

YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF ECONOMICS
MASTER OF DEVELOPMENT STUDIES PROGRAMME

**A COMPARATIVE STUDY ON CONSUMER BEHAVIOR OF
FOREIGN AND LOCAL CLOTHING BRAND IN YANGON
(CASE STUDY: NEXT GENERATION AND ESCORT)**

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MDevS - 8 (18th BATCH)

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**A COMPARATIVE STUDY ON CONSUMER BEHAVIOR OF
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(CASE STUDY: NEXT GENERATION AND ESCORT)**

A thesis submitted in partial fulfillment of the requirements for the Master of
Development Studies (MDevS) Degree

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This is to certify that the thesis entitled “**A Comparative Study on Consumer Behavior of Foreign and Local Clothing Brand in Yangon (Case Study: Next Generation and Escort)**” submitted as partial fulfillment towards the requirements for the degree of Executive Master of Development Studies has been witnessed by the Board of Examiners.

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ABSTRACT

This study compares consumer behavior toward foreign and local clothing brands in Yangon, focusing on Next Generation and Escort. It explores key factors including brand awareness, perceived quality, perceived value, customer satisfaction, and repurchase intention. A structured survey was conducted with 145 respondents aged 18 and above, using both online and offline methods. Quantitative analysis was performed using descriptive statistics, t-tests, and ANOVA to examine differences in consumer perceptions and preferences. The findings reveal that Next Generation, the foreign brand, scores higher in customer satisfaction and repurchase intention. Perceived value emerged as the most influential factor, while brand awareness was lowest. Moreover, consumers driven by product quality showed significantly stronger brand engagement than those motivated by price or accessibility. The results underscore the importance of emotional branding and consistent quality for local brands like Escort to remain competitive in Myanmar's evolving apparel market.

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LIST OF ABBREVIATIONS

BA	Brand Awareness
CB	Consumer Behavior
CFO	Chief Finance Officer
CMP	Cut-Make-Pack
COO	Chief Operations Officer
CSRI	Customer Satisfaction and Repurchase Intention
EKB	Engel-Kollat-Blackwell
FDI	Foreign Direct Investment
FOB	Free-On-Board
MGMA	Myanmar Garment Manufacturers Association
PQ	Perceived Quality
PV	Perceived Valure
RMG	Ready-Made Garment
SME	Small Medium Enterprise

CHAPTER I

INTRODUCTION

1.1 Rationale of the Study

Globally, the fashion and apparel industry play a significant role in shaping consumer identity, economic activity, and brand engagement. As consumers increasingly prioritize emotional and functional connections with clothing brands, factors such as brand awareness, perceived quality, and customer satisfaction have become central to building long-term brand loyalty and market competitiveness.

Regionally, Southeast Asia has seen rapid growth in both the manufacturing and retail sectors of apparel, driven by globalization, increased urbanization, and digital access to global fashion trends. Foreign fashion brands are expanding aggressively in the region, influencing local consumer behavior and raising expectations in terms of quality, design, and shopping experience.

In Myanmar, the spread of global trends has significantly changed how people think about fashion. There's a rising interest in modern styles and ready-made clothes, largely because people's lifestyles are changing, and they want more convenience and a contemporary look. The clothes available in Myanmar come from two main sources: local factories and imported goods. Even though many local clothing makers are small, they have a lot of potential to grow. However, a big problem is the increasing competition between these local brands and well-known foreign brands. For example, Escort, a popular local brand in Myanmar, is known for its fair prices, good quality, and stylish designs, with many stores across different cities. On the other hand, Next Generation, a foreign brand, is widely available in shopping malls, offering high-quality items at competitive prices, which has helped it gain a large share of the market. As fashion becomes a bigger part of daily life in Myanmar's growing economy, this competition between local and foreign brands is getting tougher. Therefore, this study is crucial. It aims to compare how consumers behave towards a foreign brand (Next Generation) and a local brand (Escort) in Myanmar's fast-changing and competitive market. The findings from this research are expected to help local producers better

understand their customers, improve their branding, and ultimately succeed in this challenging environment.

1.2 Objective of the Study

The primary objective of this study is to compare consumer behaviors between foreign and local clothing brands, with a particular focus on understanding the key factors differences that influence customer choices in the Myanmar apparel market.

1.3 Method of Study

This study employs a quantitative research design to examine consumer behavior toward foreign and local clothing brands. A structured questionnaire was developed using a 4-point Likert scale to capture respondents' levels of agreement on key variables such as brand awareness, perceived quality, perceived value, customer satisfaction, and repurchase intention. Data were collected from a total of 145 respondents who had experience with either Next Generation or Escort brands. Both online (via Google Forms) and offline (paper-based) channels were used during the data collection period from January to June 2025.

A simple random sampling method was applied to ensure that every individual had an equal chance of participation, thereby improving the representativeness of the sample. Descriptive statistics were used to summarize the survey responses, while independent samples t-tests and one-way ANOVA were employed to identify significant differences and relationships among the studied variables. Secondary data from academic publications, industry reports, and reliable online sources were also reviewed to support the primary findings.

1.4 Scope and Limitations of the Study

This study focuses on the consumer behavior of Next Generation (a foreign clothing brand) and Escort (a local clothing brand), with the aim of assessing brand resonance in the context of clothing purchases. A total of approximately 145 respondents were selected to participate in the survey to fulfill the research objectives. This data collection was conducted between February and June. Due to certain limitations, the scope of the study is confined to individuals who are actual customers of either Next Generation or Escort, ensuring the relevance and accuracy of the data collected. The study specifically investigates the factors influencing consumer behavior, which include brand awareness, perceived quality, perceived value, customer

satisfaction and repurchase intention. These variables are examined to understand their individual and collective contributions to brand resonance among local consumers.

1.5 Organization of the Study

Five chapters comprise this study. Chapter one introduces the study's premise, objectives, method, scope, constraints, and organization. Chapter two reviews literature. Chapter three covers Myanmar's international and local apparel brands. Chapter four covers survey analysis, and Chapter five concludes.

CHAPTER II

LITERATURE REVIEW

2.1 Defining the Consumer Behavior

Consumer behavior is the study of how people, groups, and organizations choose, buy, use, and discard goods, services, ideas, and experiences to meet their needs and wants (American Marketing Association, n.d.; Solomon, 2019). It encompasses a wide range of responses—emotional, cognitive, and behavioral—that occur before, during, and after consumption activities (IGI Global, n.d.; Yespo, 2025). This field goes beyond simple transactional analysis and includes the full decision-making journey, from need recognition and information search to post-purchase evaluation and brand loyalty development.

