



EFFECTS OF MARKETING MIX, COUNTRY OF ORIGIN IMAGE, ETHNOCENTRISM AND ANIMOSITY ON CHINESE SMARTPHONES' BRAND IMAGE IN MYANMAR

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Abstract

The objectives of this research are to study the effects of marketing mix (4P's), country of origin image (COO image), ethnocentrism and animosity on Chinese smartphone brand image; and to explore the relationship between brand image and purchase intention of Chinese smartphones in Myanmar.

In this research, the convenient sampling method and quantitative data collection method were applied. The targeted respondents are in generation Y millennials who use or intend to buy Chinese smartphones in Magway, Myanmar. Questionnaires were taken with a five-point Likert scale from 400 respondents. As for data analysis methods, reliability test, descriptive statistics, correlation, and linear regression analyses were being selected in this study. The results show that most of the hypotheses are significant level ($p < 0.05$) e.g. product, price, promotion, COO image, and ethnocentrism have positive effects on Chinese smartphone brand image in Myanmar. Moreover, brand image is positively related with purchase intention. This study shows that those significant variables are important for marketers in building strong brand image towards purchase intention in the international market.

Keywords: Marketing Mix, Country of Origin image, Consumer Ethnocentrism, Animosity, Brand Image, Smartphone.

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Introduction

In today's very competitive market environment, consumers face difficulty to choose and purchase among products and services because the products and services are the accessibility and variety and also customers have lack of time in order to use shopping. In this situation, brand name helps consumer to make an easy decision in choosing and buying products and services and also to reduce risks. Moreover, it promotes customer satisfaction. Brand points out that customers know product quality and also makes benefits not only for consumers but also for producers as it can protect trademark from imitation. Strong brand image and its values are the main factors in every business for consumer attraction and marketing. Lots of managers make their best to create a strong brand. They understand that a strong brand has a very valuable effect on financial and operational tasks of the organization. Therefore, they apply marketing strategy (marketing mix 4Ps), to improve brand awareness and brand loyalty. See from the above facts, marketing mix elements are important to develop a brand image in the competitive market.

Nowadays, the world also becomes globalization. As a consequence, many business opportunities which can sell goods and give services throughout the world have widely increased. When markets become wider consumers probably depend on the COO to get much information, and guidance for them in making the right choices for consumption because they have never touched before (Bertoli & Resciniti, 2012). At the same time, there are various consumers' attitudes concerning their home country, specific foreign nations, and foreign countries in general. This situation has determined a great interest in the studies of beliefs towards local and global products and services; and their impact on consumers' purchasing behavior (Riefler & Diamantopoulos, 2009).

In 2012, Myanmar was particularly isolated with one of the smallest rates of mobile phone penetration in the world. After the government has issued licenses to foreign operators such as MPT, Telenor, Ooredoo, Mytel and reduced the price of SIM cards into a reasonable price, mobile phone technology adoption of Myanmar rapidly changed as the digital landscape. At the termination of 2016, mobile connections in Myanmar are 51 million and 78 percent of mobile phone users owned a smartphone according to LIRNEasia's 2016 nationally representative survey of ICT needs and use in Myanmar (as cited in Pwint Htun & Paula Bock, 2017). This survey also showed that the age range of the users who own mobile is between 15 and 65 years old in Myanmar. Moreover, the research relating to the effects of marketing mix (4Ps), COO image, consumer ethnocentrism and animosity on brand image towards purchase intention is hardly found in Myanmar. According to the above facts, the researcher proposed to study the effects of marketing mix factors (4Ps) and the influences of COO image, consumer ethnocentrism, and animosity on brand image; and to study the relationship between brand image and purchase intention of Chinese smartphones in Myanmar.



The results of this study will provide Chinese smartphone companies, importers and smartphone sellers to understand Myanmar people's attitude towards Chinese smartphone brand and their purchase intention and also improve their knowledge about smartphone industry and how to achieve customer purchase intention. Nevertheless, this study can give more clear insight and knowledge concerning consumers' purchase intention towards Chinese smartphone brands to the readers.

