Determinants of Brand Loyalty in Myanmar Fast-Food Industry: A Statistical Approach

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Abstract: This study examines the principal drivers of brand loyalty in Myanmar's fast-food industry, targeting 4 fundamental factors: food quality, rate competition, provider first-class, and promotional giveaways. Rooted within the Expectancy-Disconfirmation Theory and the SERVQUAL model, this look seeks to cope with a vacuum within the literature about logo loyalty in growing Southeast Asian markets. We used a quantitative research approach, distributing a structured questionnaire via Google Forms to regular customers of Speedy Meals in Myanmar. We analyzed records from 100 respondents, mostly younger female students from low-income houses, using SPSS. The reliability checks confirmed that the survey outcomes were consistent (Cronbach's alpha ranging from 0.704 to 0.837), and the analysis revealed that service quality was the only significant factor affecting brand loyalty ($\beta = 0.320$, $p = 0.013$). Promotional gifts showed a slight positive effect ($\beta = 0.196$, $p = 0.083$); however, food quality and price competitiveness are no longer significant determinants. The model explained 37.3% of the variance in brand loyalty, indicating that other factors, including brand images, digital engagement, and customer satisfaction, may also be significant. The study points out the importance of service level in fostering brand loyalty amongst Myanmar's younger fast-food patrons and advocates for a planned emphasis on career development and meticulously designed promotional tasks. The effects offer vital clues for immediate-meals firms aiming to foster enduring customer loyalty in Myanmar and other emerging economies.

Keywords: Price, Brand Loyalty, Service Quality, Promotion, Fast-Food Industry.

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I. INTRODUCTION

Defined by the consumer's persistent preference for a particular logo over competitors, logo loyalty has become a significant worldwide determinant within the fast-meals area (Aaker, D. A. , 1991). Long-term profitability relies upon retaining patron loyalty, given the spread of many fast-food franchises, particularly in growing regions like Myanmar (Oliver, R. L.). Kotler and Keller (2016) declare that logo loyalty is a gauge of purchaser happiness and an essential signal of an enterprise's potential to maintain its modern-day base through the years. Myanmar's fast-food sector is growing; as a result, knowing the factors influencing brand loyalty can assist organizations strolling in this zone to have an aggressive benefit (Kotler, P., & Keller, K. L., 2016).

In the fast-meals sector, emblem loyalty has been repeatedly proven to be pushed mainly by way of food excellence (Zeithaml, V. A., 1988) (Sulek, J. M., & Hensley, R. L., 2004). Zeithaml (1988) discovered that customers' happiness and brand loyalty are encouraged by their impressions of meals (Zeithaml, V. A., 1988). Likewise, Sulek and Hensley (2004) underlined the need for consistent food first-rate in maintaining devoted customers within the

very competitive restaurant zone (Sulek, J. M., & Hensley, R. L., 2004).

Another critical determinant of logo loyalty is pricing competency, particularly in markets sensitive to costs (Monroe, K. B. (, 1990) (Zeithaml, V. A., Berry, L. L., & Parasuraman, A., 1996). Studies using Monroe (1990) and Zeithaml et al. (1996) show that clients normally stay with manufacturers that offer perceived price for cash, a crucial consideration in the fast-food zone in which price competitiveness is strong (Monroe, K. B. (, 1990) (Zeithaml, V. A., Berry, L. L., & Parasuraman, A., 1996).

Service satisfaction also influences brand loyalty (Parasuraman, A., Zeithaml, V. A., & Berry, L. L., 1988) (Cronin, J. J., & Taylor, S. A., 1992). Parasuraman et al. (1988) declare that the SERVQUAL model provides a framework for evaluating provider quality and how it influences purchaser loyalty (Parasuraman, A., Zeithaml, V. A., & Berry, L. L., 1988). Particularly in service-orientated corporations like speedy meals, Cronin and Taylor (1992) in addition affirm the sizeable hyperlink among purchaser loyalty and carrier first-rate (Cronin, J. J., & Taylor, S. A., 1992).

