

Importance of Brand Personality to customer loyalty in Myanmar Telecom Industries

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Abstract

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

This documentary research investigate that how brand personality and customer loyalty are essential for the organization. In this paper, the results guided the overview and background of this research from the literatures and then the findings that we had established. Finally, the recommendations and suggestions for implementation of this study on all levels of management and other industreis and limitations of the resarch had been prsented.

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Keywords—Brand personality, Customer loyalty, Loyalty Program, Myanmar Telecom Industries

I. INTRODUCTION

1.1 Research Background

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

The Largest mobile network operator in the world is AT&T from the United States, China Mobile, Vodafone from London, and Airtel from India (Chepkemoi, 2017). As per the GSMA intelligence, the mobile industry has signed up to 5 billion unique mobile subscribers in the world, according to real-

time data GSMA (2017), so that two-thirds of the global population is now mobile subscribers; mobile has a greater reach than any other technology. (George, Hatt, Sharma, Dewar, Evans, Rizzato, Iji, 2017).

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

In Myanmar, the telecommunications sector is improving year by year. According to a survey by the Myanmar government last year, the penetration rate from 2017 to 2018 exceeded 100%, with 56.8 million mobile phone users, and the availability of 4G networks in Yangon currently exceeds 80 The fourth highest in percent. In Myanmar, three foreign

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operators, Telenor in Norway, Ooredoo in Qatar, and MyTel, are a partnership between Vietnam-based Viettel Co and Myanmar's national telecommunications company, Star High, jointly owned by the Ministry of Defense. . Forth operators Myanmar, Posts, and Telecommunications (MPT) are state-owned. Myanmar currently has 56.8 million mobile phone users. Among them, MPT has 22 million subscribers, Telenor has 19 million, Oredoo has 9 million and MyTel has 3.2 million (Nanda, 2018).

As per the study, there is a relationship between brand personality and customer loyalty. Unique personality features of the organization and these features affect customer loyalty in the respective organization. (Taherkhani, Maleki, Najafi, &Shahrami, 2016). Therefore, competition among these four operators is extreme because of the presence of already established competitors and the mature status of the market. For this competitive era, Brand personality support as a factor that influences customer loyalty to maintain existing users.

Brand personality is a framework that helps companies or organizations set the way people feel about products, services, or missions. The nature of the company's brand drives emotional reactions in certain consumer segments and encourages positive action to benefit the company. Customers are more likely to buy a brand if their personalities are similar to characteristics (Lim, 2019). High brand loyalty leads to useful brand extensions, high market share, high return on investment, and loyal customers not only buys from the same brand always but also becomes a vocal advocate who helps the brand in its word of mouth marketing strategies. (Pahwa, 2018)

In this paper, used a documentary survey to investigate the relationship between brand personality and customer loyalty in the Myanmar telecommunications industry.

1.2 Problem to be investigated

In Myanmar, however, organizations are less focus on the brand personality not only in telecom industries but also in other industries. In the mobile telecom industries, the four competitors are aggressively competing. As competition intensifies, customer bargaining power grows and building bread personality becomes more important. Difficult to retain existing customers (Hafez &Akther, 2017)

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

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

Brand loyalty is a strong bond that consumers share with a particular brand. Loyal customers are an asset to a company and also can be seen as loyalty word of mouth, which can reduce cost by less advertising and is less expensive to maintain a loyal customer than to gain a new one. (Alola, 2013). These problems can be caused by frequent brand switching behavior between customers and their products. A bad brand personality management can be a bad customer support. As a result, brand loyalty and customer interest will subside. All of these problems affect the organization's image and goodwill towards its customers and lead to a decline in the desired level of performance. These issues are becoming a problem and we want to find the solution to the importance of brand personality for customer retention.

1.3 The objective of the study

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

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

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1.4 Scope of the study

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

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

1.5 Research Significance

In a competitive era, customers can easily switch from one brand to another based on the advantages of the brand. Many previous studies have found that following customer retention strategies is more

profitable than acquiring new customers. Acquisition of new customers is costly due to advertising and sales costs. Customer loyalty increases profits by encouraging repeat business, reducing those costs for a business. Repeat purchase revenue is also a significant indicator of a company's health (Levine, 2016). This study would help industries establish a successful brand personality to develop successful brand strategies that allow customers to buy, repurchase and retain their brand. It will also help to clarify the communication and marketing activities or programs needed to raise awareness. This study enables the company to understand the concept of brand personality, helping the company to position itself in the marketplace over other competitors and to engage long-term customers in customer retention.