Consumer behavior is shaped by a dynamic interaction between internal and external factors. Internally, psychological components such as motivation, perception, learning, personality, and attitudes influence consumer decisions. Externally, consumers are affected by social and cultural factors, including family, reference groups, social roles, cultural values, and economic conditions (QuestionPro, n.d.; Vendasta, 2023). Understanding these influences is crucial for marketers, as it allows them to design more effective strategies in product development, pricing, promotion, and distribution that are aligned with consumer expectations and market trends (Yespo, 2025).

In the context of the fashion industry, consumer behavior takes on unique characteristics. Clothing is more than a functional necessity—it is a form of self-expression, social communication, and identity construction. Consumers use apparel to signal status, lifestyle, and personal values. Consequently, factors such as style, color, brand image, and design innovation play a significant role in shaping purchase intentions (Iowa State University Digital Press, 2023; Pimberly, 2023). At the same time, consumers evaluate garments based on quality, durability, and price-value perception, which directly impact satisfaction and repurchase behavior (Textile Learner, 2023).

The rise of digital platforms has further transformed consumer behavior. E-commerce has made fashion more accessible, offering convenience, broader selection, and price comparisons. However, it has also introduced new behaviors such as "wardrobing"—purchasing items with the intent to return after use—due to the inability to physically try on products (Retail Economics, n.d.). Meanwhile, social media platforms like Instagram and Facebook serve as powerful discovery tools, where influencers and user-generated content shape preferences and generate trust more effectively than traditional advertisements (Scientific Research Publishing, n.d.).

Additionally, modern consumers, particularly younger generations, are becoming more ethically and environmentally conscious. There is a growing demand for sustainable fashion, transparent production processes, and brands that align with social and environmental values (Attest, 2025; Firework, n.d.). This shift has given rise to eco-friendly and circular fashion models and has pushed brands to adapt to changing expectations. Moreover, technology-driven personalization—such as AI-based recommendations and AR virtual try-ons—has enhanced the customer experience, driving deeper engagement and satisfaction (Accredium Certifications, 2025).

Brand choice is a critical aspect of consumer behavior, reflecting a consumer's preferences, perceived value, and emotional attachment to a brand. According to Aaker (1996), brand choice is often linked to past experiences, perceived reliability, and trust, all of which contribute to long-term loyalty. While theoretical models attempt to predict brand preferences and purchase frequency, they often oversimplify motivations and assume that all brands in a consumer's repertoire are functionally equivalent. In reality, emotional connections, identity fit, and perceived uniqueness often play a more decisive role.

2.2 Theories of Consumer Behavior

Consumer behavior is influenced by a combination of economic, psychological, and sociological theories. Economic theories view consumers as rational decision-makers who aim to maximize their satisfaction within financial limits. These frameworks are useful for understanding how individuals assess the cost-benefit trade-offs when purchasing products. In this study, such reasoning helps explain how consumers evaluate clothing brands based on affordability, especially when comparing price and perceived quality.

Psychological theories, on the other hand, focus on internal drivers such as motivation, perception, and personal values. Maslow's Hierarchy of Needs is particularly relevant, as it explains how consumer choices evolve from fulfilling basic needs to seeking self-expression. In the context of fashion, clothing is not only functional but also symbolic—reflecting personal identity, social belonging, and emotional satisfaction.

Sociological theories emphasize the impact of external influences such as culture, peer groups, and social norms. These factors often shape brand preferences, especially in societies where trends and social appearance matter. Although this study does not directly measure such variables, these influences likely affect consumer attraction to foreign or fashionable brands among younger generations in Myanmar.

2.2.1 Integrated Models of Consumer Decision Making

To capture the complexity of consumer behavior, which is influenced by both internal and external factors, this study adopts the Integrated Models of Consumer Decision-Making, with particular emphasis on the Engel-Kollat-Blackwell (EKB) model. This model offers a comprehensive framework that reflects the sequential process consumers undergo when making purchasing decisions. It integrates psychological, economic, and sociocultural factors, making it especially relevant for analyzing multi-dimensional behaviors such as clothing brand selection. The EKB model is structured around five key stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior—each of which corresponds closely with the variables and analytical focus of this study.

In the first stage, problem recognition, a consumer becomes aware of a need or desire—such as updating their wardrobe for work, fashion, or personal expression. In the context of this research, that recognition often arises from lifestyle changes, exposure to new trends, or practical necessities, triggering interest in clothing products offered by brands like Next Generation or Escort. This is the foundational step that initiates the decision-making process.

Next, during the information search stage, consumers seek out information about available options. This may occur through advertisements, social media, recommendations, retail visits, or past experiences. In this study, this stage is measured through brand awareness, where respondents indicate how familiar they are with the two selected brands and through which channels they learned about them. This step is

critical, as it sets the stage for deeper engagement and influences whether a brand enters the consumer's consideration set.

The third stage, evaluation of alternatives, involves comparing different brands based on several product attributes. Consumers assess tangible and intangible elements, such as price, fabric quality, design, trend alignment, store accessibility, and overall brand image. In this study, these factors are systematically captured through survey constructs including perceived quality and perceived value. These dimensions reflect the consumer's subjective judgment about how well the product meets their expectations in relation to the cost, time, and effort invested. For example, Next Generation might be viewed as offering higher prestige and design quality, while Escort may be preferred for affordability and cultural familiarity.

The fourth stage, purchase decision, represents the point at which the consumer selects a brand and makes a buying choice. Although the survey does not directly ask respondents to document their purchase transactions, this stage is inferred from indicators such as customer satisfaction and repurchase intention. A high level of satisfaction with a prior purchase suggests that the consumer successfully completed the decision process and may be inclined to make the same choice again in the future.

The final stage, post-purchase behavior, is particularly important in this study. It examines the consumer's reflection on their experience with the brand and determines whether the outcome met or exceeded expectations. This phase is explicitly addressed through questions measuring satisfaction levels and the likelihood of repeat purchases—central to evaluating brand resonance. If customers are satisfied, they are more likely to repurchase, recommend the brand to others, and form a deeper psychological connection, which is essential for building brand loyalty in a competitive clothing market.

By applying the EKB model as the core theoretical framework, this study is able to analyze the full spectrum of consumer decision-making. The survey instrument was designed to align with each stage of the model, capturing both cognitive and emotional dimensions of consumer behavior. This alignment enhances the ability to interpret patterns in how consumers in Yangon perceive and choose between local and foreign clothing brands. In particular, the model supports the exploration of how brand-related variables interact to influence ultimate brand preference and repeat buying behavior. In the context of Myanmar's increasingly globalized and brand-conscious apparel market,

the EKB model offers a structured and dynamic lens through which consumer decision-making can be accurately understood and effectively analyzed.

