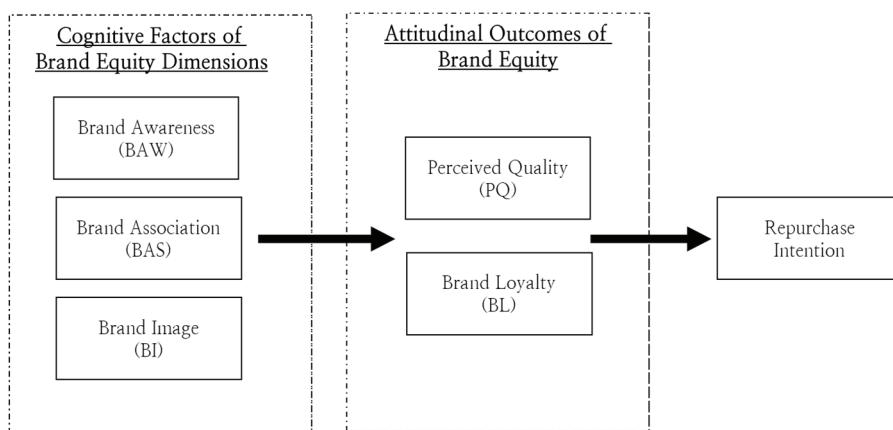
Brand loyalty was treated as outcomes of brand awareness, perceived quality, and brand associations.

Even though Aaker (1991), another brand scholar, suggested brand loyalty as important to brand equity and stated three main cognitive factors: brand awareness, perceived quality, and brand associations. Other scholars treated perceived quality (Buil, Chernatony, and Martinez, 2013; Nguyen, Barrett and Miller, 2011; Schivinski and Dabrowski, 2014) and brand loyalty (Buil, Chernatony, and Martinez, 2013; Cho Eun-Joo, 2011; Nguyen, Barrett and Miller, 2011; Schivinski and Dabrowski, 2014) as the same level of concepts in their empirical research.

In addition, the previous findings of two brand studies done by Thet Htar Swe (2019) and La Pyae and Chaipoopirutana (2015) also confirmed that customer loyalty and perceived value are strong predictors of branding in Myanmar.

Based on the aforementioned discussions, perceived quality and brand loyalty is considered as attitudinal outcomes of brand equity dimensions as both variables highlighted significant effects on purchase intention or repurchase intention of consumers, as Fishbein and Ajzen (1975) stated that behavioral intention is determined by attitudes. As shown in Fig. 1, to better understand the associations among brand equity dimensions, and to link brand dimensions with behavioral intentions, the factors of brand dimensions are distinguished into cognitive brand dimensions and their attitudinal outcomes of cognitive brand dimensions, which will be linked with behavioral intention. It will help us to understand how, and which cognitive factors help a consumer form a positive brand attitude and lead him or her to repurchase intention towards the brand.

Fig. 1. Brand Equity Dimensions and Its Consequences



2.2. Antecedents of Cognitive Brand Equity Dimension

International marketers need to understand which factors are associated with a positive influence of cognitive factors on brand equity including brand awareness, brand association and brand image. As competitions between brands are steadily rising in the emerging market, brand communication is an essential tool for companies to make customers loyal to the brand. In other words, if marketers understand what positively determines brand awareness,

brand association and brand image, the factors can be managed effectively.

Existing literature has confirmed significant determinants of brand awareness, brand association, and brand image. One of the most dominant determinants is country image and country of origin image that have proved to influence all three brand equity dimensions (Arimbawa and Rahyuda, 2015; Hanna, 2019; Sheng Chung-Lo et al., 2017; Yasin, Noor and Mohamad, 2007). Korean wave (K-Wave) has also been proved significant for cognitive brand equity particularly brand awareness, and brand image (Han Choong-Min, Chen Xi and Rhee Sang-Youp, 2011; Jung Gang-Ok, Ji Seong-Goo and Zhang Xing, 2009). Another significant determinant for marketer is advertising, which is a very effective and useful marketing tool for cognitive brand equity formation. Empirical findings revealed the positive effect of advertising on brand equity dimensions (Alhaddad, 2015; Gorgani, 2016; Jung Gang-Ok, Ji Seong-Goo and Zhang Xing, 2009; Nguyen, Barrett, and Miller, 2011). Moreover, social media communication has also gained much attention as a predictor of brand awareness (Schivinski and Dabrowski, 2014; Stojanovic, Adreu, Curras-Perez, 2018). In sum, the Korea image can be used in international marketing, as consumers use the country of origin as a reference in their evaluation of foreign products in the market, as Korea image and K-Wave have been positively associated with consumer's buying behaviors in Myanmar (Khanwar Nann and Park Jae-Kei, 2016). In addition, as Korea wave also positively influences country image, country of origin image is considered a direct factor that influences brand equity as well. Meanwhile, as social media such as Facebook is considered as the most powerful social media platform in Myanmar, advertising on social media is expected to be a strong determinant of the brand equity formation of Myanmar consumers.

2.2.1. Country of Origin Image

The term "Country of origin" refers to the country that originates from the production and manufacturing of a product or service. Nagashima (1970) defines COI as the sum of impressions and associations held about a specific country. It is a vital international marketing aspect, as consumers use the country of origin as a reference in their evaluation of new foreign products in the market. When new products are launched in the market, the place of manufacture and the brand positioning of that product plays an important role in affecting the consumer attitudes towards purchasing that product (Sheng Chung-Lo et al., 2017). When a consumer positively perceives a country's image, the consumer is likely to make a high-quality perception and overall positive evaluation of a product manufactured in that country (Agrawal and Kamakura, 1999; Roth and Romeo, 1992). The COI literature divides the concept into four dimensions through the "made or manufactured in", "the company's headquarter location", and "assembled or designed in" (Insch and McBride, 1998; Johansson, Douglas and Nonaka, 1985; Nagashima, 1970). Many kinds of literature have presented the COI as an important driver of cognitive brand equity dimensions from the perspective of behavioral belief. As the COI is an individual's perception towards a specific country with a product, it can likewise be viewed as the background factor of the brand equity dimension. Table 2 demonstrated that the COI is an important driver of all dimensions: brand awareness, association, and brand image.

2.2.2. Advertising

Kotler et al. (2005) defined advertising as any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor. Advertising can increase brand communication by getting customers more familiar with the certain brands and then the likelihood of repurchasing the certain brand by providing consistent information on the product's characteristics and advantages. In addition, unlike the country of origin image,

Table 2. Recent Empirical Evidence of Drivers of Brand Equity Dimensions

No	Independent Variables	Drivers of Brand Equity Dimension	
		COI	ADV
1	Jung Gang-Ok, Ji Seong-Goo and Zhang Xing, 2009		BAW ⁺ , PQ ⁺ , BL ⁺
2	Buil, Chernatony and Martinez, 2013		BAW ⁺ , BAS ^{n.s.} , PQ ^{n.s.}
3	Norouzi and Hosienabadi, 2011	BE ⁺	
4	Nguyen, Barrett and Miller, 2011		BAW ⁺ , PQ ⁺
5	Yasin, Noor and Mohamad, 2007	BAW/BAS ⁺ , BL ⁺ , BE ⁺	
6	Saydan, 2013	BAW/BAS ⁺ , BL ⁺ , PQ ⁺	
7	Alhaddad, 2015		BAW ⁺ , BI ⁺ , BE ⁺
8	Gorgani, 2016		BAW ⁺ , BI ⁺
9	Son Sun-Mi and Thongdee Kijboonchoo, 2016	BAW ⁺ , BE ⁺	
10	Nervik et al., 2018	BAW ⁺ , BAS ⁺ , PQ ⁺	
11	Hanna, 2019	BI ^{n.s.} , PQ ⁺	
12	Sheng Chung-Lo et al, 2017	BI ^{sid}	
13	Arimbawa and Rahyuda, 2015	BI ⁺ , PQ ⁺	
14	Sharaswati and Rastini, 2020	BI ⁺ , PQ ⁺	

Note: COI = Country of origin image; ADV = Advertisement; n.s = Not Significant; + = Positively Significant; - = Negatively Significant; sid = Significant in a developed nation.

advertisement is one of the marketing mix elements, which firms can control and direct its positive effect on the brand equity formation, and then repurchase intention.

As shown in Fig. 2, Yoo Boong-Hee, Donthu and Lee Sung-Ho (2000) expanded the Aaker's model by adding marketing mix as a driver of brand equity dimensions. In their framework, they placed brand equity between dimensions of brand equity and the value for the customer and the firm. The brand equity positively affects the value for the customer such as a probability of brand choice, and willingness to pay premium prices and for the firm such as in the case of merger and acquisition decision making. Thus, brand equity in their framework can be considered as an attitudinal outcome of brand equity in our model while repurchase intention will be associated with the value for customer. Moreover, their framework also stated that any marketing action has the potential to affect brand equity and they empirically confirmed that high advertising spending, high price, good store image, and high distribution intensity are related to high brand equity (Yoo Boong-Hee, Donthu, and Lee Sung-Ho, 2000). Considering marketing environments in Myanmar where social media has played a decisive role in promoting brand equity, advertising variables are expected to influence cognitive brand equity dimensions of brand awareness, association, and image. Table 2 summarized the effects of advertising factors on brand awareness, brand associations and brand image.