The telecommunications industries in Myanmar, a fiercely contested market, can maintain their value by building an affinity with subscribers and creating a predetermined expectation of trust that fosters loyalty. Tying up existing customers and winning new customers is a powerful weapon in today's market. As long as the brand personality is good, the customers have the willingness to purchase again and again. After that, they will be a loyal customer of that organization. With the marketing perspective, new customer acquisition is more expensive than maintaining a loyal customer. Loyalty reduces the marketing costs of the firm as the costs of attracting a new customer.

II. LITERATURE REVIEW

2.1 Brand Personality

Brand personality is an overview of an organization and the way people feel about a product, service, or mission (Lim, 2019). Brands without personality cannot identify themselves and keep them in mind. Brand personality is essential for brand managers to create their own brand image. A promised idea to provide customers with quality that represents the organization, belief, or brand of the brand. Brand

personality, features, and suggestions help establish a relationship between brand and customer (Bilgili&Ozkul, 2015).

Consumers often decide to buy products that may have a particular meaning. Brand personality is an important factor in buying consumers. "Brands can satisfy consumers' desire for sensory joy, and cognitive simulation creates emotional value. (Ahmad &Tyagaraj, 2015). From a psychological point of view, such a product not only looks, but also gives the customer personality and trust, so the customer is ready to pay another price. Even the top brands of customers unknowingly mean high quality products. By buying brand products, customers believe that they have received valuable items from their money (Taherkhani, Maleki, Najafi, &Shahrami, 2016).

Brand personality is an essential element in branding and develops the interaction between the brand, product, service, organization, and their users (Haaften, 2017). Accordingly, the organization needs to consider each brand should have its brand personality, which can reflect their products.

Logos are a key component of a brand's visual identity. Several studies have demonstrated the importance of logos, slogans, colors, and graphic design in brand awareness and awareness. The design of the logo also affects consumers' perceptions of the brand's personality (Sammy, Omwenga, &Iravo, 2016).

Brand color is another factor that influences brand personality perception and is integral to brand and brand personality. The meaning of color has been extensively analyzed over the past few years. Some studies have revealed that black color is related to price and power, blue color is dependent and trustworthy, high quality, and the love and happiness seen in red color is yellow. Many brands are associated with more than one color, so they tell consumers more than one meaning (Seimiene&Kamarauskaite, 2014). Strong customer-

brand relationships inhibit the switching of a customer to the competitor brand. (Ahmad &Thyagaraj, 2015). If the products are fit with customer requirements, they will repurchase and become the loyal customers of its organization.

The personality of the brands that form an organization shapes the way people feel about products, services, or missions. A company's brand personality creates an emotional response in certain consumer segments and encourages positive action to benefit the company (Bug, 2016). By improving brand personality, the company can feel the consumer's nature, and also customers identify based on their likes.

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

2.2 Customer Loyalty

Customer loyalty comes from the roots of customer behavior that may appear in a brand, service, or activity, and the most important goal of implementing a marketing relationship. Achieving customer loyalty has become more complex as a result of increased competition. That is why companies are trying hard to keep their customers loyal. For instance, a company will increase profit when loyal customers deliver free advertisement over the positive word of mouth.

Satisfied and satisfied customers recommend stores, products, or services to family and friends, and they get up and buy more. In addition to buying, they also act as a network to reach other potential customers by sharing their experiences (Hague & Hague, 2016). Maintaining customer loyalty is an important goal for any business. A loyal customer means a credible and sustainable profit. Customers

will be more loyal to companies who believe they are in line with their ethical concerns. Customer loyalty programs are created to form relationships with customers and translate those relationships into long-term relationships. The program can also bring new customers. New customers are drawn to the benefits that loyalty programs offer members. You can also be convinced that you will participate through friends and effective word-of-mouth advertising. The need for long-term growth (Russo &Confente, 2017) Customer loyalty is the commitment to consistently purchase a priority product or service, regardless of circumstances or marketing efforts, which may switch behavior (Chiguvi, 2016).