2.3 Factors Influencing on Consumer Behavior

Consumer behavior—the study of how individuals and groups select, purchase, use, and dispose of goods and services—is shaped by a complex interaction of various factors. Gaining insight into these influences is essential for marketers, as they affect every stage of the consumer journey, from initial brand awareness to post-purchase behavior. Key concepts such as brand awareness, perceived quality, perceived value, customer satisfaction, and repurchase intention play a central role in understanding these behaviors. In line with the Engel-Kollat-Blackwell (EKB) model, these variables are employed in this thesis to analyze brand preferences and assess whether there are significant differences in the underlying causes of consumer behavior.

2.3.1 Brand Awareness

Brand Awareness serves as the initial gateway in the consumer decision-making process. It refers to the familiarity and recognition of a brand by consumers (Mailchimp, n.d.). High brand awareness increases the probability that a brand will be considered during a purchase decision, as consumers often favor recognized brands due to reduced perceived risk and established trust.

Brand awareness is a crucial stage in developing a buyer's preference and decision-making process. It helps consumers remember a specific brand and demonstrates its goodwill. Brand awareness is essential for effective marketing through channels such as television, mobile phones, and online advertising, as it provides assurance of product quality and credibility (Keller, 2013). It directly affects a brand's equity and helps consumers choose products that offer uniqueness and trust (Aaker, 1996). A positive attitude about a brand in post-purchase processes influences consumers' decision-making (Keller, 2003). Creating brand awareness is crucial for promoting a product and strengthening its presence in consumers' minds, which promotes the possibility of future purchases.

Brand awareness means that a brand is well known and easily recognizable, which is vital for differentiating a product from competitors (Keller, 2003). Some business owners may question the necessity of brand awareness, particularly when customer numbers are stable and sales performance is satisfactory. However, brand awareness remains a critical element of long-term business success as it influences

consumer perceptions, builds trust, and enhances competitive advantage (Aaker, 1996; Keller, 2013). Investing in brand awareness strengthens customer loyalty and supports market expansion and resilience in increasingly competitive environments (Kotler & Keller, 2016). Thus, few strategic efforts are as valuable as cultivating strong brand recognition. The more aware consumers are of a product and brand, the more likely they are to make a purchase (Percy, 2014). Initial and future impressions of a brand are important, which means businesses must focus on product value and consistency to effectively create and sustain brand awareness (Kotler & Armstrong, 2018).

2.3.2 Perceived Quality

Following awareness, Perceived Quality comes into play. This is not objective quality but the consumer's subjective assessment of a product's overall excellence (IGI Global, n.d.). A high perceived quality significantly influences consumer behavior by enhancing a brand's reputation and justifying higher prices.

Perceived quality is the assessment of a product's superiority or excellence by consumers, not managers or experts. That is, perceived quality is the judgement of product's performance by consumers. It contrasts objective quality, which entails an objective attribute of a product and a fixed benefit, and strong brands add value to purchase evaluations. Higher quality perceptions can increase profit, market expansion and long-term market share gains. High-quality products lead to customer satisfaction significantly, and perceived quality influences satisfaction and behavioral intentions in product management.

Customer Satisfaction is a key construct in marketing, crucial for business survival. Satisfaction is customers' feelings of perceived quality experiences and expectations and the consumers' product assessment in relation with how the offering matched the customers' expectations. Customer satisfaction outcome is organizational profitability and improved market share. Satisfaction can be realized in different ways which are determined by the customers' pre-consumption expectations ranging from feelings of fulfillment, pleasure, contentment, delight and relief (Zeithaml et al., 2006).

Satisfaction level is an outcome of the contrast between expectation and performance. Positive disconfirmation happens if product quality exceeds expectations hence the customer is satisfied. Negative disconfirmation, occurs if service experiences does not match customer expectations hence, the customer is dissatisfied (Oliver, 1997). Customer satisfaction enhances customer loyalty; effects repurchase likelihood

and results to good mouthing. Customer satisfaction affects the consumer behavior with respect to perceptions as well as expectations of the service or product delivered (Oliver, 1997).

The perceived quality of clothes influences consumers' buying decisions. As Next Generation and Escort quality demonstrate, there is a lengthy history of studies on the concrete aspects that impact clothing quality perception and purchase decisions. To meet customer requirements, product intrinsic and extrinsic features are analyzed to determine quality and value. Sewing or fabric processes are intrinsic features that cannot be changed without modifying the product. Extrinsic qualities like brand and reputation are not part of the physical object.

2.3.3 Perceived value

Value is essential to consumer happiness, which is crucial to competitive advantage. Values influence social conduct, including attitude, ideology, beliefs, and reasoning. With these traits, values shape people's attitudes and behaviors. Value is measured by the ratio of customer utility to perceived sacrifice from product or service usage in marketing literature. Customers evaluate a product's perceived value by weighing its advantages and expenses. Quality affects Perceived Value, which is the consumer's estimation of benefits vs costs (price, effort, time) (ResearchGate, 2017). Consumers are only driven to buy if they think the thing is worth more than it costs.

The customer's mental picture of the product and service is based on what they receive vs what they offer (Zeithaml, 1988). The biggest problem is defining value. Product utility, image utility, and service utility are among the many value idea components (Sánchez-Fernández & Iniesta-Bonillo, 2007). Price, monetary worth, and psychological costs affect perceived value (Holbrook, 1999). Impulses including product features, customer interest, requirements, motives, expectations, personality traits, social standing, and responses can also affect perceived value (Sheth, Newman, & Gross, 1991).

A utilitarian viewpoint considers what is given and received for a product, whereas a behavioral approach considers its attributes, performance, and results (Sweeney & Soutar, 2001). Understanding these viewpoints is crucial for proper perceived value research.

Consumer satisfaction, repurchase intention, and future purchase behavior are strongly influenced by perceived value, which encompasses perceived advantages and

costs (Cronin, Brady, & Hult, 2000). High perceived value increases buying intentions and behavior. Marketing and relationship marketing depend on perceived value, which influences buyers to pick items with better advantages than alternatives (Parasuraman, Zeithaml, & Berry, 1988).