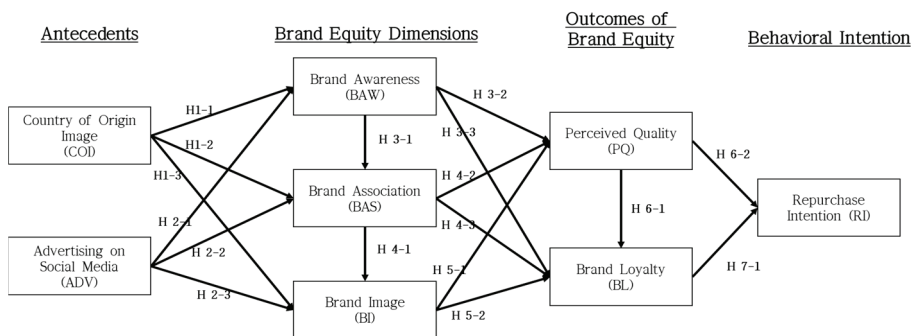
Fig. 2. The Extended Aaker's Model

3. Hypotheses Development

3.1. Research Model

From the behavior perspectives, brand awareness, brand associations, and brand image are proposed as cognitive dimensions of the Korean brand equity that are affected by two background factors of individual consumers' perceptions about the country of origin image and attitude towards advertising on social media. On the other hand, perceived quality and brand loyalty as the attitudinal outcomes of cognitive brand equity increases repurchase intention of the Korean brand. Fig. 3 describes all the relationships among constructs.

Fig. 3. Conceptual Model



3.2. Country of Origin Image and Cognitive Brand Equity

Pappu, Quester and Cooksey (2006), one of the renowned branding literatures, mentioned that the country of origin image affects a brand's equity by generating associations for the brand. Nonetheless, marketers also need to avoid consumer negativity towards a product or brand, which occurs when consumers' perceptions about a certain product are not in line with the country of origin (Sheng Chung-Lo et al., 2017). The actualization of the positive effect of country of origin over brand equity depends on the product types and consumers' perception in the market. Ettenson and Klein (2005) explained the animosity of consumers towards a certain country encourages consumers to have a negative perception of buying the products of the country.

Kim Mie-Jung and Thunt Htut Oo (2015) studied the psychic distance of Myanmar consumers towards Korea and found consumers perceived that Korea shared similarities with Myanmar in terms of culture, language, lifestyle and mindset, which can be interpreted that the animosity of consumers towards Korea is not expected in Myanmar. Apart from that, many scholars found the positive effects of COI on brand equity dimensions. Norouzi and Hosienabadi (2011) studied the brand equity of 400 Iranian television users affected by country of origin image and found direct influences on brand awareness, brand association, and brand loyalty. Yasin, Noor and Mohamad (2007) investigated 501 Malaysian consumers of television, refrigerator, and air-conditioner from the perspectives of the country of origin image and brand equity including brand awareness, brand associations and brand loyalty. They confirmed the direct and indirect effects of COI on the brand equity dimensions and brand equity as well (Yasin, Noor and Mohamad, 2007).

However, the above research did not include the brand image as the consequences of COI in the brand equity dimensions. There are two recent examples of empirical evidence of the positive effects of COI on brand image, which targeted Indonesian consumers of products such as laptops and vehicles (Arimbawa and Rahyuda, 2015; Sharaswati and Rastini, 2020). Their studies found the positive impact of COI on brand image and purchase intention as well. Moreover, Sheng Chung-Lo et al. (2017) contended that the country of origin predicts the perception and attitudes of consumers better. Hanna (2019), one of the recent studies, also targeted the consumers of the domestic electronic products of Polytron in Indonesia. However, the study confirmed the insignificant role of country of origin image informing brand image. Rather, the country of origin image positively affected the perceived quality and the intention to buy.

To sum up, the effect of COI on brand image mainly matters for the products from abroad. It is expected based on the empirical evidence that the country of origin image matter for the brand image of durable goods such as TV, refrigerator and air-conditioner, laptop, and the vehicle that are closely related to the daily lifestyle of consumers. Most of South Korea's products in Myanmar are beauty products such as cosmetic goods and durable goods such as smartphones, TV's, refrigerators, and air-conditioners.

The country of origin image in this study is defined as "the overall judgements of the Myanmar consumers linking to a product or service originated from South Korea". Grounded on the above theoretical and empirical arguments, the following hypotheses are proposed in the study.

H 1-1: Country of Origin Image positively affects brand awareness.

H 1-2: Country of Origin Image positively affects brand association.

H 1-3: Country of Origin Image positively affects brand image.

3.3. Advertising Awareness on Social Media, Brand Awareness, Brand Association and Brand Image

The importance of advertising as one of the marketing mix elements in creating brand equity has been heavily highlighted in brand literature. First, the advertising activities can be controlled and corrected by the firms when other factors such as country of origin image included in the study cannot be handled (Yoo Boong-Hee, Donthu and Lee Sung-Ho, 2000). Second, the effects of advertising depend on the amount invested, the types of messages communicated (Martinez, Montaner and Pina, 2009), the frequency at which a consumer sees the advertisement (Kotler, 2000). Third, there are several pieces of empirical evidence related to the positive effect of advertising on brand equity (Alhaddad, 2015; Gorgani, 2016; Jung Gang-Ok, Ji Seong-Goo and Zhang Xing, 2009; Nguyen, Barrett and Miller, 2011), as brand equity is determined by brand knowledge structure created in the minds of consumers (Alhaddad, 2015).

Jung Gang-Ok, Ji Seong-Goo and Zhang Xing (2009) analyzed the effect of advertising on 400 Chinese consumers' perception of brand equity of Korean cosmetic products and found a positive influence on brand awareness/associations, and perceived quality and brand loyalty. Buil, Chernatony and Martinez (2013) focused on advertising spend and attitudes towards advertisements to find out their effects on brand awareness, brand associations, and perceived quality. They confirmed that the individual's attitude towards the advertisements had a significant effect on brand awareness, brand associations, and perceived quality and advertising spending only affected brand awareness. Nguyen, Barrett and Miller (2011)

selected 603 female consumers of international shampoo brands from Bangkok and Hanoi and tested the relationships between advertising attitudes and brand awareness, and perceived quality. They revealed that there was a significant positive relationship between advertising attitudes and brand awareness in both marketplaces. Alhaddad (2015) explored the associations of advertising awareness with brand awareness and brand image and brand equity as its brand consequence. He found all hypothetical associations between advertising awareness and brand equity dimensions including brand awareness, brand image, and brand equity were accepted (Alhaddad, 2015). Gorgani (2016) targeted 350 clients of the Kia gallery jewelry design company and conceptualized advertising as oral advertising by consumer and business from electronic word of mouth marketing (EWOM) perspectives and found that both oral advertising had a positive effect on brand awareness and brand image (Gorgani, 2016). Consequently, the advertising awareness towards a certain Korean brand is expected to create Korean brand awareness, and to link strong, favorable, and unique associations to that Korean brand. Besides, considering the popularity of social media advertising on Facebook in Myanmar, advertising awareness on social media is defined as the extent to which Korean brands or its product's advertising on social media or the internet is recognized by the users.

H 2-1: Advertising awareness positively affects brand awareness.

H 2-2: Advertising awareness positively affects brand association.

H 2-3: Advertising awareness positively affects brand image.

3.4. Brand Equity Dimensions and Its Consequences

3.4.1. Brand Awareness and Its Consequences

In this study, brand equity is conceptualized into cognitive brand equity and its conative brand equity. Cognitive brand equity includes brand awareness, brand associations, and brand image and conative brand equity consist of perceived quality and brand loyalty, which are regarded as the outcomes of cognitive brand equity.

First of all, the role and effect of cognitive brand equity will be discussed. The study of brand awareness is a must in brand equity literature, as brand awareness became an important ingredient of brand equity. Many scholars repeatedly confirmed its positive influences on other cognitive brand dimensions especially brand associations (Buil, Chernatony and Martinez, 2013; Severi and Ling, 2013); and cognitive brand equity especially perceived quality and brand loyalty (Nguyen, Barret and Miller, 2011; Schivinski and Dabrowski, 2014). Brand awareness became an important antecedent of brand associations and perceived quality (Buil, Chernatony and Martinez, 2013), brand association and perceived quality became the important explanatory variables of brand loyalty (Pappu, Quester and Cooksey, 2005).

Keller (2003) clearly stated that marketers can increase long-term brand loyalty through the improvement of brand awareness. Alkhawaldeh et al. (2017) supported this in his study that brand awareness significantly affected brand loyalty. Buil, Chernatony and Martinez (2013) confirmed the positive relationships among brand awareness, perceived quality, and brand associations and also discovered the positive effects of perceived quality and brand association on brand loyalty.

The definition of brand awareness in this study is based on the Keller (1993) as "the Myanmar consumers' ability to recognize the Korean brand and establish its characteristics such as logo, color and other attributes such as the industry the brand belongs to". Thus, the

following hypotheses of brand awareness are proposed.

H 3-1: Brand awareness positively affects brand associations.

H 3-2: Brand awareness positively affects perceived quality.

H 3-3: Brand awareness positively affects brand loyalty.