Another study that attracts customers and maintains loyalty is key to the success of any business. Loyal customers can buy goods and services again and again. If your organization has good relationships with customers, it will be easier to sell in volume to loyal customers across product lines and increase sales without having to focus too much on attracting new customers. Loyal customers also protect from the competition because the more loyal customer the business has, the safer the business will be from the draw of competition for the new or existing market. The last point is word-of-mouth marketing. Loyal customers can bring new customers to your organization. In the first place, if your business maintains the customer loyalty needed to achieve brand loyalty, customers will forgive bad things if they happen (Johnygtff. 2018). Loyal customers always spend more money on buying products that protect their business from competitors and reduce price-sensitive risks (Touch Dynamic 2018). Customer loyalty is the result of positive emotional experiences, satisfaction based on physical attributes, and the perceived value of experiences involving products or services. (Magatef&Tomalieh, 2015).

Typically, in the mobile telecom industry, a single customer can only select one mobile operator at a

time. Once the customer was acquired and connected to the operator's specific network, the long-term relationship with the operator settled down. Therefore, acquiring new customers is difficult. If your customers are loyal to your organization, your organization does not need to worry about growth. Research shows that 80% of general corporate revenue comes from 20% of products or services (Kokemuller, 2016). We need to focus most marketing resource on those 20 percent. Most of these customers can be loyal customers. When customers stratified with the products or service; they buy the product over and over again. These customers become loyal to the company as well as its brands (Mamun, Rahman, & Robel, 2014).

Loyalty refers to the potential for a customer to move to another brand if there is a change in product functionality, price, or quality. When loyal customers increase, they are less responsive to competitive moves and actions. Loyal customers will continue to focus on the brand, willing to pay a higher price for that brand, and will always promote the brand. Companies with loyal customers will get higher sales, lower marketing and advertising costs, and best pricing. This is because loyal customers hate migrating to other brands, are less responsive to price changes, and identify themselves as having unique value not offered by other competing brands. Loyalty is always developed after purchase. To increase loyalty, organizations need to understand and target market segments, support products, ensure easy access to products, provide customer satisfaction, innovate products continuously, Need to provide a scheme that allows them to buy products repeatedly (Natarajan & Sudha, 2016). In researcher opinion, customer loyalty is crucial for the business not only in the mobile industries but also in other industries.

2.3 Customer Satisfaction and Loyalty

In the simple for satisfaction can be defined in terms of fulfilling the customer need and wants better than

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

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

2.4 Loyalty Program

Past research on loyalty programs has focused on the role of loyalty programs on behavioral and emotional royalties, customer retention, loyalty membership, and switching costs. (Soderlund & Colliander, 2015). Loyalty programs are marketing tools and long-term marketing efforts used by all kinds of businesses to motivate customers by providing incentives to repeat customers who show loyal purchase behavior. (Farfan, 2018). Loyalty programs have proven to be one of the most effective tactics to increase revenue and increase customer loyalty. 84% of consumers say they tend to stick to brands offering loyalty

programs. In addition, 66% of customers say their ability to earn rewards changes spending behavior. (Peacock & Peacock, 2018).

A variety of key performance indicators (KPIs) are important factors in measuring loyalty, and the communication metric is the loyalty factor, in order to know how loyal to the loyalty program organization or success. Measures the effectiveness of the program's direct communication efforts. Direct marketing, or marketing automation, is one of the key value creation activities that can be realized through loyalty programs. Therefore, the effectiveness of this communication is essential for measuring and determining the value of loyalty programs. Metrics include open rate, click rate, opt-out rate, etc..(Haeger, Silva, Relander, Enochsson, Hamilton &Gatenbeck 2017).

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

As per the study, the first use of the loyalty program in business was many years ago, initially in Germany, where the completion of prices was not allowed by the government. In 1981, the first launch of the loyalty program by American Airlines took place, which was immediately used by other airlines and hotels, car rental companies, credit card companies and retailers. As reported in the New York Times, Forrester Research found that retailers are the most loyal in 12 industries and other companies like TV service providers and internet service providers are more volatile. Was. Retail loyalty programs offer points, rebates, discounts, or a combination thereof. Loyalty programs are considered part of a comprehensive customer relationship strategy. (Magatef&Tomalieh, 2015). As per the experience, Organization used the reward program to retain their best customers.

