

Abstract

Nowadays, fashion became one of the most important day to day products not only for celebrities but also for normal people. As everyone is dealing with fashion in their daily lives, fashion industry grew in a rapid way which is always upgrading in trends and brands. The perceptions and preferences of customers on fashion can be different according to their nationalities and countries. Myanmar is one of the countries where fashion industry has a potential market. Since 2011, economics of Myanmar has opened a lot by the new government and numerous kinds of fashion brands have arrived in the country and the industry became competitive. With this kind of competitive market, it is important for a fashion company or a brand to survive or to get the market share for the long term. Attracting the customers to repurchase the brand and the product will help the business survival.

Therefore, based on these assumptions, the researcher came up with the idea of choosing a well-known fashion brand from Yangon, Myanmar and study the factors influencing repurchase intention towards that brand. According to the previous studies, the researcher have found out the various important factors which are influencing on repurchase intention and took five factors to construct the conceptual framework of this research paper. These five factors are brand awareness, perceived quality, perceived value, customer satisfaction with product and customer satisfaction with brand which present five hypotheses. Descriptive analysis is applied in this study, along with the non-probability sample methods which are judgment, convenience and quota sampling procedure. The data were collected by using questionnaire method which is contributed to 350 respondents in five selected shopping centers in Yangon, Myanmar.

For the analyzing for the hypotheses testing, Simple Linear Regression and Multiple Linear Regression technique is applied for the significance influences of factors. According to the result of this study, all of five hypotheses can prove the significantly influence as follow which are; H₁; brand awareness and perceived quality are influence on perceived value, H₂; brand awareness is influence on perceived quality, H₃; perceived quality and perceived value are influence on customer satisfaction with product, H₄; perceived quality and perceived value are influence on customer satisfaction with brand and H₅; customer satisfaction with product and customer satisfaction with brand are influence on repurchase intention.