2.3.4 Customer Satisfaction and Repurchase Intention

Customer satisfaction is a psychological evaluation derived from a customer's lifetime experiences with the product. It has been a topic of discussion for over three decades, focusing on meeting or beating customer expectations and building long-term relationships. And Customer satisfaction with a product is measured by a company's ability to meet or exceed customer expectations. It encompasses various aspects of a company's business activities, including product quality, service, and global operations.

Customer satisfaction is the most crucial aspect of a business since it allows consumers to provide input to manage and enhance their business, yet it cannot carry a firm to the top. Customer pleasure boosts revenue. Current consumer loyalty marketing is more complicated than in the past. This is because technological advances, social media, and marketing may change behavior. Strong association between an individual's relative attitude and patronage is called customer loyalty. Organizations also regularly assess customer happiness, identify variables, and adjust operations to improve it.

The post-purchase phase is essential for shaping future consumer behavior. Customer Satisfaction is determined by how well a product meets or exceeds a consumer's expectations based on their prior perceptions of quality and value. Satisfaction is a fundamental psychological outcome that significantly influences future interactions with the brand (Lund University Libraries, n.d.).

The better customer satisfaction, the more customers care about the product or service and the source. This creates a strong and healthy client-provider bond that forces clients to be loyal to their providers and reduces defection rates, so customer satisfaction is crucial for every company to succeed in the global market.

Business strategy, customer retention, and product repurchase depend on customer happiness, which is built on business-to-business relationships. Companies should explain how their products encourage business-to-business growth. Customer satisfaction measures the gap between expectations and performance.

Repurchase intention refers to a consumer's conscious and planned decision to buy a product or service from the same brand again after an initial purchase. It is widely recognized as a key indicator of customer loyalty and long-term business sustainability. In the field of marketing and consumer behavior, repurchase intention is not only a reflection of past satisfaction but also an anticipation of future behavior based on trust, brand experience, and perceived value. It is influenced by several psychological and emotional factors, such as customer satisfaction, brand attachment, perceived product quality, and the consistency of service delivery.

Scholars such as Zeithaml et al. (1996) and Oliver (1999) have emphasized that repurchase intention is often driven by the extent to which a brand fulfills its promises and maintains customer expectations over time. In addition, the role of perceived risk, switching costs, and the availability of substitutes can also moderate a consumer's likelihood to repurchase. For example, in competitive markets like the clothing industry, where product variety and pricing are highly dynamic, a consumer's intention to repurchase is often tied to consistent product quality, brand image, emotional connection, and post-purchase satisfaction.

Moreover, repurchase intention is closely linked with brand resonance, which represents the depth of the psychological bond between a customer and a brand. High brand resonance often results in a strong intention to repurchase, as customers are more likely to exhibit repeat buying behavior, engage in positive word-of-mouth, and resist competitor offers. For businesses, especially in the retail and fashion sectors, cultivating repurchase intention through enhanced customer experience, satisfaction, and brand trust is essential for retaining loyal customers and ensuring long-term profitability.

2.3.5 Purchase Reasons for Assessing Differences in the Underlying Causes of Consumer Behavior

(A) Quality

Quality is a critical variable influencing consumer behavior, primarily through the inherent features and characteristics that determine a product's reliability and performance. When evaluating products, consumers consider aspects such as durability, functionality, and consistency. A high level of quality assures consumers that the product is dependable and capable of performing its intended purpose effectively (Garvin, 1984).

The influence of quality on consumer behavior is directly tied to consumer satisfaction and trust. Products that exhibit superior quality and meet functional expectations are more likely to generate positive experiences, which are essential for building consumer trust and fostering repeat purchases (Oliver, 1997). Consumers rely on quality to mitigate the risk of product failure; thus, products known for reliability are favored (Prakash & Sharma, 2018). High quality, characterized by consistent performance and durability, ultimately drives positive purchasing behavior.

(B) Price

Price is a fundamental factor influencing consumer behavior, primarily acting as an economic determinant of purchasing decisions. In this context, price represents the direct financial cost to the consumer and impacts the allocation of their budget. Consumers evaluate prices based on their individual financial constraints and the overall affordability of the product, which significantly dictates whether a transaction proceeds (Baker, 2018). The level of price sensitivity varies across different consumer segments; some are highly reactive to price changes, prioritizing the minimization of cost in their decision-making process (Rajagopal, 2011). Furthermore, price influences consumer behavior through comparison shopping. Consumers often compare prices across different brands or retailers to ensure the most economically viable option, highlighting how price operates as a direct barrier or facilitator to purchase based purely on economic feasibility (Baker, 2018; Kim & Han, 2019).

(C) Fashion Design

Fashion Design serves as a critical variable in consumer behavior analysis within the apparel sector, extending beyond mere product functionality to include aesthetics, style, and symbolic meaning. Design elements, such as cut, color, texture, and silhouette, exert a profound influence on consumer choices by appealing to emotional and aesthetic preferences (Hameed, 2018).

Consumers often rely on fashion design as a medium for self-expression and the communication of identity, status, and cultural affiliation (Solomon & Rabolt, 2004). A compelling design can evoke strong positive responses and significantly influence purchase intention by creating a sense of desire or exclusivity (Creusen & Schoormans, 2005). In a highly competitive market, fashion design functions as a key differentiator, shaping consumer perceptions of modernity and desirability and directly impacting the consumer's decision to engage with a product (Davis, 1999).

(D) Brand Reputation

Brand Reputation is a pivotal variable in consumer behavior analysis, representing the collective perception of a brand's trustworthiness, credibility, and overall image derived from past performance and communications (Keller, 1993). A strong brand reputation significantly influences consumer behavior by mitigating perceived risk. Consumers often rely on a brand's reputation as a heuristic to reduce uncertainty during the decision-making process, assuming that a reputable brand is reliable and consistent (Erdem & Swait, 1998).

Furthermore, a favorable reputation enhances brand credibility, which is essential for fostering consumer trust and encouraging patronage. Consumers are more likely to select brands with a positive reputation, perceiving them as offering greater value and reliability. This trust is crucial for facilitating repeat purchases and cultivating long-term brand loyalty, making reputation a valuable asset in predicting consumer choice (Aaker, 1996).

(E) Ease of Purchase

Ease of Purchase, often referred to as convenience, is a crucial variable that significantly influences modern consumer behavior. It encompasses the simplicity, speed, and minimal effort required for a consumer to complete a transaction, spanning the entire process from information gathering to checkout (Berry, Seiders, & Grewal, 2002).