2.5 Myanmar's telecom industries

Myanmar is building its communications infrastructure in the context of a rapid socio-political transition, one of the lowest internet and mobile subscriber rates in the world. This includes opening up markets to international mobile companies, addressing national regulatory reforms, and developing Internet policy capabilities (Calderaro, 2015). The business of the telecom industry has changed in the last few years. Formerly, the telecommunications industry was monopolized, but now it is turning into a more competitive market, with more competitors offering different choices for different types of services. In a competitive era, looking for customer value, service and rewards, 89% of operators rely on loyalty program strategies for business growth. Simply competitive pricing strategies are not enough to keep existing customers and acquire new ones. Competition is pushing operators to use loyalty programs to validate their sales and marketing strategies. Therefore, loyalty is as important as customer acquisition and to win the competition (Comviva, 2019).

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

Three companies were providing mobile phone services in Myanmar as of 2016, including MPT, Telenor, and Ooredoo. In January 2017, Viettel of Vietnam also entered the market by establishing a tie-up with a Myanmar company. The new company

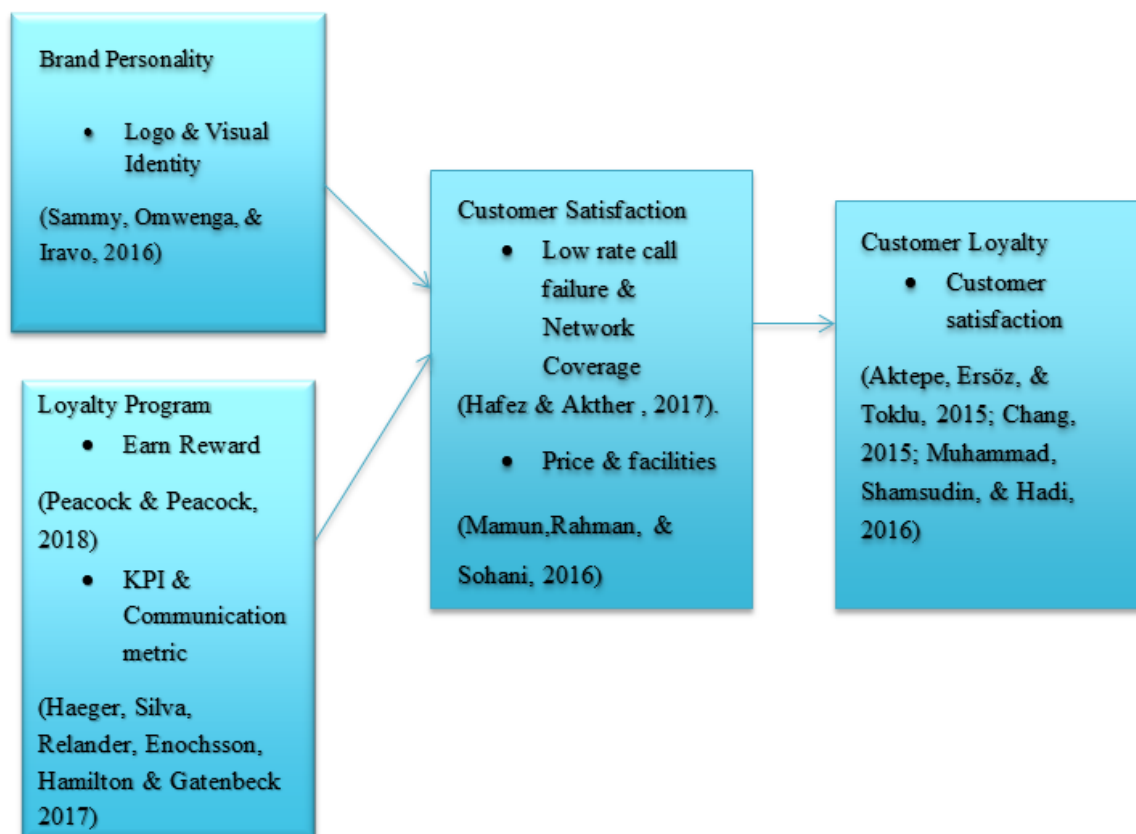
is Myanmar National Tele & Communications Co., Ltd (Mytel). Now four companies are operating mobile phone services in Myanmar, two of them domestic and two of them are foreign. This brought significant changes in the situation. With foreign corporations directing Myanmar's telecommunications field, Investment in telecommunications infrastructure has been taking place nonstop since that time, bringing significant improvements to the telecommunications environment. Mobile phone coverage is also expanding, and now encompasses all of the leading domestic regions.