Research Objectives

1. To study the effects of marketing mix (4P's) on Chinese smartphone brand image in Myanmar.
2. To investigate the influences of COO image, consumers' ethnocentrism and animosity on brand image of Chinese smartphone in Myanmar.
3. To study the relationship between brand image and purchase intention of Chinese smartphones in Myanmar.

Relationship of relevant variables and research hypotheses

Marketing mix (4Ps) effects on Brand Image

The word "marketing mix" was initiated by Neil Borden by "The Concept of the Marketing Mix" article. At that time, marketing mix continued out of twelve different categories (Hyman, 2004). Then, the original twelve categories were reduced as a sum of four categories (Product, Price, Place, and Promotion) by McCarthy and then these four categories were known as 4Ps (McCarthy, 1960).

Product is defined as what is offered to the market for noticing, purchasing, or using which may meet a need. It can be tangible (goods) or intangible (services). Product consists of variety, features, design, packaging, services, brand name and quality (Kotler, Armstrong, Harris, & Piercy, 2013). Alamro and Rowley (2011) described the product's quality and price effect on brand image. According to Zhang, Rau, and Zhou (2010) (as cited in Mensah-Bonsu, 2016), the attributes of a product have an influence on consumer mindset and so can influence purchase behavior. Product features have a good effect on purchase intention by providing different functions and features build different satisfaction in consumers' hearts.

Price is generally the amount of money a consumer is willing to pay for in exchange with products and services that they think are valuable. Price is considered by Karjaluoto et al. (as cited in Juwaheer, Vencatachellum, Puderuth, Ramasawmy, & Ponnsami, 2014) as a critical point affecting the choice of smartphone among young people. By raising it, they can focus on product's quality and increase the status associated with it and by lowering it, they can focus on a bargain and gain customers who go out of their way to look for such to save money (Kibera & Waruingi, 1988).



In the heuristics of a consumer, a low (high) price connotes a low (high) quality and image. Aaker (as cited in Chow, Chen, Yeow, & Wong, 2012) stated that the level of price positively affects behavioral intentions mainly because price builds brand image in the consumers' eyes. According to Rajh (2005), higher brand price communicates a better brand image, and through a more positive brand image indirectly leads to a development in brand equity. Kabadayi, Aygun, and Cipli (2007) also found a significant positive relationship between price and brand equity.

Place is called distribution or placement. It is the ways and processes applied to carry the service or product to the customer. According to Kotler (2000), distribution includes outlet locations, inventory levels and place, distribution coverage and channel. The major purpose of a good distribution or place strategy in every business is catching the eyes of the customers that make easy to buy their products for the customers (Business News: Marketing Mix, 2018). Srinivasan, Park, and Chang (2005) described that the high perceived intensity of distribution ways will support effectively in showing a brand image with higher quality through that way becoming to constitute brand equity. Kabadayi et al. (2007) found statistically significant positive relationships between distribution intensity and brand equity. Bojei and Hoo (2012) indicated that widely distribution of the product through authorized channels (ways) enhance brand equity and perceived quality.

Promotion consists of all functions which include communicating with the customers regarding the goods and its features and benefits. It may consist of sale promotions, public relations, advertising and special offers (Martin, 2014). In building strong brand equity, the power of advertising and its effect has been explored by Eagle and Kitchen (2000), who found that it has a positive influence on sales. According to Yoo, Donthu, and Lee (2000), advertising is a major factor that helps in shaping and managing a brand image.

According to Zollondz (as cited in Fathian, Slambolchi, & Hamidi, 2015), the marketing mix is about the grouping and organization of marketing tools, that are applied to get the marketing goals of businesses for a specific target market. It is not the scientific theory, it is the conceptual plan. According to Palmer (2004), marketing mix tools are able to perform formulation of short-term plans and long-term tactics. Often the marketing mix is important when determining the offer of a brand or a product.

Country of Origin image influences on Brand Image

Country of Origin (COO) effect was initially researched by Robert Schooler since 1965. COO, which can be defined as the made-in image, describes how consumers make the evaluations on the country where the product was manufactured or designed. This is an emotional effect that how the products' COO labeling influences consumers' views, impressions, and decisions to purchase it. In other words, COO is one of the immaterial that is imperceptible features of a product which dominates consumers' impressions concerning the product's attributes and quality (Balabanis & Diamantopoulos, 2004).