Fast-food corporations now often use promotional offers as a preferred tactic to draw in and preserve consumers. Studies with the aid of Blattberg and Neslin (1990) and Chandon, Wansink, and Laurent (2000) display that, especially in markets in which purchasers are surprisingly conscious of fee promotions, promotional sports, together with discounts and special gives, can notably affect logo loyalty (Blattberg, R. C., & Neslin, S. A., 1990) (Chandon, P., Wansink, B., & Laurent, G., 2000).

Grounded on the Expectancy-Disconfirmation Theory (Oliver, 1980) and the SERVQUAL model (Parasuraman, A., Zeithaml, V. A., & Berry, L. L., 1988), this study has a theoretical basis. These models advise that purchaser happiness directly impacts brand loyalty using the perceived food best, rate competitiveness, service exceptional, and promotional offers. Although logo loyalty factors in Western and Asian specifics have been the issue of much research, there is an obvious absence in Myanmar's fast-meals sector. By statistically examining the impact of those factors on logo loyalty amongst speedy-food customers in Myanmar, this study aims to close this gap.

This takes a look at ambitions to statistically inspect the effect of meal satisfaction, pricing competitiveness, carrier first-rate, and promotional factors on brand loyalty in Myanmar's speedy-food quarter. The consequences will provide rapid-food organizations in Myanmar with insightful statistics to assist them in creating triumphing plans for enhancing customer loyalty. Moreover, this study provides to the scholarly body by way of presenting statistics from a developing marketplace surroundings, increasing know-how of things influencing logo loyalty in many one-of-a-kind cultural environments.

II. RESEARCH OBJECTIVES

This study's objective is to observe the factors statistically influencing brand loyalty in Myanmar's fast-meal zone, with an emphasis on meal pleasantness, price competitiveness, first-rate service, and promotional giveaways. The express ambitions are as follows:

- To analyze how enjoyable meals affect brand loyalty among fast-food customers in Myanmar, taking into account the cultural and economic context of the local market.
- To assess the relative importance of various traits, which include food quality, pricing competitiveness, service quality, and promotional offers, in predicting emblem loyalty using a statistical methodology.

III. LITERATURE REVIEW

A. Quality of Food

Particularly in Myanmar, fast-food business depends much on food quality. Studies have shown that consumers' general level of satisfaction with the restaurant's offers is exactly related to their impressions of meal quality (Theingi A., Liana S. R., Arkar H. & Dr. Amija B., 2023). Furthermore significantly influencing client happiness and propensity to frequent the organization is food quality, along with service aspects and pricing impression (Lamai G. H., Thavorn J., Klongthong W. & Ngamkroeckjoti C., 2020).

Studies support the well-documented worldwide link between food quality and brand loyalty in Myanmar as well. Food quality is a major factor influencing brand loyalty, according a research looking at consumer opinions on brand choice choices for fast-service restaurants in Myanmar (Lamai G. H., Thavorn J., Klongthong W. & Ngamkroeckjoti C., 2020). Consumers who find great food quality are more inclined to stick to a certain brand (Rajput A. & Gahfoor R. Z., 2020).

Examining the effect of food quality on brand loyalty in Myanmar requires a knowledge of the cultural and commercial setting. Emphasizing the need of food quality among other elements, a paper titled "Enhanced Customer Satisfaction in Myanmar's Restaurant Industry: Key Factors that Drive Success" offers a thorough framework for analyzing client pleasure in the changing restaurant business (Theingi A., Liana S. R., Arkar H. & Dr. Amija B., 2023).

In the fast-food sector in Myanmar, consumer happiness and brand loyalty are ultimately much influenced by food quality.

B. Price Competitiveness

In Myanmar's fast-food industry, where customer sensitivity to price greatly influences ideas of value and quality, price competitiveness is very vital in determining brand loyalty. Studies show a substantial link between positive pricing impressions and higher customer loyalty, thereby emphasizing that, even if price by itself does not guarantee retention, it affects satisfaction and loyalty when paired with quality and service (Abu Samah I. H. A., Abd

Rashid I. M., Abd Rani M. J., Abdul Rahman N. I., Ali M. A. & Sham Abudullah M. F. S., 2015).