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

Each of the operators has a loyalty strategy for its best customers. Myanmar Post and Telecom (MPT)

Finding

has MPT club program to attract their customers by using mobile services. Call, SMS text and data, pay bills, shop, get rewards, redeem rewards right away-receive benefits such as MPT Club meals, movie passes, mobile rewards and more (MPT, 2019). For Telenor Myanmar, they have their Telenor star program depending on their years of stay with Telenor Myanmar and average usage of 3 months (Telenor. 2019). Ooredoo Myanmar also launched VIP loyalty program by registering for Ooredoo, customers will get access to discounts at more than 100 restaurants, hotels, and gyms and will start to earn points on every top-up, Ooredoo said. These points can be used to buy data and minutes; also, customers can participate in Spin the Wheel to win up to 50 GB data and other big rewards (Telecompaper. 2018). Many previous studies have shown that program loyalty is positively related to customer loyalty. The more benefits of a loyalty program, the more likely you are to participate in the program. (Kamal, 2018).



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

to achieve brand loyalty, customers will forgive bad things if they happen. (Johnygtff. 2018). Loyal customers always spend more money on buying products that protect their business from competitors and reduce price-sensitive risks (Touch Dynamic 2018). Customer loyalty and loyalty program are conceptually connected. Loyalty programs are considered part of a comprehensive customer relationship strategy (Magatef&Tomalieh, 2015). As per the evidence, the Organization used the reward program to retain their best customers.

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

CONCLUSIONS AND RECOMMENDATIONS

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

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

Recommendation for Executive Level:

Today, as the economic and competitive landscape changes, businesses need to consider ways to compete with competitors to keep up with changing market conditions and reach customers who are constantly changing. To respond to changing market conditions and reach consumers who are constantly changing shopping trends and expectations, businesses need to implement a variety of strategies. When consumers buy products today, the implications of the brand to the consumer are integral to the quality of the product as well as the purchase (Akin, 2017).

Executive-level need to apply the appropriate branding strategies for their service/products, including the importance of corporate visual identity elements such as the font, logo, symbols and premises help to make their companies recognizable. (Sammy, Omwenga, &Iravo, 2016). The brand is important for both product and service. Products can be associated with personal characteristics and meanings that consumers attribute to the brand. For this reason, the personality of the brand is important for improving product quality awareness. The character of the brand, which is expressed as a human feature where consumers belong to the brand, offers many benefits to businesses. Create a positive corporate image through corporate social responsibility. As a result, it gives the target customer a strong impression and awareness of their operators. According to the results, the personality of the brand plays an important role in marketing. Therefore, executive levels use efficient strategies to help consumers find a positive attitude towards various brands. (Kalantari&Khalili, 2017). One of them is the formation of loyalty. Deep understanding of brands and their personalities can create emotional connections between consumers and products, so building loyalty is inevitable and benefits brands and companies in many ways. The most important advantage of brand personality is the distinction between brands and competing brands (Akin, 2017).

On the other hands, the Executive level should consider customer loyalty to be loyal to that brand. Customer loyalty is a very important concept for every organization. Cost of service, brand personality is an important variable for the organization, and executive-level should consider about it. Another attribute to customer loyalty is communication between the client and the organization. Moreover, the most important part is the customer satisfaction on the brand and organization. As per the study, the three factors are positively related to customer loyalty.(CIOCA, IVASCU, & RUS, 2016). In order to gain customer

loyalty and customer satisfaction, telcos have found that executive positions have strong network coverage, occasional call drops, and You need to focus on the intelligibility of your network (Hafez & Akther, 2017). The results of the recent research indicated that brand loyalty affects consumers' perception of brands in an efficient manner. As customers' loyalty increases, marketing costs decrease. The results indicated that word-of-mouth marketing also increases. It is recommended that executive-level use strategies that are efficient in increasing loyalty (customer-value based), promoting the function and quality of customers' community and services in order to increase the loyal customers. (Kalantari & Khalili, 2017)

Recommendation for Managerial Level: Managerial Level need to maintain and implement the executive level decision. The question regarding how to implement a strong brand personality is important not only for academicians but also to managers as it preserves the opportunity to increase customer patronage and loyalty over time (Åberg, 2015). To maintain and implement the brand personality, the managerial level should need to know the organization Target – before begin to the brand personality, the organization should know the audience who use and buy the service. One of the best ways to find the information and talk with the consumers and received the complain so that organization knows the requirement. Another way is an online survey to gather and sort information. Another is now the purpose of the brand and identify the brand and creating a logo and with emotional appeal such as color or use the typography to enhance the brand identity. (Wheeler, 2019). According to the results, brand personality plays an important role in marketing. Therefore, brands' managers use efficient strategies to help consumers find a positive attitude toward different brands