Today, COO is one of the most important tools in the field of international marketing and consumer behavior (Tigli, Pirtini, & Erdem, 2010). So, managers require to think about consumers' attitudes on the imported products in entering overseas markets. COO image has an effect on consumer product evaluation and decision-making process. It is also believed to be one way of increasing brand equity (Shocker, Srivastava, & Ruekert, 1994). The study of Kim, Choi, Kim, and Liu (2015) stated that COO affects brand image. In the study of Andik, Munandar, and Najib (2018) also stated that Malaysian and Indonesian consumers assume that COO reflects the brand image. Therefore, researching on the COO effect can make an important contribution to product marketing and branding of international companies.

Consumer Ethnocentrism influences on Brand Image

Ethnocentrism was firstly defined by Sumner in 1906 as a trend that people believed their own groups to be better than others and so, do a rejection to other groups that are dissimilar while showing the recognition to similar ones. In 1987, Shimp and Sharma stated consumer ethnocentrism (CE) that a belief of consumers that it is unsuitable or even immoral to buy foreign-made products because of damage to the local economy, able to increase unemployment in the country by reason of increased imports and is generally unpatriotic (Kaynak & Kara, 2000).

The ethnocentrism includes negative effects on consumers' purchase intentions of global products and positive effects on consumers' intentions to buy local products (Balabanis & Diamantopoulos, 2004; Lew & Sulaiman, 2014). However, Ramadania, Gunawan, and Rustam (2015) stated that the lack of availability of a domestic product positively influences the evaluation of a foreign product. Moreover, the study of He and Wang (2015) stated that the positive relationship between ethnocentrism and the preference for a local brand becomes higher or stronger when the local brand has high brand equity, likewise the negative relationship between ethnocentrism and the preference for a global brand will change to the opposite effect when the global brand has high brand equity. Therefore, it can be stated that ethnocentrism has more complicated relationships and consequences, and it is also dominated by brand equity.

Animosity influences on Brand Image

The concept of animosity regarding consumer behavior was initially presented by Klein, Ettenson, and Morris (1998), who defined animosity as anger due to past or present economic, military, or political events. As mentioned in the definition, animosity is especially based on the feeling rather than the behavior of a person. Consumer animosity consists of negative attitudes of the individual concerning a specific foreign country. There is a complicated structure in animosity. In the study of Klein et al. (1998), animosity is classified into two groups: one based on economics and one based on war.



Over the previous decade, the notion of consumer animosity and COO effect have gained considerable attention in global marketing literature as an antecedent of foreign product purchase intention (Klein et al., 1998). The COO can influence people's perceptions regarding the quality of some particular goods from a particular country. However, consumer animosity can have a significant impact on consumers' attitudes to all products from a particular country in spite of being realized the quality. It means that the consumers who have any animosity would deny buying any products related to an offending country, although the products' quality of that country was not devalued. The findings from the study of Shoham, Davidow, Klein, and Ruvio, (2006) showed that consumer animosity negatively influences consumer's behaviour in terms of both willingness to buy and judgments of product quality. Fakharmanesh and Miyandehi (2013) have studied the impact of animosity on brand image. In their study, consumer animosity has no significant relation with brand image. The present study is an initial test of the economic-based animosity model in the context of Myanmar consumers and their purchase intention of Chinese smartphone brand.

The relation between Brand Image and Purchase Intention

Brand image concept was presented by Ogilvy, the well-known advertising specialist in 1950 to express the feelings and emotions of users related to a specific product, suggested using the term "brand image" (M.İşoraite, 2018). Brand image is an important part of brand equity as it takes the brand's value to the consumers (Malik, Naeem, & Munawar, 2012). It is defined as the consumers' perception about the brand, reflected by the consumers' mental association to the brand (Keller, 2013).