Emphasizing the need of knowing local customer views of value, fast-food companies that successfully mix price with quality build closer loyalty in the larger Asia Pacific market. With higher prices seen as reflecting better service, pricing frequently acts as an indirect indication of service quality, therefore further tying price perception to customer loyalty (Virtue Market Research, 2024) (Joey, 2025).

Studies indicate that both price and quality greatly affect customer choices therefore it is imperative to balance both. Brand switching brought on by price sensitivity indicates that fast-food companies have to carefully plan their prices if they want to keep consumers (Thin, 2024). Furthermore, consumer happiness—a predecessor of loyalty—is affected by perceived price; thus, ideas of pricing justice and competition help to raise satisfaction and loyalty (Abu Samah I. H. A., Abd Rashid I. M., Abd Rani M. J., Abdul Rahman N. I., Ali M. A. & Sham Abudullah M. F. S., 2015).

In essence, for best consumer satisfaction and long-term loyalty, price competition in Myanmar's fast-food sector must be counterbalanced by product quality and service excellence even if it is a major determinant of brand loyalty there. Companies that deliberately control pricing impressions are more suited for success.

C. Service Quality
In the fast-food business, brand loyalty is highly influenced by service quality.

Five characteristics of perceived service quality—tangibles, dependability, responsiveness, assurance, and empathy—raise consumer happiness, a forerunner to more brand loyalty (Wah & Thanabordeekij, 2018). Big chains of restaurants in Myanmar reveal that customer satisfaction directly depends on perceived quality of service, therefore indirectly affecting revisit intentions (Lamai G. H., Thavorn J., Klongthong W. & Ngamkroeckjoti C., 2020).

In Food Panda's delivery services, client happiness is highly influenced by service quality including prompt delivery and customer assistance (P., 2022). In quick-service restaurants, customer happiness and loyalty are much influenced by aspects of service quality as well as food quality and pricing impression (Lamai G. H., Thavorn J., Klongthong W. & Ngamkroeckjoti C., 2020). Customer loyalty depends critically on service quality; qualities of dependability, responsiveness, and empathy improve satisfaction and loyalty (Wah & Thanabordeekij, 2018).

D. Promotional Offers
Key marketing tools in fast-food restaurants, promotional offers shape customer behavior and brand loyalty. Studies reveal that sales campaigns in Egyptian fast-food outlets increase consumer loyalty and buying behavior; the difficulty is keeping loyalty after the offer ends (Abdelhamied, 2013). Promotions clearly help to shape customer choices and build brand loyalty, therefore

influencing consumption and brand preferences (Bagnato M., Roy-Gagnon M.H., Vandarlee L., White C., Hammond D. & Kent M. P., 2023).

With free samples especially successful, sample product marketing in the fast-food industry in Nairobi reveal a favorable relationship between promotions and brand loyalty (Katemi V., Arasa R. & Nganu M., 2023). As a research on promotional methods in Myanmar's fast-food sector reveals, promotions that raise consumer happiness might result in higher loyalty (Jauhari, 2020). Customer loyalty is significantly influenced by promotions; repeat business and promotional activity show a strong relationship (M., 2015). Promotions affect buying choices, which results in more brand loyalty; yet, the effect could differ depending on the kind of offer and the customer base (Vigna J. P. & Mainardes E. W., 2019). Dependency too much on promotions might cause over time a declining brand impression and loyalty.

E. Brand Loyalty
Fast-food restaurants in Myanmar must be successful depending on food quality, pricing competitiveness, service quality, and promotional offers; brand loyalty is thus vital. Customer happiness and loyalty depend on premium cuisine. Studies on Pizza Hut in Yangon reveal that consumer happiness is raised by the functional, financial, and emotional factors connected with meal quality, therefore fostering more loyalty (K., 2019). Attract and keep clients by means of competitive pricing. Studies show that customer satisfaction and revisit intentions in Myanmar's restaurant chains are strongly influenced by pricing perceptions, food quality, and service as well as by other factors (Lamai G. H., Thavorn J., Klongthong W. & Ngamkroeckjoti C., 2020).