3.4.2. Brand Associations and Its Consequences

Brand association is another significant element of brand equity, which sometimes is substituted with brand awareness. Thus, the role of brand associations in the brand equity theory sometimes can be considered to be in the same line with the consequences of brand awareness. Brand association refers to the information linked to the node in memory. Hence, without the proper depth of brand awareness, there won't be enough brand information in the consumers' memory. The well-recognized information helps develop an association in consumers' minds (Chang Pao-Long and Chieng Ming-Hua, 2006). Keller (1998) initially defined that brand image is the perceptions of a brand as reflected by the brand associations held in consumer memory. Thus, the brand association is an essential concept for brand image, as brand association holds responsibility for injecting brand image to the consumer's mind (Keller, 1993). The brand association is defined as "all symbolic product attributes and organizational associations that are linked in the memory of Myanmar consumers to a Korean brand". However, there is a lack of empirical evidence of the associations between brand associations and brand image. To close the empirical gaps and explore its effect on brand image, the following hypothesis is proposed.

H 4-1: Brand associations positively affects brand image.

Emari, Jafari and Mogaddam (2012) argued that brand equity dimensions are closely interrelated but, brand loyalty has been considered as being affected by the brand awareness, associations, and perceived quality. Particularly, the relationships between brand association and brand loyalty have been proved through empirical evidence (Alkhawaldeh and Eneizan, 2018; Buil, Chernatony and Martinez, 2013; Chinomona and Maziriri (2017); Emari, Jafari and Mogaddam, 2012; Severi and Ling, 2013). Thus, the following hypotheses are hypothesized.

H 4-2: Brand associations positively affects perceived quality.

H 4-3: Brand associations positively affects brand loyalty.

3.4.3. Brand Image and Its Consequences

Brand image is a description of the association and consumer beliefs on a particular brand (Setiawan, Aryanto and Andriyansah, 2017), and can be defined as consumer's thoughts and beliefs about the brand (Roy and Banerjee, 2007). Consumers may infer a product with a higher brand image as a product of superior quality and value (Richardson, Dick and Jain, 1994). Setiawan, Aryanto and Andriyansah (2017) also stated that consumers may infer a product with a higher brand image as a product of superior quality and value. Favorable brand information positively affects the perceived quality of the products (Dodds, Monroe and Grewal, 1991). Also, empirical evidence showed the positive effect of brand image on perceived quality. Permana and Haryanto (2014) captured 150 Indonesian respondents involved to find out the effect of brand image and perceived quality on the purchase

intentions of the Lenovo notebook and they found the positive relationship between brand image and perceived quality. Hsieh An-Tien and Li Chung-Kai (2008) stated a positive brand image presents competitive brand messages of a brand over its competitors. Brand image in this study is defined as “Myanmar consumers’ thoughts and feelings about uniqueness, superior quality, and its influences of a Korean brand”. The following are hypothesized.

H 5-1: Brand image positively affects perceived quality.

H 5-2: Brand image positively affects brand loyalty.

3.4.4. Perceived Quality, Brand Loyalty and Repurchase Intention

Perceived quality is the consumer’s subjective assessment of a product, the concept can be reckoned as an important element of attitude towards behavioral intention. The higher perceived quality of a brand, the better chance the brand has to be chosen over another competing brands (Kim Ji-Hern and Hyun Yong-J, 2011; Low and Lamb, 2000). Thus, perceived quality is an essential aspect of measuring brand equity (Aaker, 1996). Scholars strongly argued that the product quality shows positive associations with brand loyalty (Wong and Yahyah, 2008) and repurchase intention as well (Ariffin et al., 2016; Jones, Mothersbaugh and Beatty, 2002). Thus, perceived quality is defined as “the overall perception of Myanmar consumers about superiority, consistency, and reliability of the quality of Korean products or brands” (Aaker, 1991).

Brand loyalty is the attachment that a customer experience with a brand (Kuşçu and Özçam, 2014) and can be defined as a positively biased emotive, evaluative and/or behavioral response tendency towards a branded, labeled or graded alternative or choice by an individual in his capacity (Chinomona and Maziriri, 2017). The brand loyalty defined by various scholars such as Assael (1998), Baldinger and Rubinson (1996), Cavero and Cebollada (1997) and Oliver (1999).

According to their definitions, a consumer prefers a brand due to his or her past good experiences of that brand over other competing brands and will buy the same brand no matter what situations they are faced with in the future. Thus, brand loyalty in this study will be defined as “the Myanmar consumers’ preference and their loyalties towards a Korean brand over its competitors in any situations”.

Repurchase intention is known as an individual judgment about purchasing service again from the same firm (Hellier et al., 2003). Repurchase intention and behavioral intentions are synonymous constructs (Cronin, Brady and Hult, 2000), and it refers that repurchase intention is a behavioral element, where there are eager and ongoing interest in purchasing a product or a brand (Pather, 2016). The relationships among perceived quality, brand loyalty, and repurchase intention have been explored by many scholars. Likewise, higher levels of perceived quality and brand loyalty will increase the intent to buy (Garretson and Clow, 1999).

Chinomona and Maziriri (2017) argued that product quality is one of the contributing factors of brand loyalty, and the study also examined the relationships among perceived quality, brand loyalty and repurchase intention of South African consumers towards the cosmetic brand. They found the significant positive effect of product quality on brand loyalty, which affected repurchase intention (Chinomona and Maziriri, 2017). Another study exploring the relationships of perceived quality with brand loyalty and repurchase intention revealed that product quality has a positive impact on brand loyalty and brand loyalty again showed a great impact on repurchase intention (Vazifehdoost and Negahdari, 2018). Thus,

repurchase intention in this study is defined as “the likelihood the Myanmar consumers will repurchase a Korean brand in the future”. Therefore, inferring from the arguments and the empirical evidence above, the following hypotheses are possible.

H 6-1: Perceived quality positively affects brand loyalty.

H 6-2: Perceived quality positively affects repurchase intention.

H 7-1: Brand loyalty positively affects repurchase intention.

4. Methodology

4.1. Sample and Data Collection

To achieve the purpose of this study, a target population was set up and a survey was conducted for Myanmar people who have experience using Korean brands. This study was conducted to extract and construct target samples by applying a purposive sampling and snowball sampling, which are non-probability sampling methods, to secure access to data for Korean brand users who are aware of the authors through personal relationships (Zikmund et al., 2013). The questionnaire survey was first written in English and then back translated into Myanmar by experts who use English and Myanmar as bilingual. The survey participants were provided with a description of consumer perceptions about Korean brands and confirmed whether they agreed to participate.

We used e-mail and Facebook communities to send invitations to potential respondents to conduct an online survey and insert screening questions into the questionnaires to confirm the eligibility of the respondents to be Korean brand users. The survey was conducted from July 1, 2020 to July 14 using paper survey in Yangon, while online survey was done using Google Survey until July 27, and 200 consumers responded to our survey. Of the 200 consumers who participated in the survey, 178 responses were used in the analysis as a valid sample. Since the sample size affects the reliability and validity of parameter estimates, model fit, and statistical power, and data analysis with distribution characteristics of nonparametric data, 10 times rule was applied to decide the minimum sample size, therefore the minimum sample size should be over 50. In addition, Cohen's rule was recommended to apply to 80% of statistical power in PLS-SEM (Cohen, 1992). Since the minimum required sample should be more than 122 to achieve the statistical power of 80% that detects R^2 value of at least 0.10 (5% error probability), 178 samples collected effectively in this study were satisfied the minimum sample size level.

According to Table 3, a total of 178 responses were collected and all responses were usable. The demographic characteristics of the sample are presented in the table below. All responses revealed that they have used Korean brands. Whereas more than 75% represented females, the male responses only accounted for 24.2%. The income level of respondents earning between 100,000 Ks and 200,000 Ks accounted for 28.7% followed by 25.8% of those responses of over 600,000 Ks, while the rest describes between 300,000 Ks and 500,000 Ks. 65.9% of respondents chose the cosmetic products and 30.9% selected the electronic products while only three respondents chose the vehicle. 83.7% of respondents are university graduates, among which 57.9% are employed by the companies. Moreover, 26.4% of respondents are also working as a freelancer while the self-employed respondents accounted for 12.4%.

Table 3. Demographic Characteristics of the Sample Population

Variables	Demographic Characteristics	Frequency	Percent (%)
Gender	Male	43	24.2
	Female	135	75.8
Age	Under 19	4	2.2
	20~24	59	33.1
	25~29	73	41
	30~34	26	14.6
	35~39	10	5.6
	above 50	6	3.4
Education	High school graduate	6	3.4
	University student	2	1.1
	University graduate	149	83.7
	Master student	1	0.6
	Master graduate	15	8.4
	Ph.D. student	1	0.6
	Ph.D. graduate	4	2.2
Occupation	Employee	103	57.9
	Self-employed	22	12.4
	Freelancer	47	26.4
	Job seeking	2	1.1
	No Job	4	2.2
Income	Under 100,000 Ks	5	2.8
	100,001~200,000 Ks	2	1.1
	200,001~300,000 Ks	51	28.7
	300,001~400,000 Ks	33	18.5
	400,001~500,000 Ks	28	15.7
	500,001~600,000 Ks	13	7.3
	Over 600,000 Ks	46	25.8
Cosmetic	Nature Republic	38	21.3
	Innisfree	26	14.6
	Tony moly	16	9
	Dabo	13	7.3
	Other brands	24	13.7
Electronic	Samsung	55	30.9
Product	LG	3	1.7
Vehicle	KIA	3	1.7

4.2. Measures

Adopted from previous studies, items were measured using five-point Likert scales where 1 means strongly disagree and 5 means strongly agree. To assess country of origin image, we used the five items with minor modifications from Nervik et al. (2018), which comprise concepts addressing experienced perceptions toward Korean products' brand, such as reliability, preference, and quality perspectives, compared with other countries. Advertising awareness on social media was measured through the four items from Alhaddad (2015) with an additional two items examining the consumers' brand perception influenced through

social media. Brand awareness (Alhaddad, 2015; Ansary and Hashim, 2017), brand associations (Buil, Chernatony and Martinez, 2013; Severi and Ling, 2013), brand image (Alhaddad, 2015; Ansary and Hashim, 2017; Yoo Boong-Hee, Donthu and Lee Sung-Ho, 2000), perceived quality and brand loyalty (Buil, Chernatony and Martinez, 2013) were measured by modifying the items. Regarding the behavioral intention in the conceptual model, the study modified three items from Rambocas and Ramsuhag (2017).