In today's market, consumers highly value convenience, and a smooth purchasing process is strongly correlated with a positive shopping experience. A lack of ease in the purchasing journey, such as a complicated checkout process or difficulty in locating a product, can lead to frustration and high rates of abandonment (Kaufman-Scarborough & Lindquist, 1999). Conversely, a high level of purchase ease directly enhances customer satisfaction and positively influences repurchase intention. By reducing friction and maximizing efficiency, ease of purchase plays a decisive role in consumer decision-making and loyalty (Berry, Seiders, & Grewal, 2002).

2.4 Review On Previous Studies

Several previous studies, both local and international, have examined consumer behavior, brand perception, and purchasing decisions in the fashion and apparel industry. These studies provide valuable insights and form the basis for understanding

how factors such as brand awareness, perceived quality, value, and satisfaction influence consumer choices.

Brand Resonance and customer Repurchase Intention on Shayi Women-Wear Clothes by Myat Hsu Kyi (2019) examined brand resonance and customer repurchase intention. Based on structured questionnaires from 390 Shayi customers and linear regression analysis, the study found that perceived brand quality, image, and experience significantly affect brand resonance, including behavioral loyalty, attitudinal attachment, sense of community, and active engagement. Notably, perceived brand quality and brand image were found to have the strongest influence on active engagement and repurchase intention. Based on these findings, the researcher recommended that businesses focus on improving product quality and fostering deeper emotional connections with customers. Enhancing marketing strategies and maintaining a robust brand image were also emphasized as critical to strengthening brand resonance and encouraging repeat purchases.

Similarly, Thu Thu Htet San (2019) examined Brand Trust and Consumer Purchasing Behavior of Next Generation Products to identify the factors that shape brand trust and how this trust influences consumer purchasing behavior. The study collected data from 150 respondents at ten retail outlets using systematic sampling and analyzed it with correlation and regression methods. The findings highlighted that brand credibility, brand innovativeness, social influence, and brand intimacy positively contribute to brand trust, with brand credibility having the most significant impact. Additionally, both cognitive and affective dimensions of brand trust were found to significantly affect purchasing behavior, with affective brand trust demonstrating a stronger effect. The study suggested that marketers should enhance brand innovation and harness social influence to deepen consumer trust. Furthermore, increasing emotional engagement and reinforcing brand credibility were recommended to improve customer loyalty and encourage future purchases.

Pwint Myat Mar (2019) examined the relationship between social media marketing, customer engagement, and brand loyalty in a popular Yangon fashion brand, Escort Fashion. Social media marketing activities' effects on consumer engagement and brand loyalty were the study's main focus. A five-point Likert scale questionnaire was used to collect data from 303 respondents in a quantitative study. The study examined important variable connections using multiple linear regression. The findings revealed that interaction and advertisement had significant effects on all five

dimensions of customer engagement—connection, satisfaction, retention, commitment, and advocacy. Furthermore, it was observed that customization positively influenced retention and advocacy, while entertainment significantly affected commitment and advocacy. The study concluded that customer engagement plays a crucial mediating role in fostering brand loyalty. Based on these insights, the researcher recommended that Escort Fashion enhance its social media presence by focusing on customer feedback, promoting experience sharing, investing in effective brand advertisement, and incorporating entertaining and personalized content to strengthen customer relationships and improve long-term brand loyalty.

Kim and Han's 2016 study, *Repurchase Intention Toward Fast Fashion Brands - Product Characteristics, Consumer Characteristics, and Cognitive Dissonance*, examined fast fashion's repurchase intention antecedents. They investigated how product (quality, price, deindividuation, extremely fashionable styles) and customer (fashion innovativeness) attributes affect repurchase intention directly and indirectly through cognitive dissonance. They convenience sampled 352 Seoul university students and used a structural equation model using SPSS for exploratory factor analysis and AMOS for confirmatory factor and path analysis. Key studies showed that perceived quality, deindividuation, over trendy designs, and fashion innovativeness strongly affected repurchase intention. Perceived uncertainty, a cognitive dissonance factor, indirectly affected repurchase intention through perceived pricing and deindividuation, highlighting its importance. To encourage repurchase, the study recommended minimizing customers' cognitive dissonance in marketing methods and encouraged additional research.

Sweeney and Soutar (2001), in an influential international study, proposed a multi-dimensional model of perceived value, extending beyond traditional economic perspectives in consumer purchasing decisions. Their research empirically developed and validated a scale to capture value across functional (e.g., quality, price), emotional, and social dimensions. A key finding was the pronounced importance of emotional and social value in fashion purchases, where consumers' choices are often driven by considerations of self-image projection, peer perception, and the alignment of brands with their desired lifestyle. This comprehensive framework offers a highly relevant theoretical basis for evaluating how young consumers in contexts such as Myanmar engage with both foreign and local clothing brands, providing insights that transcend a simplistic focus on mere price and functional quality.

In the International Journal of Research in Business Studies, Avinash Buragohain (2016) compared Indian university students' perceptions toward global and indigenous apparel companies. The study compared emotional value, perceived quality, brand loyalty, brand association, total brand equity, and purchase intention between a prominent Indian casual brand and an American brand (Levi's). Methodologically, primary data were gathered from 150 university student respondents in Dibrugarh, India, through a questionnaire, with analysis conducted using various statistical tests including t-tests and chi-square tests. A significant finding was the strong preference for the foreign brand (Levi's) across all evaluated attributes, including emotional value and perceived quality, over the local clothing brand. The study also highlighted the absence of a gender bias in favorable attitudes towards foreign clothing products. This research suggests that foreign retailers may find favorable conditions for market entry in India and implicitly recommends future research broaden its scope to different consumer groups and incorporate more robust measurement scales.

Together, these studies highlight the complex interplay between brand perception, emotional attachment, and consumer behavior. They support the variables selected for this study—brand awareness, perceived quality, perceived value, customer satisfaction, and repurchase intention—as essential factors influencing clothing brand preferences in Yangon. Building on this foundation, the current research aims to provide a comparative analysis of local and foreign clothing brands to better understand brand resonance in the Myanmar apparel market.

CHAPTER III

BACKGROUND OF CLOTHING SECTOR IN MYANMAR

3.1 Overview of manufacturing sectors in Myanmar

The manufacturing sector is a cornerstone of Myanmar's economic development strategy, marking a deliberate shift from the country's traditional dependence on agriculture toward industrialization and modernization. Over the past decade, manufacturing has become a vital contributor to the nation's Gross Domestic Product (GDP) and a key source of employment, playing a significant role in poverty reduction and urban transformation. This progress has been notably fueled by an influx of Foreign Direct Investment (FDI), drawn by Myanmar's comparatively low labor costs and its geographically strategic position in Southeast Asia. The establishment of Special Economic Zones (SEZs), alongside investment-friendly policy reforms, has further stimulated industrial activity across the country.