In the study of Mudambi et al., 1997 (as cited in Chen, 2010) stated that the effect of brand image is especially important in markets where it is difficult to differentiate products based on tangible features; where there is a competition between similar brand or product categories it is important to differentiate between them (Erdil, 2015). Srivastava and Dey (2016) described that brand image influences the purchase intention among young consumers.

Additionally, consumers in developing markets have favorable attention on the image of foreign brands and have a more positive brand image of foreign brands than local brands (Bhardwaj, Kumar, & Kim, 2010). Brand image has the ability to differentiate in new or different markets and has influence on purchase intentions, attitudes, and perceived quality.

Conceptual Framework

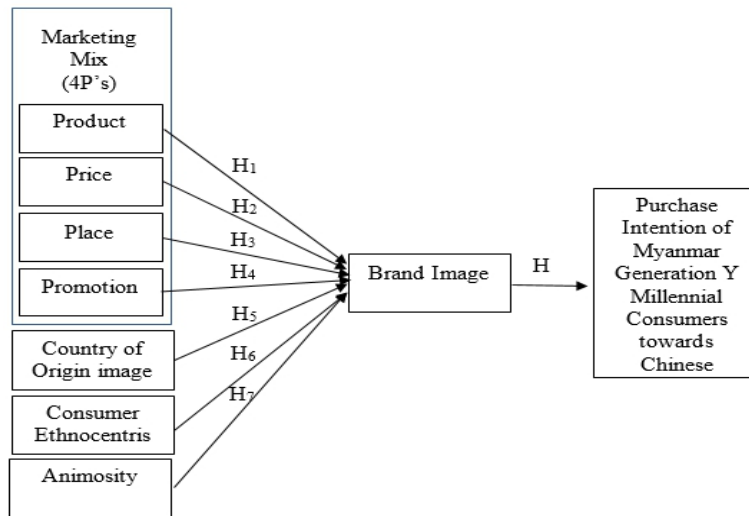


Figure 1 Adapted from Fakharmanesh & Miyandehi (2013) and Rusdianto (2016)

Research Hypotheses

H₁: Product positively affects Chinese smartphone brand image.

H₂: Price positively affects Chinese smartphone brand image.

H₃: Place positively affects Chinese smartphone brand image.

H₄: Promotion positively affects Chinese smartphone brand image.

H₅: COO image positively influences Chinese smartphone brand image.

H₆: Myanmar Consumers' ethnocentrism negatively influences Chinese smartphone brand image.

H₇: Myanmar Consumers' animosity towards China specifically composed of economic animosity has no significant relation on Chinese smartphone brand image.

H₈: Brand image is positively related to the purchase intention of Chinese smartphones.

Research Methodology

This research is a descriptive research. In this study, quantitative data collection method was applied. As for the sampling method in this study, the researcher chose the convenience sampling method in order to get a large number of completed questionnaires economically and speedily. The target respondents are people who use or intend to buy Chinese smartphones in Magway, Myanmar. They are limited on age especially Gen Y (1980-1996). The sample size is calculating from the number of population by using the formula of Yamane (1967) with a significant level of 0.05 and 95% confidential



level. The questionnaires were distributed face-to-face to 400 respondents.

Survey questionnaires which were adapted from previous researches are used as the research instruments. The survey questionnaires in this study contain a brief introduction and three parts. Part one consists of screening question (5 items) such as the questions which are whether the respondents use or intend to buy Chinese smartphone or not, Chinese smartphone brand name, the amount of money spent or intend to spend for the smartphone, whether Chinese smartphone's price suit the respondent's budget or not, and reason to choose or to purchase Chinese smartphone brand; part two includes personal data of the respondents (5 items) such as gender, age, education background, monthly income and occupation; and part three comprises of the questionnaire on variables (46 items). The total number of questionnaires in these research instruments is 56. All questionnaires in part three are measured by using the five-point Likert scale ranging from 1 to 5 (1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree). Validation of a scale was done by two experts in this study. For the reliability of all variables, the pilot test was made with 30 respondents. In order to more clearly and easily understand the questions for the respondents, the survey questionnaires were translated from English to Myanmar Language.