Customer pleasure and loyalty follow from great service quality. Studies on big chains of restaurants like KFC Myanmar show that perceived service quality greatly affects customer satisfaction and revisit intentions (T., 2019). Although advertising campaigns may draw consumers and increase temporary sales, their impact on long-term loyalty is quite little. Studies indicate that rather than depending only on promotions, lasting loyalty calls for constant quality and service (Theingi A., Liana S. R., Arkar H. & Dr. Amija B., 2023).

In the fast-food sector of Myanmar, brand loyalty is intimately related with food quality, pricing competitiveness, service quality, and promotional offers. Companies that properly control these components may increase consumer pleasure and build long-term loyalty; yet, for constant devotion, they must strike a balance between promotions and continuous quality and service.

IV. RESEARCH METHOD

A. Research Design
The determinants affecting emblem loyalty inside the rapid-food sector of Myanmar are investigated in this paper using a quantitative studies technique. Using methodical statistics amassing and evaluation, the quantitative approach

allows one to discover links between the established variable (Brand Loyalty) and impartial factors (Quality of Food, Price Competitiveness, Service Quality, and Promotional Offers). The systematic method guarantees impartiality, repeatability, and the opportunity to increase results to a bigger populace. Regression analysis using the Statistical Package for the Social Sciences (SPSS) software program will be used for records analysis, allowing the research of the impact of many unbiased factors on a single established variable. Selected for their efficacy, accessibility, and fee-effectiveness, an online survey could be dispatched using Google Forms. Google Forms additionally has built-in competencies for exporting and organizing data, allowing later analysis.

B. Questionnaire Design

This research will use a questionnaire to verify the best fast-food businesses' delicacies. The questionnaire will include elements related to independent and established variables and ask respondents to attain their diploma of settlement on a Likert scale. An advent section outlining the research intention and supplying completion suggestions will begin the questionnaire. Demographic questions—age, gender, monetary stage, and frequency of rapid-meals consumption—are protected from compiling heritage statistics on respondents.

The questionnaire's relevant body will gauge the impartial factors: quality of Food, Price Competitiveness, Service Quality, Promotional Offers, and Brand Loyalty. The questionnaire's findings will assist in improving it and guarantee its relevance and comprehensibility, using which respondents' critiques on numerous factors may be evaluated.

To guarantee its validity and dependability, the questionnaire can be examined pilot-wise in a small sample of contributors. The questionnaire will be stepped forward using pilot test feedback to help clarify uncertain questions and guarantee that each item is pertinent and understandable.

C. Sampling

Targeting those who often eat fast food, this research seeks to find the factors influencing brand loyalty in the fast-food sector in Myanmar. Convenience sampling will be used in the online survey to guarantee at least 100 respondents for several regression analyses. The last sample will comprise those who freely join using many internet venues. Data collection will last many weeks; the online survey will be sent extensively to optimize impact. Reminders aiming at motivating involvement will be delivered. Responses will be closely reviewed after data collection to ensure consistent and complete entries. In the fast-food sector of Myanmar, the study design, organized questionnaire, and thorough sample technique will provide a solid basis for knowledge of brand loyalty. The results should provide insightful analysis that could guide academic knowledge and industry-based practical implementations.
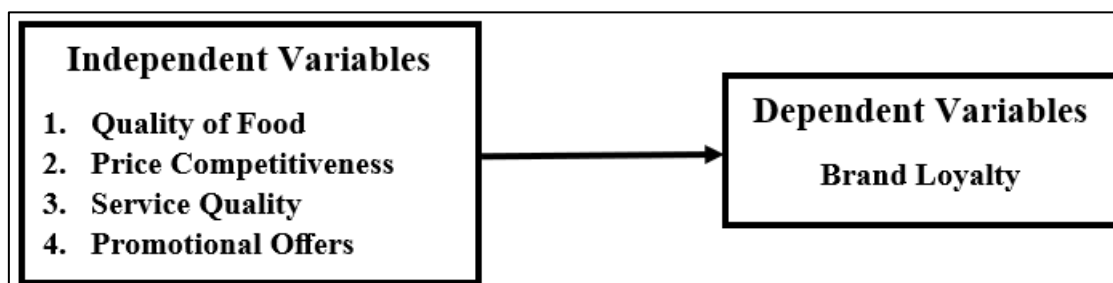
V. CONCEPTUAL FRAMEWORK