To ensure the validity of the measurement items, three professors from academia who are familiar with Korean brand image research were asked to give feedback. The feedback consisted of reviewing the suitable wording, understandable content, and valid content with the research purposes, and was used to re-construct the survey instrument.

Table 4. Measurement Items of Constructs

Construct	Questionnaire Items
COI1	I feel better when buying product from South Korea than buying from other countries.
COI2	South Korea is reliable in its manufacturing of X brand.
COI3	I am loyal to products from South Korea.
COI4	I prefer product from South Korea compared to product from another country.
COI5	I feel product from Korea has higher quality than product from another country.
COI6	The quality of Korean products is high.
ADV1	I recall seeing an advertisement for X brand at social media or the internet.
ADV2	The social media is full of advertising for X brand.
ADV3	I saw content about X brand on the Internet.
ADV4	The content that I saw on the social media or the internet helps me when I chose to buy X brand.
ADV5	The advertising helped me to choose X brand.
BAW1	I can recall some characteristics of X brand (logo, color and other attributes).
BAW2	I have no difficulties in imagining X brand in mind.
BAW3	I think the name of X brand is well known in the industry.
BAW4	I can recognize X brand among its competitive brands
BAW5	I am aware of X brands.
BAS1	X brand has very unique brand image, compared to competing brands
BAS2	I respect and admire people who wear X brand.
BAS3	I like and trust X brand and its company.
BAS4	I feel proud to buy X brand.
BAS5	I think X brand has its own personality.
BAS6	I think X brand is familiar to me.
BI1	X brand has a high quality.
BI2	X brand has a personality that distinguishes itself from competitors.
BI3	I think X brand is good.
BI4	X brand is well established.
BI5	The brand has a large influence.

Table 5. Measurement Items of Constructs

Construct	Questionnaire Items
PQ1	X brand has a strong identity.
PQ2	I am satisfied with the quality of X brand.
PQ3	X brand offers products of very good quality.
PQ4	X brand offer consistent quality.
PQ5	X brand offers very reliable products.
BL1	I consider myself to be loyal to X brand
BL2	When buying Korean products, X brand would be my first choice.
BL3	I will keep on buying X as long as it provides me satisfied products.
BL4	I am still willing to buy X even if its price is a little higher than X's competitors.
BL5	I would love to recommend X to my friends.
BL6	I do not mind to buy X brand with any price offered.
RI1	I intend to buy X brand in the future.
RI2	I intend to buy X brand as much as I can.
RI3	I intend to continue buying X brand in the future.

4.3. Common Method Bias

Since all the indicators used in this study are measured by applying the survey method for empirical analysis, there is a possibility that common method bias will occur, so artificial correlation among the variables may occur highly according to the uniform response of the subject or the individual tendency of the respondents due to the self-report survey. In order to reduce this bias, we assured participants of the confidentiality of their response and Harman's (1976) single-factor test was also conducted to statistically check common method bias (Podsakoff and Organ, 1986). The first factor was found to account for 32.17% of the overall variance, indicating that it is unlikely the common method variance would affect the results (Podsakoff and Organ, 1986), additionally, as shown in Table 9, all VIFs were confirmed to be less than 3.3 and the proposed model was not contaminated with the common method bias (Kock, 2015). Therefore, the common method bias in this study is not a serious concern for our analysis.

4.4. Data Analysis

In data analysis, SmartPLS 3 was used to test a partial least square structural equation modeling (PLS-SEM) (Ringle, Wende and Becker, 2015). We considered PLS-SEM a more suitable analysis to specify and evaluate the cause-effect relationship among all of the constructs with relatively complex models and is appropriate for testing the hypotheses proposed in the conceptual model (Chin, 1998; Hair et al., 2017). In addition, PLS-SEM is suitable for studies with small sample sizes used in this study (Hair et al., 2017), and because the data have characteristics that do not have a normal distribution, a nonparametric statistical technique was applied. The study applied all re-sampling procedures (i.e., bootstrapping and blindfolding) to 5000 resamples to evaluate the study model in two phases: outer model (measurement model) and inner model (structural model) (Hair et al., 2017).

5. Results

5.1. Outer Model Evaluation

To evaluate the reliability and validity of the reflective measurement model (outer model), the Cronbach's alpha and composite reliability of the indicator were calculated through the SmartPLS 3 (Ringle, Wende and Becker, 2015). The composite reliability should be equal or greater than 0.6 for exploratory purposes and equal or greater than 0.70 for confirmatory purposes (Daskalakis and Mantas, 2008). As shown in the Table 6, the composite reliabilities for all constructs range from 0.841 to 0.941 which exceed the recommended value of 0.70 for confirmatory purposes. In all constructs, Cronbach's alphas were also found to be higher than the threshold of 0.70 (Nunnally, 1978). Therefore, it indicates adequate internal consistency. The average variance extracted (AVE) was also calculated for the discriminant validity and checked for convergent validity. The AVE values for all constructs are larger than 0.50 that was recommended by Fornell and Larcker (1981).

Table 6. Construct Reliability and Validity

Construct	Cronbach's Alpha	rho_A	Composite Reliability (C.R)	Average Variance Extracted (AVE)
ADV	0.827	0.832	0.885	0.658
BAS	0.784	0.793	0.861	0.608
BAW	0.864	0.869	0.908	0.711
BI	0.795	0.796	0.867	0.621
BL	0.837	0.845	0.884	0.605
COI	0.833	0.839	0.882	0.600
PQ	0.818	0.822	0.880	0.648
RI	0.718	0.719	0.841	0.639

Note: C.R should be higher than 0.70; AVE should be higher than 0.50.

To test the convergent validity, the cross loadings should be greater than 0.70. The construct under 0.70 is considered having a low validity. As shown in the Table 7, to improve the validity of the constructs, eight indicators were removed (COI_1, ADV_1, BAW_3, BAS_3, BAS_4, BI_4, PQ_1, BL_5) from the original model except for repurchase intention. The validity values improved and ranged between 0.701 and 0.902.

Regarding the discriminant and convergent validity of the measure scale, cross-loadings as well as the Fornell and Larcker (1981) criterion were assessed as shown in the Table 8. The square roots of the AVE of each construct are supposed to be greater than in all cases than the elements in the corresponding row and column, and the results support the discriminant validity of ours scales (Hair et al., 2017). In addition, we followed Heterotrait-Monotrait (HTMT) ratio (Henseler, Ringle and Sarstedt, 2015) to confirm a more conservative criterion of discriminant validity, which shows lower than 0.90 and HTMT confidence intervals does not include 1. As the above, all criteria for the assessment of reliability and validity in the measurement model have been met.