Another part of the customer that remains loyal to one company among all competitors is the loyalty program by providing excellent service. A healthy

interpersonal relationship between operators and customers is a way to build customer loyalty, even when competitors try to get customers at lower prices. Mobile top-up program reward mobile customer each time they top up, and these rewards can include free content or service, bonus minutes, chances to win, and points which can be accumulated and redeemed for premiums. (Peltola, 2014).

A points system is any type of structure that allows the collection and use of points, the fictitious currency used in the program. This currency can be used freely at point shops to purchase products and discounts, and can be redeemed for coupons at specific intervals, and the partnership comes with the benefits offered by the partner. Some loyalty programs offer products from partners in exchange for points, and others redeem points for partner-specific points. (Haeger, Silva, Relander, Enochsson, Hamilton & Gatenbeck 2017).

Moreover, another program which research would like to recommend for managerial level is a community-based program. If the customers are used the service for their community. Using the existing organization's membership for product discounts. With Vodaphone Cyprus, cellular network users can form a community and receive discounts on both member communication and general communication. The more members that join the group, the greater the discount. (Planning, 2015). Telecom operators can take advantage of various types of updated facilities on special occasions and consumers such as price discounts, other operators' FNF facilities, 3G networks, 4G networks, free video calls, free talk time, SMS bundles, etc. You need to offer a promotion so that your customers feel extra. Facilities compared to other operators. (Hafez & Akther, 2017)

Recommendation for operational level: The purpose of all organizations is to maintain long-term relationships with customers and business organizations. In order to reach potential customers,

customer satisfaction has a huge impact on the entire business. Therefore, organizations need to understand exactly what their customers need for The and how to earn royalties to make their business successful. As explained in Chapter 2, customers play a key role in the market chain process. To make it more transparent, satisfied customers create new customer possibilities. If existing customers are satisfied with their products and services, they may be recommended to new customers. This will increase the number of customers and maintain the level of customer relationships (Khadka& Maharjan2017). Organization communication is good with customers; odds of success in business significantly increase. For the operational level, employees should be polite, professional, and friendly. Customers should have a similar experience regardless of which employee they talk with. To be polite, professional, and friendly, the managerial level should provide training to make sure employees understand the company's communication standards. (Kappel 2018).

In many cases, company employees are the first and only physical encounter between the customer and the company, and good service can impact customer satisfaction and value creation. Good customer service to satisfy customers is one of the reasons and why customers come back to the company. Dissatisfied customers can give the company a chance by never returning or complaining about the dissatisfied subject. (Sarpong, 2016)

Recommendation for other industries: In all industries where customer loyalty could be beneficial, investment should be made in the company's trust. Research shows that retaining existing customers and attracting new ones is essential. Loyal customers are valuable in building a business by sharing positive experiences with parents and friends who are not business savvy. In particular, according to the results of this study, researchers would like to recommend the following:

Recommendation for the business: Every organization is the most important determinant of Myanmar's customer loyalty and needs to improve customer satisfaction as much as possible.

Recommendation for the business: Business should invest in the customer loyalty because Loyal customers are the source of building good and healthy relationships between customers and the company, helping businesses to be economically viable (Ranabhat, 2018).

Recommendation for the business: The organization needs some branding strategies such as brand personality, including brand logos, fonts and symbols, as brand personality can better explain the consumer's repetitive buying behavior. A well-established brand personality increases brand selection and usage, and strong emotional bonds building on it would create loyalty.

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

(Kalantari&Khalili, 2017)

Research Limitation

As of other research papers, this paper has few limitations. This is the documentary research, and the data gathered in this study mostly came from a limited number of research papers due to the time restraints given to finish the research. Therefore, this study cannot be assumed as the complete study of the importance of brand personality to customer loyalty in Myanmar telecom industries. On the other hands, further modifications and information must be tested empirically. Moreover, this study is conducted in the telecom sector in Myanmar. Future studies can be conducted in other sectors like

banking, education, retailing in a particular country or geographical context. The study model for this study is proposed to be modified and developed to be a better study construction model

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