Descriptive statistics such as mean, standard deviation (SD), frequency and percentage is used to analyze screening data and personal data of the respondents. Cronbach's alpha is applied for the reliability of all variables. For inferential statistics, regression analysis is applied to calculate the relationship between several independent or predictor variables and a dependent variable.

Results and Discussion

Reliability test

In this research, the actual test including 400 respondents was done by using Cronbach's alpha test. Cronbach's alpha value of all variables in this research is from 0.601 to 0.820 and overall Cronbach's alpha value is 0.782. Among the nine variables, Cronbach's alpha value of five variables shows high reliability and the value of four variables shows moderate reliability according to Hinton, Brownlow, McMurray, and Cozens (2004). So, all variables in this study are acceptable.

Descriptive analysis

After collecting the data through questionnaires from the respondents, data was analyzed. Descriptive statistics were applied in part one (screening questions) and part two (personal data of the respondents). According to the results, all of the respondents use or intend to buy Chinese smartphones. The researcher found that the majority of respondents use or intend to purchase Huawei representing 56.2% with 225 persons. 58% of respondents spent or intend to spend 200,001-300,000 kyats for a smartphone. 94.8% of respondents answer the smartphone's

price suit their budget. 55.2% of respondents choose Chinese smartphone brands because of price. Among the respondents including this study, 203 (50.7%) are male and 197 (49.3%) are female, all are Gen Y (1980-1996). Most of the respondents' education background are bachelor representing 36.7% with 147 persons and followed by more than bachelor representing 33.7% (135). The majority of respondents' monthly income is 200,001-300,000 kyats representing 56.5% with 226 persons. Over half of the respondents are government staff representing 56.8% with 227 persons.

Hypothesis testing

Correlation test

Before the regression analysis is discussed, multicollinearity was tested. Multicollinearity refers to the relationship between the independent variables. Multiple regression does not like multicollinearity which certainly contributes to a good regression model. Correlations are examined as check for possible multicollinearity between independent variables. Multicollinearity exists when the independent variables are highly correlated ($r = 0.9$ and above) (Field, 2009). The correlation value range in this study is between -0.39 and 0.731 . This result is not more than 0.9 . That is why there is no multicollinearity problem within the data set.

Regression Analysis

Regression analysis was applied to calculate the relationship between several independent variables and dependent variable and to test the research hypotheses. All hypothesis paths are significant. Except H_3 , H_6 , and H_7 , the rest hypotheses are accepted.

Table 1 Relationship between Marketing Mix (4Ps) and Brand Image

Model	Unstandardized		t- value	Sig
	Coefficients			
	Beta	Std. Error		
Constant	1.160*	0.285	4.076	0.000
Product	0.299*	0.051	5.899	0.000
Price	0.118**	0.057	2.075	0.039
Place	-0.184*	0.062	-2.940	0.003
Promotion	0.419*	0.059	7.108	0.000
R ²	0.270			
Adjusted R ²	0.263			

* $p < 0.01$, ** $p < 0.05$

Source: Author's calculation



The statistical outcomes of the relationship between marketing mix (4P's) and brand image are illustrated in Table 1. As can be seen, among the marketing mix (4P's), three of 4P's of marketing mix e.g. product, price, and promotion are positively and significantly correlated with the brand image, indicating that those Myanmar consumers are more likely to stay focus on brand image, thus, it can make more revenue from upgrading brand image as a unique bundle of associations within the product, price, and promotion. Moreover, these hypotheses' results are consistent with the previous researches of Yoo et al. (2000); Rajh (2005); and Alamro & Rowley (2011). Therefore, hypothesis H_1 , H_2 , and H_4 are accepted in this study. In contrary, Place is negatively correlated with brand image, showing that the numerous distribution channels in the market are more likely to decrease Chinese brand image level. This result is opposed to the past literatures of Srinivasan et al. (2005); and Kabadayi et al. (2007). That is why the hypothesis (H_3) is rejected in this study.

