

ABSTRACT

In Myanmar, Myanmar handmade silk fabric markets are increasing and thus, there is variety of brands to choose and the intention to purchase of people to certain brands turn out to be more and more unpredictable. This can lead to confusing in a market which has an effect on the market in ways such as that getting lower expected sale. In addition, it is important to acquire the new customers in our Theingi Shwe Wah shops in order to extend the market size.

This research is focused on Myanmar handmade silk fabric from Theingi Shwe War shops, Yangon. In this research, the researcher will concentrate on purchase intention towards Myanmar Cheik from Theingi Shwe Wah shops, Yangon, Myanmar in order to investigate what factors that actually influencing purchase intention of Myanmar Cheik among Myanmar customers. What's more, descriptive and inferential analysis method was applied to analyze the data. Survey methodology and 440 questionnaires were distributed to the respondents from two shopping centers located in Yangon, Myanmar; both male and female aged 18 or above, who never bought Myanmar Cheik from Theingi Shwe Wah before. The data was analyzed and summarized by applying the Statistical package for Social Science (SPSS). Multiple linear regression analysis was applied in this research.

According to the finding of this study, all the selected factors, which are luxury brand perception, traits of vanity, clothing interest, task definition, social influence, social surroundings and physical surrounding have a positive influence on purchase intention. Social influence is the most influence factors determining purchase intention followed by clothing interest, task definition, traits of vanity, luxury brand perception, physical surroundings and social surroundings. To sum up, this research provides valuable implications for the enterprises to find a suitable path to cultivate or attract more customers to extend market size.