Despite these encouraging developments, Myanmar's manufacturing sector operates within a challenging and sometimes volatile environment. Persistent issues such as inadequate infrastructure—particularly unreliable electricity supply—logistical inefficiencies, and broader economic instability continue to hinder sustained growth. Nevertheless, the sector remains diverse and dynamic, catering to both domestic needs and international markets.

Among the most prominent sub-sectors is the garment and textile industry, which has emerged as Myanmar's leading export-oriented manufacturing sector. Operating largely under the Cutting, Making, and Packing (CMP) system, this industry serves global fashion markets and is a major employer, particularly for women. Its rapid expansion underscores its significance to the country's economic fabric.

The agro-processing sector, which includes food and beverage production, builds on Myanmar's rich agricultural base. This sub-sector encompasses the milling of staples such as rice and pulses and the processing of fruits, vegetables, and beverages. It plays a critical role in ensuring domestic food security and is largely driven by Micro, Small, and Medium Enterprises (MSMEs).

Construction materials manufacturing is another vital component of the sector, closely tied to Myanmar's infrastructure and urban development. The production of cement, bricks, steel, and glass underpins the ongoing growth in housing, commercial buildings, and transportation projects across the country.

Wood-based industries and forestry products are also significant, relying on Myanmar's extensive natural timber resources. This sub-sector is gradually transitioning from raw timber exports toward the production of value-added items such as furniture, veneer, and plywood, aiming to enhance domestic value retention.

The light industries and consumer goods sector covers a wide range of products essential to everyday life. This includes the manufacturing of household items, footwear, stationery, plastics, and other consumer necessities that serve the expanding domestic market.

In the area of chemicals and pharmaceuticals, the country has seen emerging industrial activity focused on producing essential chemicals, fertilizers, and pharmaceutical products. Although relatively smaller in scale, this sub-sector plays an important role in supporting the health and agricultural sectors.

The machinery and electrical equipment manufacturing sub-sector involves the production and assembly of machinery and industrial components, contributing to both domestic supply chains and industrial productivity.

Myanmar's automotive and transport equipment sector is also growing, with increasing foreign investment in vehicle assembly plants, particularly within Special Economic Zones. This sector addresses the rising domestic demand for vehicles and contributes to industrial diversification.

In mineral processing, the focus lies in adding value to Myanmar's vast mineral wealth. This includes the processing of raw minerals and precious stones such as jade and rubies into semi-finished or finished goods for export, moving beyond simple resource extraction.

The paper and home utilities industry produce essential items for both domestic consumption and industrial use, including paper products and various household utilities.

Lastly, heavy industries form the backbone of industrial development by producing foundational goods such as steel and heavy machinery. These large-scale operations are critical for supporting other manufacturing activities and national infrastructure growth.

Overall, Myanmar’s manufacturing sector is multifaceted, comprising traditional strengths and emerging industries. While it faces ongoing structural challenges, its diversity offers significant potential for economic expansion, job creation, and integration into global value chains.

3.2 Development of the Garment Industry as SME Sector

The garment industry in Myanmar is a critical component of the national economy, serving as a significant driver of industrial development and employment, with SMEs playing a central role. SMEs constitute approximately 90% of all enterprises in Myanmar, and within the garment sector, they are fundamental to both local employment and traditional garment production. The industry has experienced substantial growth, largely driven by foreign investment and preferential trade access, making it one of the largest export earners.

The significance of the garment industry extends beyond economics into profound social impact. It is a major source of formal employment, employing hundreds of thousands of workers, the vast majority of whom—estimated at over 80%—are women. This provides essential livelihoods for young migrants from rural areas, significantly contributing to poverty reduction and female economic empowerment.

However, the development of the garment industry, particularly for SMEs, faces substantial hurdles, which have intensified in recent years. Garment SMEs struggle with persistent infrastructural deficits, notably limited access to reliable power supply, and significant logistical bottlenecks. Financial constraints are also acute, with SMEs facing difficulty accessing credit and managing foreign exchange restrictions, which hinder investment and limit their ability to modernize.

Table (3.1) Development of the Garment Industry in Myanmar

Sr. No	Year / Period	Export Value (Garments & Textiles, USD)	Employment (Garment Industry)	Number of Factories	SME Contribution
1.	2010	349 million	~100,000	~150	High
2.	2011	~550 million (est.)	~110,000	~180	High

3.	2012	~900 million	~120,000	~200	High
4.	2013	~1.2 billion (est.)	~160,000	~250	Very High
5.	2014	~1.4 billion (est.)	~200,000	~280	Very High
6.	2015	~1.6 billion	~250,000	~300	Very High
7.	2016	~2.2 billion (est.)	~300,000	~350	Very High
8.	2017	~3.3 billion (est.)	~400,000	~400	Very High
9.	2018	4.6 billion	~450,000	~480	Very High
10.	2019	~4.8 billion	~500,000	~500	Very High
11.	2020	~4.8 billion	~600,000	~520	Very High
12.	2021	~3.8 billion	~550,000	~480	High
13.	2022	~4.0 billion	~570,000	~490	High
14.	2023	~4.46 billion	~600,000	~505	High
15.	2024	~4.46 billion	~600,000	~505	High
16.	2025 (Projected)	5.0 billion	1.2 million (target)	—	Very High
17.	2034 (Projected)	15.0 billion	1.6 million (target)	—	Very High

Source: Compiled from Myanmar Garment Manufacturers Association (MGMA), Ministry of Commerce, The Global New Light of Myanmar (GNLM), fibre2fashion.com, and World Bank reports (2010–2024), including projections from MGMA Strategic Plan (2025–2034).

The development of Myanmar's garment industry over the past decade highlights its critical role within the small and medium enterprise (SME) sector. Beginning with export values of just USD 349 million in 2010, the industry experienced rapid growth, reaching USD 4.6 billion in 2018 and peaking at approximately USD 5.3 billion in 2022. Employment in the sector also expanded significantly, rising from around 100,000 workers in 2010 to approximately 600,000 by 2024, with the number of factories growing from 150 to over 500 in the same period. The sector is largely driven by SME operations under the Cut-Make-Pack (CMP) model, contributing

substantially to national exports and formal employment. Although the export value plateaued at around USD 4.46 billion in 2023 and 2024 due to global and domestic challenges, the SME contribution remains consistently high. Future projections under the Myanmar Garment Manufacturers Association (MGMA) strategic plan aim for export growth to USD 15 billion by 2034 and employment reaching 1.6 million, further reinforcing the sector's economic significance.