Table 2 Relationship between Country of Origin images, Consumer Ethnocentrism, Animosity and Brand Image

Model	Unstandardized Coefficients		t-value	Sig
	Beta	Std. Error		
Constant	1.259*	0.272	4.633	0.000
COO image	0.551*	0.065	8.527	0.000
CE	0.235*	0.038	6.189	0.000
Animosity	-0.189*	0.043	-4.379	0.000
R^2	0.296			
Adjusted R^2	0.290			

* $p < 0.01$

Source: Author's calculation

The statistical outcomes of the relationship between COO image, consumer ethnocentrism, animosity, and brand image are illustrated in Table 2. Among COO image, CE and animosity factors, it can be seen that COO image has a positive effect on Chinese smartphone brand image. It can be said that the respondents are more likely to concern that COO image is an important factor to build brand image for Chinese smartphones. This result is in line with the previous literatures of Kim et al. (2015); Nadia and Rashid (2016); and Andik et al. (2018). So, hypothesis (H_5) is accepted in this study. Similarly, CE has a positive statistical effect on brand image, revealing that Myanmar consumers have the willingness to buy Chinese smartphones. This result is consistent with Ramadania et al. (2015). But it is opposed to the past researches of Balabanis & Diamantopoulos (2004); Fakharmanesh & Miyandehi (2013); and Lew & Sulaiman (2014). Therefore, hypothesis (H_6) is rejected in this study. In contrary,

animosity is negatively correlated with brand image, showing that Myanmar consumers have economic-based animosity towards China and the impact of that animosity decrease Chinese smartphone brand image level. This result is not consistent with the past research of Fakharmanesh & Miyandehi (2013). Thus, hypothesis (H₇) is rejected in this study.

Table 3 Relationship between Brand Image and Purchase Intention

Model	Unstandardized Coefficients		t-value	Sig
	Beta	Std. Error		
Constant	1.210*	0.117	10.364	0.000
Brand Image	0.684*	0.032	21.345	0.000
R ²	0.534			
Adjusted R ²	0.533			

* $p < 0.01$

Source: Author's calculation

The statistical outcome of the relationship between brand image and purchase intention is shown in Table 3. Based on this result, the researcher found that brand image is positively related to purchase intention. It can be indicated that the better Chinese brand image is, the more likely people are to purchase Chinese smartphones. This result is in line with the previous literatures of Bhardwaj et al. (2010); Erdil (2015); Haque et al. (2015); and Srivastava & Dey (2016). That is why hypothesis H₈ is accepted for this study.

Table 4 Summary of Hypotheses

No.	Hypothesis	Effect	Test Result
H ₁	Product positively affects brand image	Positive	Accepted
H ₂	Price positively affects brand image	Positive	Accepted
H ₃	Place positively affects brand image	Negative	Rejected
H ₄	Promotion positively affects brand image	Positive	Accepted
H ₅	COO image positively influences brand image	Positive	Accepted
H ₆	CE negatively influences brand image	Positive	Rejected
H ₇	Consumers' economic-based animosity towards China has no significant relation on brand image	Negative	Rejected
H ₈	Brand Image is positively related to the purchase intention	Positive	Accepted

Source: Author's calculation



According to Table 4, it was found that for brand image, five factors such as product, price, promotion, COO image and CE positively affect and influence Chinese smartphone brand image in Myanmar while place and animosity negatively affect and influence on it. Moreover, brand image positively related to purchase intention in Myanmar.

Implications of the Findings

Based on the research's outcomes, the researcher would like to give suggestions.

Product: Chinese smartphone companies should invent the smartphone that best fit with young adults' lifestyle such as by creating a superior camera. Moreover, they should expand their smartphone functions such as by upgrading smartphone processor so that it can do better and faster which suit with young lifestyle and create update the smartphone design and raising the battery life of their new invented smartphone because young adults tend to use their smartphone in whole-day life.

Price: Chinese smartphone brands have a good price perception in the eyes of Myanmar young adult consumers. Generally, when the real price on products is higher than perceived price, consumers purchase intention reduces. In the same way, if the actual price is lower than the perceived price, consumer's confidence on products or positive brand image of the product in the consumer mind may disappear. That is why Chinese smartphone companies should prescribe a reasonable price between smartphone's usage quality and their price.