Fig 1 - Proposed Conceptual Framework

VI. RESEARCH RESULTS

According to the document, a significant % of the respondents—38.4%—are younger people under 18. Most respondents fall between 18 and 30; 50—nine fall between 18 and 30 years old. Of the responses, the maximum is men—26. Eight are men. Of the responses, the maximum is girls—73.2% are female seventy-five. Nine respondents are from lower-income classes, and most are below 300,000 MMK. Only four.5% of the respondents are from top-center-profits categories; the maximum is between 300,000 and 500,000 MMK. Ten percent or such qualifies as over 000,000 MMK. Of the responders, the maximum is students—78.6% are such. While 10.7% of respondents are self-hired or manipulate their companies, the maximum are government or corporate workers. Fast-meal consumption is very high: 19.6% each day and 43. Eight times a week, they are consuming to the e instances. Once a month, a small institution eats fast meals.

According to the demographic profile, younger people—especially ladies—with most respondents being students with decreased earnings—specifically affect the fast-food enterprise in Myanmar. Many respondents eat rapid food many times weekly; therefore, the cons are usually dismally high. This demographic information can also permit speedy-meals organizations to personalize their plans higher to satisfy the necessities and tastes of those critical companies.

VII. RELIABILITY AND VALIDITY ANALYSES

With Cronbach's Alpha values inside reasonable tiers, the reliability evaluation of the scales used in this research suggests the internal consistency of the items within the scale. With alpha values of zero.752, 0.704, 0.746, 0.837, and 0.785, the scales for Quality of Food, Price Competitiveness, Service Quality, Promotional Offers, and Brand Loyalty show high consistency. Content, construct, and criterion-related

validity help deduce the scales' validity. Content validity means the items are efficaciously crafted to cover all facets of the construct they are intended to evaluate. The consistent and legitimate factors in terms of underlying standards aid assemble validity. Validity related to criteria evaluates the diploma of one measure's prediction of any other. Based on the overall validity of the scales, one may additionally benefit from self-belief within the following study of brand loyalty inside the rapid-food quarter of Myanmar.

Table 1 - Reliability Test Results of All Variables

No.	Variables	Cronbach's Alpha
1.	Quality of Food	0.752
2.	Price Competitiveness	0.704
3.	Service Quality	0.746
4.	Promotional Offers	0.837
5.	Brand Loyalty	0.785

VIII. REGRESSION ANALYSIS

Table 2 - Multiple Regression Analysis

	Unstandardized Coefficients		Standardized Coefficients	t	Sig. (p-value)
	B	Std. Error	Beta		
(Constant)	7.809	2.035		3.838	0.000
Quality of Food	0.094	0.154	0.066	0.610	0.543
Price Competitiveness	0.171	0.133	0.126	1.286	0.201
Service Quality	0.429	0.169	0.320	2.537	0.013
Promotional Offers	0.232	0.133	0.196	1.749	0.083
R	0.611				
R^2	0.373				
Adjusted R^2	0.349				
F (P- value)	15.901				
a. Dependent Variable: Brand Loyalty					

The look analyzed the relationship between the Quality of Food (QOF), Price Competitiveness (PC), Service Quality (SQ), and Promotional Offers (PO) within the fast-food enterprise of Myanmar. The results showed a superb correlation between the unbiased variables and Brand Loyalty. The model explained approximately 37.3% of the variance in brand loyalty, with sixty-two—7% of the variance stimulated by factors not covered inside the version. The adjusted R² value is zero.349 shows that the version explains approximately 34—nine% of the variance in Brand Loyalty.