3.2.1 The Influence of Foreign Brands in Myanmar

The Myanmar apparel industry expects fast export development in 2013 because to 2011 improvements in the institutional and business climate, banking sector modernization, trade liberalization, and foreign direct investment. However, international investment, commerce, and production networks are growing rapidly in volume and complexity. The Myanmar garment industry is significantly influenced by foreign clothing brands, with a large portion of its production exported to markets like the EU, US, and Japan. This industry is a major employer, particularly for women, and contributes substantially to Myanmar's economy. However, it also faces challenges related to sourcing raw materials, production costs, and navigating political and economic situations.

Myanmar was famous for its cotton and garment industries in the late 1950s, which were the most sophisticated in Southeast Asia. The socialist restricted market economy and lack of innovative technologies stifled the garment sector from 1962 until 1988. The garment sector began expansion in 1989 when the Military retook control and transformed the communist planned economy to a free market economy. The multinational Investment Law of November 1988 brought multinational enterprises to Myanmar, notably the apparel sector, with FDI inflows rising continuously for a decade.

The influence of foreign fashion brands in Myanmar is driven by several factors, including increased foreign investment, a growing economy, and the desire for modern styles among younger generations. Myanmar's garment industry, while historically export-oriented, is increasingly exposed to global fashion trends through international brands and online platforms. This exposure is leading to a shift in consumer behaviors towards foreign styles and brands, impacting both local designers and traditional clothing.

Myanmar's recent economic growth, particularly in the manufacturing sector, has attracted foreign investment and businesses, including fashion brands. This influx of foreign companies has introduced new styles, trends, and retail options, influencing consumer choices. The rises of e-commerce and social media has exposed Myanmar's population to global fashion trends and brands, particularly among younger generations. Younger people in Myanmar are adopting international fashion styles, sometimes as a form of identity or status symbol, leading to increased demand for foreign brands. While the garment industry is a significant export sector, it's also experiencing a shift towards producing for international markets and adapting to global fashion trends.

Local designers and traditional clothing face increased competition from foreign brands, potentially leading to a decline in the use and popularity of traditional attire and Myanmar's consumers, particularly the younger generations, are increasingly drawn to foreign fashion brands, seeking modern and trendy styles. This shift in preference can be attributed to globalization, exposure to international media, and the desire for status and identity associated with foreign brands. The popularity of foreign brands can pose a challenge for local designers and businesses who may struggle to compete with the marketing power and established presence of international brands. Local designers may need to adapt to changing consumer behaviors and find ways to incorporate global trends while preserving their unique cultural identity.

To mitigate the influence of foreign fashion brands in Myanmar, a multi-pronged approach is needed. This includes promoting local brands, supporting sustainable and ethical production, and fostering cultural preservation through fashion. Additionally, policy changes and international collaborations can help create a more balanced fashion landscape.

To promote local brand, the elites should encourage designers and businesses to create unique, high-quality fashion pieces that reflect Myanmar's cultural heritage and identity as well as provide financial support - Offer grants, loans, and training programs to local designers and manufacturers to help them compete with foreign brands. The societies highlight feature local designers and their creations in media, social media, and cultural events to increase awareness and appreciation. Encourage consumers about the cultural significance of traditional clothing and its role in preserving Myanmar's identity and foster local designers, artisans, and businesses to create innovative and market-ready products.

While the industry's competitiveness is boosted by low labor costs, it primarily operates on a Cut-Make-Pack (CMP) model, where local firms perform assembly based on imported materials. This limits domestic value addition compared to the higher-margin Free-on-Board (FOB) model. Despite these challenges, the garment sector's integration into global supply chains remains crucial for Myanmar's industrial future. Efforts are ongoing, supported by organizations like the Myanmar Garment Manufacturers Association (MGMA), to assist SMEs in improving productivity and navigating the complex operating environment.

3.2.2 Emerging Local Clothing Brands in Myanmar

Myanmar's clothing industry drives economic and job growth. Myanmar's garment and textile industry was one of the fastest developing sectors in Southeast Asia since 1990s. Myanmar's traditional textile weaving is popular despite agriculture being its main industry. Due to population growth, worldwide garment and textile markets have grown, and the garment sector is a significant part of global trade. The garment sector accounts for a substantial share of exports in developing nations like Myanmar.

MGMA estimates that half of Myanmar's clothing industries are in Yangon. In the Hlaing Thayar industrial zone and Thilawa SEZ. Other major clothing manufacturers are at Bago, Patheingyi, Hpa-an, and Mandalay. Myanmar's clothing industry is dominated by export-oriented Cut-Make-Pack (CMP) facilities that import most raw materials (MGMA, 2021).

As Western brands return to Myanmar, local and foreign businesses perceive garment industry investment prospects. Zara, H&M, Primark, C&A, Walmart, and Arrow sourced from Myanmar before EU and US sanctions in 2003. Myanmar switched to manufacturing for Japanese and South Korean goods amid sanctions. After the restrictions, big European companies established clothing supply chains in 2013. Adidas, Arrow, Deuter, Esprit, GAP, Marks & Spencer, New Look, Primark, Next Generation, and Top Shop source from Myanmar. More than 25% of Myanmar's clothing companies are authorized and run by European brands.

Myanmar garment makers serve local and foreign markets because to rising export demand and a big population. Local demand is met by tailors in tiny shops in residential or neighborhood areas, lower discretionary income, and poorer-quality unbranded ready-made garments (RMG) supplied from neighboring nations. Thus, most clothing makers export rather than build local brands.

Recently, Myanmar's fashion sector has risen rapidly due to a broader fashion sense and foreign companies. However, many local designers create gorgeous items that represent Myanmar's past while being fashionable enough for foreign markets and targeting locals, tourists, and young girls.

As stated by General Secretary Daw Khine Khine Nwe of the Myanmar Garment Manufacturers Association (MGMA), demand for Myanmar-made garments surged in Poland and the Middle East. At present, China is the major investor in the garment industry of Myanmar and, therefore, many job opportunities have been created in the industry by the Chinese companies. Moreover, purchase orders from China, Japan, EU countries and the United States has begun getting high since 2023.

3.3 Garment Retail and Wholesale in Myanmar: An Overview of the Domestic Apparel Market

The retail and wholesale landscape of Myanmar's garment industry is a vibrant but complex ecosystem, marked by a dynamic interplay between traditional markets and a nascent modern retail sector, catering to a market increasingly exposed to global fashion trends.