Table 7. Cross Loadings

	ADV	BAS	BAW	BI	BL	COI	PQ	RI
ADV_2	0.760	0.343	0.410	0.298	0.367	0.393	0.243	0.040
ADV_3	0.803	0.326	0.475	0.340	0.284	0.453	0.282	-0.014
ADV_4	0.828	0.417	0.430	0.331	0.375	0.474	0.347	0.246
ADV_5	0.851	0.438	0.496	0.347	0.403	0.499	0.322	0.217
BAS_1	0.461	0.833	0.625	0.521	0.433	0.508	0.415	0.187
BAS_2	0.260	0.717	0.292	0.400	0.510	0.404	0.276	0.358
BAS_5	0.415	0.811	0.520	0.507	0.501	0.353	0.433	0.299
BAS_6	0.313	0.751	0.537	0.483	0.478	0.469	0.347	0.359
BAW_1	0.426	0.502	0.837	0.607	0.442	0.445	0.455	0.249
BAW_2	0.423	0.530	0.791	0.525	0.471	0.372	0.412	0.244
BAW_4	0.481	0.576	0.839	0.664	0.388	0.517	0.360	0.211
BAW_5	0.548	0.570	0.902	0.620	0.548	0.540	0.434	0.187
BI_1	0.316	0.463	0.586	0.850	0.441	0.477	0.600	0.402
BI_2	0.297	0.453	0.579	0.771	0.502	0.478	0.526	0.399
BI_3	0.388	0.577	0.582	0.816	0.364	0.383	0.566	0.315
BI_5	0.278	0.451	0.507	0.708	0.417	0.411	0.560	0.405
BL_1	0.289	0.504	0.422	0.412	0.811	0.372	0.336	0.531
BL_2	0.476	0.573	0.556	0.535	0.809	0.445	0.428	0.456
BL_3	0.326	0.432	0.404	0.384	0.701	0.376	0.473	0.296
BL_4	0.296	0.409	0.372	0.361	0.811	0.441	0.351	0.407
BL_6	0.310	0.435	0.361	0.418	0.752	0.421	0.407	0.357
COI_2	0.381	0.392	0.425	0.435	0.324	0.755	0.336	0.260
COI_3	0.452	0.342	0.383	0.337	0.464	0.726	0.343	0.496
COI_4	0.492	0.493	0.456	0.460	0.581	0.817	0.457	0.338
COI_5	0.368	0.452	0.409	0.511	0.406	0.812	0.434	0.286
COI_6	0.491	0.460	0.485	0.394	0.271	0.760	0.389	0.111
PQ_2	0.344	0.374	0.484	0.697	0.393	0.395	0.783	0.399
PQ_3	0.296	0.264	0.412	0.533	0.286	0.377	0.755	0.397
PQ_4	0.321	0.461	0.374	0.544	0.489	0.387	0.865	0.392
PQ_5	0.225	0.421	0.312	0.516	0.457	0.478	0.812	0.440
RI_1	0.221	0.354	0.292	0.464	0.433	0.336	0.477	0.738
RI_2	0.026	0.234	0.090	0.311	0.386	0.231	0.278	0.815
RI_3	0.101	0.298	0.213	0.359	0.449	0.310	0.422	0.841

Table 8. Discriminant Validity: Fornell-Larcker Criterion (HTMT Ratio)

	ADV	BAS	BAW	BI	BL	COI	PQ	RI
ADV	0.811							
BAS	0.472 (0.575)	0.780						
BAW	0.559 (0.658)	0.646 (0.770)	0.843					
BI	0.406 (0.501)	0.616 (0.778)	0.716 (0.865)	0.788				
BL	0.441 (0.524)	0.612 (0.753)	0.551 (0.637)	0.548 (0.665)	0.778			
COI	0.563 (0.677)	0.557 (0.683)	0.558 (0.654)	0.556 (0.678)	0.527 (0.633)	0.775		
PQ	0.369 (0.446)	0.477 (0.583)	0.492 (0.586)	0.715 (0.884)	0.510 (0.615)	0.509 (0.613)	0.805	
RI	0.157 (0.221)	0.378 (0.503)	0.262 (0.317)	0.483 (0.626)	0.535 (0.672)	0.374 (0.486)	0.506 (0.641)	0.799

5.2. Inner Model Evaluation

After evaluating the validity, the inner VIF (variance inflation factor) values for all exogenous variables were identified to assess the multi-collinearity issues. All inner VIF values for all exogenous variables were found to be below the common 5.0 threshold (Hair et al., 2017), ranging from 1.351 to 3.308, showing that multi-collinearity was not an issue in the Table 9.

Table 9. Multicollinearity

	BAS	BAW	BI	BL	PQ	RI
ADV	1.678	1.463	1.546			
BAS			1.532	1.886	1.872	
BAW	1.666			2.394	2.382	
BI				3.308	2.24	
BL						1.351
COI	1.675	1.463	1.742			
PQ				2.067		1.351

The model fitness is addressed through SRMR (Standardized root-mean square residual) and Q^2 for predictive relevance and R^2 for model predictability. The SRMR expresses how strongly the empirical correlation matrix differs from the implied correlation matrix. The lower the SRMR is the better the fit of the theoretical model (Henseler, 2017). The SRMR value should be lower than the traditional threshold of 0.08 (Hu and Bentler, 1999), but a value less than 0.10 or of 0.08 are considered a good fit. The predictability of the model for the dependent latent constructs are also examined through R^2 values of the endogenous latent variables. This coefficient is a commonly used measure to the model predictive accuracy. Falk and Miller (1992) suggest that the variance explained or R^2 for endogenous variables should be greater than 0.1. The predictive relevance of the structural model was evaluated using the Q^2 criterion (Hair et al., 2017), which shows that the Q^2 values for value BAS, BAW, BI, BL, PQ and RI exceeded zero, supporting the predictive relevance for the endogenous construct.

Table 10. Model Fitness Tests

	SSO	SSE	$Q^2 (=1-SSE/SSO)$	R^2 Adjusted	SRMR
ADV	712.000	712.000			
COI	890.000	890.000			
BAS	712.000	512.520	0.280	0.467	
BAW	712.000	515.005	0.277	0.393	
BI	712.000	521.340	0.268	0.437	0.083
BL	890.000	656.739	0.262	0.443	
PQ	712.000	481.443	0.324	0.508	
RI	534.000	421.762	0.210	0.352	

Note: 1. R^2 value of 0.25 (weak) < 0.50 (moderate) < 0.75 (substantial), (Hair et al., 2017).

As shown in the Table 11, it revealed that 11 hypotheses out of 17 were supported. Firstly, regarding the country-of-origin image as the antecedents of brand equity dimensions, it

significantly gives a positive impact on all brand equity dimensions in which brand awareness is receiving the most influential effect at ($\beta = 0.357$) followed by the brand image at ($\beta = 0.293$) and brand association at ($\beta = 0.261$). The findings were consistent with Yasin, Noor and Mohamad (2007) which studied the Malaysian consumers in various industries and found that the country of origin image positively affected brand awareness/association. Thus, our study reinforces that country of origin image has a direct and strong influence on brand awareness and association. Moreover, the positive association between the country of origin image and brand loyalty also supported recent empirical findings of Arimbawa and Rahyuda (2015) and Sharaswati and Rastini (2020). For the advertising awareness, it only gives a significant effect on brand awareness at ($\beta = 0.359$), which supported the findings of the previous studies such as Nguyen, Barrett and Miller (2011), but it did not support the brand association and brand image. The result is not consistent with the previous research such as Alhaddad (2015). Unlike our research, Alhaddad (2015) only focused on advertising awareness as a predictor of brand awareness and brand image. Our research can be interpreted that the effect of advertising awareness on brand association and image has become less significant than the effect of the country of origin image. It also highlights that the contents of the advertisement of Korean brands are workable only for brand awareness, rather than brand association and brand image, and the country of origin image is proved significant in the early stage of emerging economies when foreign products are directly imported and their advertisements are generally only designed for the awareness of local consumers, rather than brand associations and brand image.

Table 11. Structural Model Results

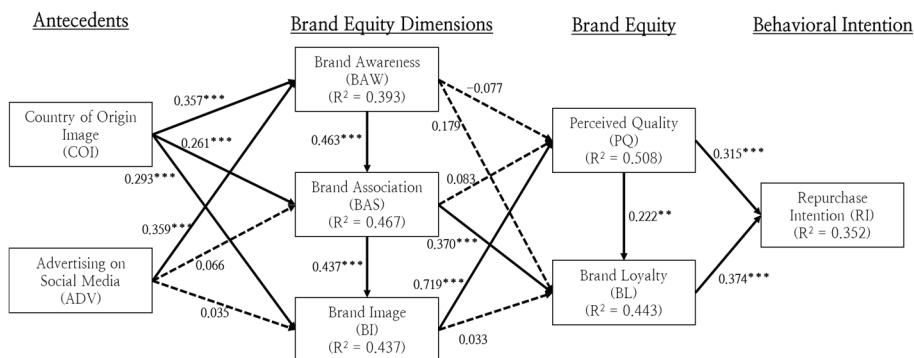
Hypotheses	P.C	S.D	T-V	P-V	2.50%	97.50%	Sig
ADV -> BAS	0.066	0.079	0.839	0.401	-0.091	0.213	No
ADV -> BAW	0.359	0.071	5.076	0.000	0.213	0.488	Yes
ADV -> BI	0.035	0.095	0.367	0.713	-0.144	0.225	No
COI -> BAS	0.261	0.092	2.855	0.004	0.082	0.436	Yes
COI -> BAW	0.357	0.062	5.729	0.000	0.219	0.466	Yes
COI -> BI	0.293	0.092	3.19	0.001	0.1	0.454	Yes
BAW -> BAS	0.463	0.063	7.301	0.000	0.336	0.582	Yes
BAW -> BL	0.179	0.094	1.906	0.057	-0.005	0.363	No
BAW -> PQ	-0.077	0.095	0.806	0.421	-0.269	0.104	No
BAS -> BI	0.437	0.07	6.275	0.000	0.289	0.564	Yes
BAS -> BL	0.370	0.075	4.956	0.000	0.212	0.512	Yes
BAS -> PQ	0.083	0.067	1.237	0.216	-0.052	0.211	No
BI -> BL	0.033	0.102	0.322	0.748	-0.17	0.232	No
BI -> PQ	0.719	0.068	10.591	0.000	0.578	0.846	Yes
BL -> RI	0.374	0.102	3.655	0.000	0.158	0.557	Yes
PQ -> BL	0.222	0.112	1.975	0.048	0.004	0.446	Yes
PQ -> RI	0.315	0.097	3.242	0.001	0.123	0.496	Yes

Note: COI = Country of Origin Image; ADV = Advertising Awareness on Social Media; BAW = Brand Awareness; BAS = Brand Association; BI = Brand Image; PQ = Perceived Quality; BL = Brand Loyalty; RI = Repurchase Intention.