The coefficients confirmed that every independent variable substantially impacted Brand Loyalty. Quality of Food had a small effect, while Price Competitiveness had a modest effect. Service Quality had a robust impact, and Promotional Offers had a moderate effect. In conclusion, the model explains a moderate percentage (37.3%) of the variance in Brand Loyalty, with Service Quality being the only statistically massive predictor. Promotional Offers also showed a capability high-quality effect on Brand Loyalty, though the evidence isn't always as robust.

However, the quality of food and price competitiveness no longer have statistically considerable consequences on brand loyalty, suggesting that other factors may have more influence in determining purchaser loyalty in the fast-food area. This evaluation indicates that fast-food corporations in Myanmar need to prioritize enhancing Service Quality to foster more vital Brand Loyalty amongst customers while additionally considering the ability blessings of powerful Promotional Offers.

IX. FINDINGS

The study used a quantitative methodology using an internet survey directed at Speedy Meals customers in Myanmar, inspecting four independent variables—food nice, charge competitiveness, provider great, and promotional gives—and their effect on emblem loyalty.

The demographic analysis indicated that the customer base is predominantly young, with 38.4% of respondents being under the age of 18 and 59% aged between 18 and 30; additionally, a majority are female (73.2%) and typically college students (78.6%) from lower-income households, with 75.9% earning less than 300,000 MMK. Fast-meal intake becomes large, with 19.6% ingesting it each day and 43.8% more than one instance weekly, meaning that there are youth and students in this region.

The size scales validated robust internal consistency (Cronbach's alpha ranged from 0.704 to 0.837), therefore affirming the validity of the survey questions. The regression analysis discovered that the model accounted for approximately 37.3% of the variance in brand loyalty. Service great emerged as the handiest tremendous predictor ($\beta = 0.320$, $p = 0.013$), which illustrates the importance of provider elements, which include workforce professionalism

and patron experience. Promotional gifts had a positive, albeit slightly non-substantial, effect (β = 0.196, p = 0.083), indicating capacity for customer retention when congruent with customer alternatives. Food Quality (β = 0.066, p = 0.543) and Price Competitiveness (β = 0.126, p = 0.201) no longer drastically affected logo loyalty, suggesting a trade in purchaser alternatives in Myanmar.

The results indicate that service pleasantness is important for logo loyalty amongst younger customers, although food quality and pricing may be of lesser significance. The version's restricted explanatory power shows the presence of other applicable factors, including emblem photos or virtual engagement that need greater research.

X. CONCLUSION

Focusing on first-rate food, fee competitiveness, carrier-friendly, and promotional offers, this study pinpointed the elements influencing emblem loyalty in Myanmar's fast-meals enterprise. With a sizeable practical impact, the findings revealed that Service Quality became the most significant predictor of logo loyalty. This means that fast-food eating places need to prioritize improving the career experience, professionalism, performance, and personnel friendliness, for that reason, strengthening and maintaining dedicated clients. Promotional offers had a modest but favorable impact on logo loyalty, indicating that the cautious layout of promotional strategies must replicate client tastes and intake patterns.

However, emblem loyalty, Quality of Food, and Price Competitiveness had no statistically sizable impact; this shows that consumers ought to consider other factors, such as service and promotional offers, extra distinctly. The version indicated that other unstated elements ought to be important in determining logo loyalty, as it defined 37—Three% of its variant.

Future studies should include other variables, such as brand picture, customer happiness, or perceived value, to better understand the elements influencing brand loyalty. Longitudinal research may study how emblem loyalty adjusts over time and how various factors may affect loyalty in numerous marketplace environments or stages of purchaser involvement. Comparative studies between Myanmar and similar Southeast Asian markets might offer helpful benchmarks and spotlight local versions or similarities within the factors of brand loyalty; qualitative strategies should offer deeper insights into client motivations and possibilities.

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