Place: The researcher found that Myanmar young consumers do not like intensive distribution in high-quality (price) products especially smartphone brands. Generally, intensive distribution significantly increases brand awareness. But the respondents in this study think intensity distribution of high-quality (price) products especially smartphone brands decrease positive brand image of the products in their mind. In the studies of Lusch and Dunne (1990) and Frazier and Lassar (1996), advanced quality producers give their brands by using selective distribution because they trust the image of retailers or reputation can influence the image of brands within the store. Therefore, using selective distribution in this study may be better for high-quality (price) products than using intensive distribution in order to enhance brand image in Myanmar smartphone market which focuses on young adult consumers.

Promotion: The researcher found word-of-mouth as more effective in Myanmar smartphone market which focuses on young adult consumers according to the research's outcomes. In other words, youth tend to have more socialized than others. More socializing leads to create negative and positive word-of-mouth among friends regarding a particular company. Therefore, Chinese smartphone companies should offer innovative and creative advertisements to focus on youth. Moreover, an effective follow-up service should be provided so that it will



meet with the expectation of young adults to create positive word-of-mouth towards the companies. In this study, promotion is the highest significant impact on brand image among marketing mix (4Ps). That is why, as Chinese smartphone sellers and marketers in Myanmar should put more emphasis on the promotion part to get a good brand image in the consumer's mind.

COO image: The researcher found that China has a positive COO image in evaluation regarding Chinese smartphone brand image among the respondents of this study. Therefore, as the international marketers and importers should note that among Myanmar young adult consumers have positive perception on China's COO image.

Consumer's ethnocentrism: Ethnocentrism positively influences the evaluation of Chinese smartphone brand image among the respondents of this study, indicating that Myanmar young consumers have the willingness to buy Chinese smartphone due to lack of availability of local products. In general, there is a positive influence between the favorite of domestic brand and ethnocentrism, when the domestic brand has stronger brand equity, and the negative influence between ethnocentrism and the international brand favorite will reverse when the international brand has higher brand equity. Therefore, as the international marketers and importers should note that positive influence between local consumers' ethnocentrism and foreign brand preference in international marketing will get by building strong brand equity among local consumers.

Animosity: The respondents including this study has economic-based animosity towards China and the impact of that animosity decrease Chinese smartphone brand level. So, Chinese smartphone marketers should perform marketing actions to decrease its negative impact. In the study of Feng and Yu (2016) stated that higher perceived quality can make to decrease the effect of consumer animosity towards a brand. Consumers do not hold the dogmatic view or opinion and have the desire to buy products if they get the products with good quality. Generally, the consumers will change their behaviour depending on their product-quality assessment in spite of high animosity (Guido, Prete, Tedeschi, & Dadusc, 2010). According to the above facts, Chinese smartphone companies and marketers should put more emphasis on doing better product's quality and building strong brand image in Myanmar smartphone market which focuses on young adult consumers in order to avoid or reduce animosity's impact.

Brand Image: Chinese smartphone companies will get more preference and more purchase intention among young adult consumers by offering advance quality with creativity and innovation.



Limitation and Recommendation for future research

In this research, there are some limitations based on limited time and budgets. The data was collected from Myanmar people especially Gen Y (1980-1996) who use or intend to purchase Chinese smartphone brands. The target area is in a specific area, Magway, Myanmar. That is why the result of this study cannot represent the whole population in Myanmar. However, the research's outcomes can at least give knowledge concerning attitudes, perceptions, and buying behaviors of young people consumers especially Gen Y in Magway, Myanmar on Chinese smartphone brands to Chinese smartphone marketers and sellers.

So, future research should be done to cover the total population in Myanmar and all age range because of getting different perception regarding Chinese smartphone brand image from different people. Moreover, future study should be conducted to investigate smartphone brand image from other countries such as Apple, Samsung, Nokia, and so on by using the current research framework. Through conducting comparative studies between China and other countries, future researchers will get knowledge and understanding regarding consumer different perceptions on each country that product manufactures. Lastly, future research should be made by studying other product categories such as cars, motorcycles, cosmetic products, electronic devices, and so on.

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