Secondly, the relationships among the brand equity dimensions, perceived quality, and brand loyalty are also presented in the table. Brand awareness was found to be significantly affecting brand association at ($\beta = 0.463$), but not supporting brand loyalty and perceived

quality. The findings confirmed how important brand awareness is for forming brand association rather than perceived quality and brand loyalty. The insignificance of brand awareness on brand loyalty is consistent with the findings of Cho Eun-Joo (2011) who revealed that brand awareness alone is not significant to affect attitudinal outcomes of brand equity. The brand association gives significant impacts on the brand image at ($\beta = 0.437$) and brand loyalty at ($\beta = 0.370$) which is consistent with Emari, Jafari and Mogaddam (2012) but failed to provide support for perceived quality, which is not consistent with Schivinski and Dabrowski (2014). However, as they treated brand awareness and association as one factor, the effect of brand association on brand equity is unknown. Our study confirmed that brand association is more significant with brand loyalty rather than perceived quality. For the brand image, it turns out to significantly influence only perceived quality at ($\beta = 0.719$) which is consistent with Wang Ya-Hui and Tsai Cing-Fen (2014), but not to influence brand loyalty. Our study revealed the importance of perceived quality in the relationship between brand image and brand loyalty, and in the relationship between brand image and repurchase intention, which is consistent with Wang Ya-Hui and Tsai Cing-Fen (2014) where the significant path from brand image to perceived quality to purchase intention was confirmed. Thirdly, brand loyalty significantly influences repurchase intention at ($\beta = 0.347$) while perceived quality positively and significantly influences brand loyalty at ($\beta = 0.222$) and repurchase intention at ($\beta = 0.315$) as well. The findings of a strong association among perceived quality, brand loyalty and repurchase intention are consistent with most previous empirical findings (for example, Chinomona and Maziriri, 2017; Nguyen, Barrett and Miller, 2011; Vazifehdoust and Negahdari, 2018).

Fig. 4. The Path Coefficient of Structural Model



6. Conclusion and Implication

Despite the abundance of empirical studies on brand equity, few efforts have been made to examine the effect of country of origin image, which firms cannot control or manage, and advertising awareness, which firms can manage, on brand equity dimension and repurchase intention of the Korean brands in an emerging Southeast Asian market. Moreover, the existing empirical findings have offered limited insight on the relationships among brand awareness, brand associations, and brand image, and their associations with perceived quality and brand loyalty. Our contribution also lies in dividing attitude towards the brand into cognitive brand equity and attitudinal brand equity to find out the associations among brand

dimensions. Regarding brand equity dimensions, much research tends to use brand awareness/associations, which did not reveal the clear delineation of their roles and effects on other brand equity dimensions.

To predict the repurchase intention of Korean brands for Myanmar consumers, the present study distinguished brand equity into cognitive brand equity dimensions and its attitudinal outcomes and suggested the country-of-origin image and advertising awareness as important background factors influencing attitudes towards the brand. Then, attitude towards brand was separated into cognitive brand equity dimensions such as brand awareness, brand association, and brand image and attitudinal brand equity such as perceived quality and brand loyalty, while repurchase intention was considered as the behavioral outcomes of brand equity. The PLS-SEM results confirmed that all constructs have a high level of reliability and discriminant validity. The convergent validity was achieved through the removal of some questionnaire items. The model fit and its predictability are also acceptable. Based on those criteria above, the data is found reliable, and the model fits well to achieve the research purposes.

First, the results revealed that the country-of-origin image has a positive influence on all cognitive brand equity dimensions: brand awareness, brand association, and brand image. Second, advertising awareness positively affects brand awareness. However, it has no significant effect on brand association and brand image. Third, brand awareness significantly affects only on brand association while brand associations have a positive effect on brand image and brand loyalty, but no effect on perceived quality. This result gives an important implication that brand association turns out being more responsible for brand loyalty than brand awareness. Fourth, brand image has a positive effect on perceived quality, but has no effect on brand loyalty. Finally, perceived quality positively affects repurchase intention and brand loyalty. The findings revealed that the important path determining repurchase intention are from brand association to brand image to perceived quality to repurchase intention. The second-best path will be from brand association to brand loyalty to repurchase intention.

Based on the findings, the present paper provides important academic and managerial applications. First, the proposed framework suggests that brand equity studies of emerging markets with a lack of brand competitions should distinguish brand awareness from brand associations to find out their different roles in brand equity formation. This is consistent with the findings by Buil, Chernatony and Martinez (2013). Second, the results confirmed how important the country of origin image is in forming foreign brand equity, particularly in the consumer goods market sector. Third, the findings suggest that advertising on social media is not sufficient to be responsible for the brand equity formation such as brand association and brand image. Other marketing mix elements that can contribute to brand equity formation should be developed. In addition, the insignificant relationships between brand awareness and brand equity of Korean products revealed that brand awareness alone is not sufficient in making a consumer think that Korean products are superior in quality, and to remain loyal to the brand. Our study also suggests that brand image is a more relevant predictor of perceived quality while brand association is more influential for brand loyalty. Fourth, the study also confirmed that both perceived quality and brand loyalty are influential determinants of repurchase intention of certain brands.

Regarding managerial implications, first, Korean companies are recommended to target the consumer groups who have used Korean brands before, as they are more likely to have a positive country of origin image towards Korea, and maintain the high level of awareness, associations, and positive images of certain Korean brands. Since advertising on social media and Korean image as the country of origin can collectively increase the level of Korean brand

awareness, Korean companies should use social media platform to increase the awareness of Korea brand.

Second, the advertisements of a Korea brand through social media or the internet can definitely lead to an increase in the level of brand awareness, but do not succeed to shape consumers' associations and image formation of the Korean brand. This result also explained how hard it is to form a positive brand association and image only through advertisement on social media. Thus, marketers should take advantage of positive country of origin image to increase the level of brand association and positive brand image.

In sum, Korean companies with a desire of exporting their products to the Myanmar market should emphasize the Korean image to increase positive brand image through customers' brand awareness and association, which will increase their likelihood of repurchasing certain Korea brands through the improvement of their perceived quality and brand loyalty. Especially, they should target female customers in their twenties and design the advertising contents that make them aware of the brand through social media. Marketers also should keep in mind that the current contents of advertisement on social media now is not enough to increase the brand associations and brand image.

The limitation of this paper lies in the exclusion of other marketing mix elements such as price, promotion, and distribution, the consumers' characteristics, and industry focus. The reason of the exclusion based on the fact that price and distribution factors used in other brand research showed insignificant effects on brand equity (Jung Gang-Ok, Ji Seong-Goo and Zhang Xing, 2009) while promotion of Korean brand is being conducted mainly through social media such as Facebook in Myanmar. Moreover, the advertisement on social media become more important in the beginning of the economic transition to a market system in Myanmar. Accordingly, future research should focus deeply on the promotion strategies of the Korean brand for brand equity creation in Myanmar. Finally, our research was conducted across industries including cosmetic, electronics and vehicle, which will each have distinct characteristics. Thus, future research should focus on a particular industry to find out how brand equity is developed in emerging markets.

References

- Aaker, D. A. (1991), *Managing Brand Equity: Capitalizing on the Value of a Brand Name*, New York, NY: The Free Press.
- Aaker, D. A. (1996), *Building Strong Brands*, New York, NY: The Free Press.
- Agrawal, J. and W. A. Kamakura (1999), "Country of Origin: A Competitive Advantage?", *International Journal of Research in Marketing*, 16(4), 255-267.
- Alhaddad, A. A. (2015), "The Effect of Advertising Awareness on Brand Equity in Social Media", *International Journal of e-Education, e-Management and e-Learning*, 5(2), 73-84.
- Alkhalwaldeh, A. M., M. Al-Salaymeh, F. Alshare and B. M. Eneizan (2017), "The Effect of Brand Awareness on Brand Loyalty: Mediating Role of Brand Commitment", *European Journal of Business and Management*, 9(36), 38-47.
- Alkhalwaldeh, A. M. and B. M. Eneizan (2018), "Factors Influencing Brand Loyalty in Durable Goods Market", *International Journal of Academic Research in Business and Social Sciences*, 8(1), 319-332.
- Ansary, A. and N. M. H. N. Hashim (2017), "Brand Image and Equity: The Mediating Role of Brand Equity Drivers and Moderating Effects of Product Type and Word of Mouth", *Review of Managerial Science*, 12(4), 969-1002.

- Ariffin, S., J. M. Yusof, L. Putit and M. I. A. Shah (2016), "Factors Influencing Perceived Quality and Repurchase Intention Towards Green Products", *Procedia Economics and Finance*, 37(16), 391-396.
- Arimbawa, C. A. N. and I. K. Rahyuda (2015), "Peran Brand Image Sebagai Mediator Antara Country Of Origin Terhadap Purchase Intention (Studi pada Produk Laptop Sony Vaio di Kota Denpasar)", *E-Jurnal Manajemen Unud*, 4(4), 879-897.
- Assael, H. (1998), *Consumer Behavior and Marketing Action* (6th ed.), Cincinnati, Ohio: South-Western.
- Bae, Su-Jin., T. H. Jung, N. Moorhouse, Min-Jeong Suh and Oh-Byung Kwon (2020), "The Influence of Mixed Reality on Satisfaction and Brand Loyalty in Cultural Heritage Attractions: A Brand Equity Perspective", *Sustainability*, 12(7), 1-22.
- Baldinger, A.L. and J. Rubinson (1996), "Brand Loyalty: The Link Between Attitude and Behavior", *Journal of Advertising Research*, 36(6), 22-34.
- Buil, I., L. D. Chernatony and E. Martinez. (2013), "Examining the Role of Advertising and Sales Promotions in Brand Equity Creation", *Journal of Business Research*, 66(1), 115-122.
- Cavero, S. and J. Cebollada (1997), "Brand Choice and Marketing Strategy: An Application to The Market of Laundry Detergent for Delicate Clothes in Spain", *Journal of International Consumer Marketing*, 10(1-2), 57-71.
- Chang, Pao-Long and Ming-Hua Chieng (2006), "Building Consumer Brand Relationship: A Cross-Cultural Experiential View", *Psychology and Marketing*, 23(11), 927-959.
- Chin, W. W. (1998), "The Partial Least Squares Approach to Structural Equation Modeling", *Modern Methods for Business Research*, 295(2), 295-336.
- Chinomona, R. and E. Maziriri (2017), "The Influence of Brand Awareness, Brand Association and Product Quality on Brand Loyalty and Repurchase Intention: A Case of Male Consumers for Cosmetic Brands in South Africa", *Journal of Business and Retail Management Research*, 12(1), 143-154.
- Cho, Eun-Joo (2011), *Development of A Brand Image Scale and The Impact of Lovemarks On Brand Equity* (Doctoral Dissertation), Iowa: Iowa State University.
- Cohen, J. (1992), "A Power Primer", *Psychological Bulletin*, 112(1), 155-159.
- Cronin, J. J., M. K. Brady and G. T. M. Hult (2000), "Assessing the Effects of Quality, Value, And Customer Satisfaction on Consumer Behavioral Intentions in Service Environments", *Journal of Retailing*, 76(2), 193-218.
- Daskalakis, S. and J. Mantas (2008, May 25-28), "Evaluating the Impact of a Service-Oriented Framework for Healthcare Interoperability", The 21st International Congress of the European Federation for Medical Informatics: eHealth Beyond the Horizon – Get IT There, Göteborg, Sweden, 285-290.
- Dodds, W. B., K. B. Monroe and D. Grewal (1991), "Effects of Price, Brand, and Store Information on Buyers' Product Evaluation", *Journal of Marketing Research*, 28(3), 307-319.
- Emari, H., A. Jafari and M. Mogaddam (2012), "The Mediatory Impact of Brand Loyalty and Brand Image on Brand Equity", *African Journal of Business Management*, 6(17), 5692-5701.
- Esch, F. R., T. Langner, B. H. Schmitt and P. Geus (2006), "Are Brands Forever? How Brand Knowledge and Relationships Affect Current and Future Purchases", *Journal of Product & Brand Management*, 15(2), 98-105.
- Ettenson, R. and J. G. Klein (2005), "The Fallout from French Nuclear Testing in the South Pacific: A longitudinal study of consumer boycotts", *International Marketing Review*, 22(2), 199-224.
- Eurocharm Myanmar (2020), *Consumer Goods Guide 2020*, European Chamber of Commerce in Myanmar. Available from <https://eurocham-myanmar.org/uploads/89f2f-website---consumer->

- goods-guide-2020.pdf (accessed December 15, 2020)
- Falahat, M. and C. S. Chuan and S. B. Kai (2018), "Brand Loyalty and Determinants of Perceived Quality and Willingness to Order", *Academy of Strategic Management of Journal*, 17(4), 1-10.
- Falk, R. F. and N. B. Miller (1992), *A Primer for Soft Modeling*, Akron, Ohio: University of Akron Press.
- Fishbein, M. and I. Ajzen (1975), *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*, Reading, MA: Addison-Wesley.
- Fornell, C. and D. F. Larcker (1981), "Evaluating Structural Equation Models with Unobservable Variables and Measurement Error", *The Journal of Marketing Research*, 18 (1), 39-50.
- Garretson, J. A. and K. E. Clow (1999), "The Influence of Coupon Face Value on Service Quality Expectations, Risk Perceptions and Purchase Intentions in The Dental Industry", *Journal of Services Marketing*, 13(1), 59-72.
- Gorgani, M. R. N. (2016), "The Impact of Social Network Media on Brand Equity in SEMs", *European Journal of Sustainable Development*, 5(3), 239-244.
- Hair, J. F., Jr., G. T. M. Hult, C. M. Ringle and M. Sarstedt (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*, Thousand Oaks, California, CA: Sage Publications.
- Han, Choong-Min, Chen Xi and Sang-Youp Rhee (2011), "The Korean Wave in China and Perceived Image of Korean Brands: Korean Wave Advertising vs. Country-of-Origin Effect", *Korean Management Review*, 40(4), 1055-1074.
- Hanna, F. O. (2019), "The Effect of Country of Origin and Brand Image on Perceived Quality and Interest to Buy", *Journal of Economics and Business*, 3(2), 284-292.
- Hellier, P. K., G. M. Geursen, R. A. Carr and J. A. Rickard (2003), "Customer Repurchase Intention: A General Structural Equation Model", *European Journal of Marketing*, 37(11/12), 1762-1800.
- Henseler, J., C. M. Ringle and M. Sarstedt (2015), "A New Criterion for Assessing Discriminant Validity in Variance-Based Structural Equation Modeling", *Journal of the Academy of Marketing Science*, 43(1), 115-135.
- Henseler J. (2017), "Partial Least Squares Path Modeling". In Leeflang P., J. Wieringa, T. Bijmolt and K. Pauwels (Eds.), *Advanced Methods for Modeling Markets, International Series in Quantitative Marketing*, Heidelberg: Springer, 361-381.
- Hsieh, An-Tien and Chung-Kai Li (2008), "The Moderating Effect of Brand Image on Public Relations Perception and Customer Loyalty", *Marketing Intelligence and Planning Journal*, 26(1), 26-42.
- Hu, L. T. and P. M. Bentler (1999), "Cutoff Criteria for Fit Indexes in Covariance Structure Analysis: Conventional Criteria Versus New Alternatives", *Structural Equation Modeling*, 6(1), 1-55.
- Insch, G. S. and J. B. McBride (1998), "Decomposing the Country-Of-Origin Construct: An Empirical Test of Country of Design, Country of Parts and Country of Assembly", *Journal of International Consumer Marketing*, 10(4), 69-91.
- Jan, M. T., K. Abdullah and M. H. Smail (2013, February 25-26), "Antecedents of Loyalty in the Airline Industry of Malaysia: An Examination of Higher-Order Measurement Model", *Proceedings 3rd Asia-Pacific Business Research Conference*, Kuala Lumpur, Malaysia, 1-14.
- Johansson, J. K., S. P. Douglas and I. Nonaka (1985), "Assessing the Impact of Country of Origin on Product Evaluations: A New Methodological Perspective", *Journal of Marketing Research*, 22(4), 388-396.
- Jones, M. A., D. L. Mothersbaugh and S. E. Beatty (2002), "Why Customers Stay: Measuring the

- Underlying Dimensions of Services Switching Costs and Managing Their Differential Strategic Outcomes”, *Journal of Business Research*, 55(6), 441-450.
- Jung, Gang-Ok, Seong-Goo Ji and Xing Zhang (2009), “Brand Knowledge in China Market: The Effect of Hallyu and Marketing Mix Elements on Brand Equity”, *Journal of Knowledge Management*, 10(3), 81-98.
- Keller, K. L. (1993), “Conceptualizing, Measuring, and Managing Customer-Based Brand Equity”, *Journal of Marketing*, 57(1), 1-22.
- Keller, K. L. (1998), “*Strategic Brand Management: Building, Measuring, and Managing Brand Equity*”, Upper Saddle River, NJ: Prentice-Hall.
- Keller, K. L. (2003), “Brand Synthesis: The Multidimensionality of Brand Knowledge”, *Journal of Consumer Research*, 29(4), 595-600.
- Kieu, Anh Tai (2016), *The Impact of Brand Relationship and Perceived Quality on Brand Loyalty in the Emerging Market Context of Vietnam* (Doctoral Dissertation), Sydney: University of Western Sydney.
- Kim, Ji-Hern and Yong-J Hyun (2011), “A Model to Investigate the Influence of Marketing-Mix Efforts and Corporate Image on Brand Equity in the IT Software Sector”, *Industrial Marketing Management*, 40(3), 424-438.
- Kim Mie-Jung and Thunt Htut Oo (2015), “A Study on the Effect of Attitude of Korean Wave and Its Effects on Intention to Purchase Korea Brand in Myanmar”, *Global E-Business Association*, 16(2), 101-123.
- Kock, N. (2015), “Common Method Bias in PLS-SEM: A Full Collinearity Assessment Approach”, *International Journal of E-Collaboration*, 11(4), 1-10.
- Kotler P. (1998), *Marketing Management: Analysis, Planning, Implementation, and Control*, Prentice Hall.
- Kotler P. (2000), *Marketing Management*. Englewood Cliffs, NJ: Prentice Hall.
- Kotler, P., V. Wong, J. Saunders and G. Armstrong (2005), *Principles of Marketing* (4th European ed.), England: Pearson Education Limited.
- Kuşçu, A. and D. S. Özçam (2014), “Analyzing Factors Affecting Repurchase Intention During Gezi Park Brand Protests”, *European Journal of Business and Management*, 6(38), 177-188.
- La Pyae and Sirion Chaipoopirutana (2015), “A Study of Customer Loyalty towards Samsung smartphone in Yangon, Myanmar”, *Journal of Management Science*, Ubon Ratchathani University, 4(7) 15-30.
- Low, G. S. and C. W. Lamb (2000), “The Measurement and Dimensionality of Brand Associations”, *Journal of Business Research*, 28(3), 191-210.
- Marconi, J. (2000), *The Brand Marketing Book: Creating, Managing, and Extending the Value of Your Brand*, Chicago: NTC Business Books.
- Martinez, E., T. Montaner and J. M. Pina (2009), “Brand Extension Feedback: The Role of Advertising”, *Journal of Business Research*, 62(3), 305-313.
- Matthews, D. R., J. Son and K. Watchravesringkan (2014), “An Exploration of Brand Equity Antecedents Concerning Brand Loyalty: A Cognitive, Affective, and Conative Perspective”, *Journal of Business and Retail Management Research*, 9(1), 26-39.
- Mudzakkir, M. F. and I. N. Nurfarida (2015, December 10-11), “The Influence of Brand Awareness on Brand Trust through Brand Image”, The International Conference on Accounting Business & Economics, Inna Garuda Hotel, Yogyakarta, Indonesia.
- Nagashima, A. (1970), “A Comparison of Japanese and US attitudes toward Foreign Products”, *Journal of Marketing*, 34(1), 68-74.
- Nann Khanwar and Jae-Kei Park (2016), “The Effect of Consumption Values of Korean Cosmetics

- and Country Image of Korea on Attitude and Purchase Intention in Myanmar: The Moderating Effect of Korean Wave”, *Korean Journal of Business Administration*, 9(143), 1461-1482.
- Nervik, K. D., E. Nettet, Ø. Helgesen and K. G. Aure (2018), “Does Country-of-Origin Image and Ethnocentrism Positively Influence the Home Market Brand Equity for the Brand Dybvik?”. In Heidi H., M. B. Dag and Y. D. Karl (Eds.), *Det Regionale I Det Internasjonale: Fjordantologien 2018*, Norway: Universitetsforlaget, 310-332.
- Nguyen, T. D., N. J. Barrett and K. E. Miller (2011), “Brand Loyalty in Emerging Markets”, *Marketing Intelligence and Planning*, 29(3), 222-232.
- Norouzi, A. and B. F. Hosienabadi (2011), “The Effects of Brand’s Country-Of-Origin Image on the Formation of Brand Equity”, *Australian Journal of Basic and Applied Science*, 5(12), 766-770.
- Nunnally, J. C. (1978), *Psychometric Theory*, New York, NY: McGraw Hill.
- Oliver, R. L. (1999), “Whence Consumer Loyalty?”, *Journal of Marketing*, 63(4_suppl1), 33-44.
- Pappu, R., P. G. Quester and R. W. Cooksey (2005), “Consumer-Based Brand Equity: Improving the Measurement, Empirical Evidence”, *The Journal of Product and Brand Management*, 14(3), 143-154.
- Pappu, R., P. G. Quester and R. W. Cooksey (2006), “Consumer-Based Brand Equity and Country-Of-Origin Relationships”, *European Journal of Marketing*, 40(5/6), 696-717.
- Pather, P. (2016), “Brand Equity as A Predictor of Repurchase Intention of Male Branded Cosmetic Products in South Africa”, *Business and Social Science Journal*, 1(3), 193-247.
- Permana, M. S. and J. O. Haryanto (2014), “Pengaruh Country of Origin Brand Image dan Persepsi Kualitas Terhadap Intensi Pembelian”, *Jurnal Manajemen*, 18(3), 365-380.
- Podsakoff, P. M. and D. W. Organ (1986), “Self-reports in Organizational Research: Problems and Prospects”, *Journal of Management*, 12(4), 531-544.
- Pua Wee Meng (2020), *The Myanmar Consumer Survey 2020*, Deloitte SEA. Available from <https://www2.deloitte.com/mm/en/pages/consumer-business/articles/myanmar-consumer-survey-2020.html> (accessed December 15, 2020)
- Rambocas, M. and A. X. Ramsuhag (2017), “The Moderating Rule of Country of Origin on Brand Equity, Repeat Purchase Intentions, and Word of Mouth in Trinidad and Tobago”, *Journal of Global Marketing*, 31(1), 42-55.
- Ranjbarian, B., A. Sanayei and M. R. Kaboli (2012), “An Analysis of Brand Image, Perceived Quality, Customer Satisfaction and Re-purchase Intention in Iranian Department Stores”, *International Journal of Business and Management*, 7(6), 40-48.
- Richardson, P. S., A. S. Dick and A. K. Jain (1994), “Extrinsic and Intrinsic Cue Effects on Perceptions of Store Brand Quality”, *The Journal of Marketing*, 58(4), 28-36.
- Ringle, C. M., S. Wende and J. M. Becker (2015), *SmartPLS 3*, Boenningstedt: SmartPLS GmbH. Available from <http://www.smartpls.com>.
- Roth, M. S. and J. B. Romeo (1992), “Matching Product Category and Country Image Perceptions: A Framework for Managing Country-of-Origin Effects”, *Journal of International Business Studies*, 23(3), 477-497.
- Roy, D. and S. Banerjee (2007), “Caring Strategy for Integration of Brand Identity with Brand Image”, *International Journal of Commerce and Management*, 17(1/2), 140-148.
- Saydan, R. (2013), “Relationship between Country of Origin Image and Brand Equity: An Empirical Evidence in England Market”, *International Journal of Business and Social Science*, 4(3), 78-88.
- Schivinski, B. and D. Dabrowski (2014), “The Impact of Brand Communication on Brand Equity

- Through Facebook”, *Journal of Research in Interactive Marketing*, 9(1), 31-53.
- Setiawan, B., V. D. Wiet Aryanto and Andriyansah (2017), “The Effects of Brand Image on Online Perceived Quality, Online Brand Personality and Purchase Intention”, *International Journal of Economics and Business Administration*, 5(3), 70-80.
- Severi, E and K. C. Ling (2013), “The Mediating Effects of Brand Association, Brand Loyalty, Brand Image and Perceived Quality on Brand Equity”, *Asian Social Science*, 9(3), 125-137.
- Sharaswati, I. G. A. M. S. N. and N. M. Rastini (2020), “The Role of the Brand Image Mediates the Effect Country of Origin on Purchase Intention”, *American Journal of Humanities and Social Sciences Research*, 4(1), 346-352.
- Sheng Chung-Lo, Tung Jane, Karen-Yuan Wang and Kai-Ping Huang (2017), “Country-of-origin and Consumer Ethnocentrism: Effect on Brand Image and Product Evaluation”, *Journal of Applied Science*, 17(7), 357-364.
- Son, Sun-Mi and Thongdee Kijboonchoo (2016), “The Impact of Korean Wave on the Purchase Intention of Korean Cosmetics of Thai People in Bangkok and Chonburi, Thailand”, *PSAKULJIR*, 5(2), 76-83.
- Stojanovic, I., L. Andreu and R. Curras-Perez (2018), “Effects of The Intensity of Use of Social Media on Brand Equity: An Empirical Study in A Tourist Destination”, *European Journal of Management and Business Economics*, 27(1), 83-100.
- Suryadi, D. (2015), “The Impact of Brand Equity towards Purchase Intention on PT.X’s Candy”, *iBuss Management*, 3(2), 1-8.
- Thet Htar Swe (2019), *Importance of Brand Personality to Customer Loyalty in Myanmar Telecom Industries* (Master’s Thesis), Thailand: Siam University.
- Vazifehdoost, H. and A. Negahdari (2018), “Relationships of Brand Awareness, Brand Association and Perceived Quality with Brand Loyalty and Repurchase Intention”, *Case Studies Journal*, 7(1), 45-51.
- Wang, Ya-Hui and Cing-Fen Tsai (2014), “The Relationship between Brand Image and Purchase Intention: Evidence from Award Winning Mutual Funds”, *The International Journal of Business and Finance Research*, 8(2), 27-40.
- Wong, F. Y. and S. Yahyah (2008), “Influence of Brand Loyalty on Consumer Sportswear”, *International Journal of Economics and Management*, 2(2), 221-236.
- Yasin, N. M, M. N. Noor and O. Mohamad (2007), “Does Image of Country-Of-Origin Matter to Brand Equity?”, *Journal of Product and Brand Management*, 16(1), 38-48.
- Yoo, Boong-Hee, N. Donthu and Sung-Ho Lee (2000), “An Examination of Selected Marketing Mix Elements and Brand Equity”, *Journal of the Academy of Marketing Science*, 28(2), 195-211.
- Zeithaml, V. A. (1988), “Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence”, *The Journal of Marketing*, 52(3), 2-22.
- Zikmund, W. G., B. J. Barry, C. J. Carr and M. Griffin (2013), *Business Research Methods* (9th ed.) Ohio, OH: South-Western Cengage Learning.