The domestic apparel market is heavily reliant on traditional trade channels, with independent shops, street vendors, and bustling traditional markets like Theingyi Market serving as the primary sales outlets. These venues are crucial for the distribution of both basic garments and traditional wear, such as the longyi. The wholesale sector functions as a vital supplier to these traditional retailers, facilitating the flow of both locally manufactured and imported apparel across the country.

Within this landscape, local clothing brands have developed a significant presence and strong brand identity. Nobody Jeans Myanmar is recognized for its denim products, and platforms like The Locale promote domestic fashion designers. These brands successfully cater to local consumer tastes and are well-integrated into both traditional and modern retail spaces across major cities.

Foreign clothing brands have also established a presence, primarily through modern retail channels in shopping malls such as Junction City and Myanmar Plaza. Brand like Giordano has maintained a retail footprint. However, the presence of many major international fashion retailers, particularly Western brands, remains complicated. While many globally recognized names previously sourced from Myanmar, the political instability since 2021 has led to several, including large brands like H&M and

Primark, suspending operations or reassessing their sourcing from the country. While this impacts manufacturing and export, it also affects the availability of certain international brands within the domestic retail market, influencing consumer purchasing choices.

Despite the growing exposure to diverse brands, the retail and wholesale sectors face ongoing challenges, including economic downturns and supply chain disruptions. Nevertheless, the market continues to evolve, characterized by a dual reliance on robust local brands catering to the masses and the selective presence of foreign brands in modern retail environments.

3.4 The Role of Marketing and Distribution in Consumer Behavior

Marketing and distribution are pivotal in shaping consumer behavior, providing the framework for how consumers perceive, access, and ultimately purchase products. In Myanmar, the interplay of these forces is evident in the strategies of both local and foreign apparel brands. Yangon's retail landscape, featuring prominent stores like MDS, Nichii, and Victor Soul, offers key insights into how marketing builds brand loyalty and how distribution facilitates consumer choices within the specific context of the Myanmar market.

In Yangon, apparel brands utilize marketing to cultivate distinct brand images and connect with consumers' preferences. Research suggests that consumers in Myanmar value brands that help them express themselves, but they often prioritize their own preferences and loyalty over simply following a brand name.

Local brand such as Victor Soul leverage marketing to foster strong domestic brand consciousness. Victor Soul, a local company specializing in quality apparel at attractive prices, focuses on building a unique identity and meeting everyday wear needs. MDS, known for modern style everyday wear, utilizes various promotional activities, including online sales and social media marketing, to engage consumers and enhance brand image. By emphasizing local manufacturing and cultural relevance, these brands can appeal to a sense of national belonging, influencing consumers to behave favorably toward domestically made products.

The market also includes regional and international players like Nichii, a Malaysian-based fashion retailer. While specific details on Nichii's recent marketing in Yangon are limited in the search results, international brands generally rely on

strategies that highlight perceived quality, emotional value, and the desire for uniqueness or a "modern" lifestyle, which can appeal to cosmopolitan consumers.

Distribution channels are critical in determining how consumers interact with these brands. In Yangon, the distribution strategy directly influences consumer behavior by providing physical access and shaping the shopping experience.

Brands like MDS have established a clear distribution presence through multiple outlets in prominent shopping centers such as Junction Square, Junction City, and Myanmar Plaza. This strategic location in modern retail spaces provides convenience and enhances the brand's visibility and accessibility to urban shoppers. Similarly, Victor Soul utilizes various branches across Yangon, including Sanchaung, Kamayut, and Bahan, ensuring that their apparel is readily available through localized shops.

The accessibility provided by these stores, combined with their marketing efforts, impacts consumer purchasing behavior. While modern retail spaces offer convenience and a curated shopping experience, traditional markets continue to serve as significant distribution points for a large segment of the population. The effectiveness of a brand's distribution network directly correlates with consumer satisfaction and the likelihood of purchase.

The success of apparel shops in Yangon, including MDS, Nichii, and Victor Soul, demonstrates how robust marketing builds trust and desire, while strategic distribution ensures the physical availability that drives consumer decisions, ultimately solidifying a brand's position in the dynamic Myanmar retail market.

3.4.1 Affordability and Accessibility of Clothing Brands in Myanmar

The affordability of clothing brands in Myanmar is influenced by the country's garment industry structure, which relies heavily on low-wage labor for manufacturing. While Myanmar has a large workforce, it is largely untrained and unskilled, impacting the final pricing of garments. The industry operates on a CMP (Cut-Make-Pack) basis, where manufacturers negotiate only for assembly labor. International brands are increasingly interested in Myanmar, recognizing its potential despite these challenges.

Myanmar's massive, low-wage workforce, although being mostly unskilled, attracts international businesses. Although Bangladesh, Cambodia, Vietnam, and China are more advanced in garment production than Myanmar, Myanmar has potential to gain market share due to their perceived "controversial" or expensive nature. The

garment industry imports most inputs including zippers, buttons, textiles, and others since the country cannot make them to brand standards worldwide. Locally made cardboard boxes, polybags, and hangers are inputs. Local manufacturers and input producers must import paper and plastic granulate since Myanmar does not have high-quality raw materials.

The accessibility of clothing brands in Myanmar is a complex issue, with factors like import dependence, labor practices, and political stability playing a significant role. While Myanmar has a growing garment export sector, particularly to European and North American markets, access to clothing brands can be limited by import costs, limited domestic production of key materials, and the dominance of foreign-owned factories. Myanmar relies heavily on imported materials like fabrics, zippers, and buttons, which can drive up costs and affect the accessibility of clothing brands, especially for domestically produced goods.

The garment industry in Myanmar is largely female-dominated, with a significant number of workers being young, internal migrants. Ensuring fair labor practices, including wages and working conditions, is crucial for both ethical and economic reasons. While some inputs like packaging materials and hangers are produced locally, the lack of locally sourced raw materials for these inputs contributes to import dependency.

The growth of the garment sector has been largely driven by foreign direct investment, with some foreign-affiliated firms benefiting from established supply chains and marketing capabilities but the political landscape in Myanmar has undergone significant changes, impacting business operations and investment. The potential for instability and its impact on supply chains and access to goods remains a concern.

Domestic private enterprises seem to be struggling more than international firms. Domestic private enterprises have had to cut staff while the latter have kept virtually the same number. In difficult market conditions, private domestic firms with insufficient financial capacity and market access struggled to survive, while foreign-affiliated firms took advantage of parent firm orders and their marketing capabilities in foreign markets. Growing numbers of Myanmar enterprises who entered the garment sector on the boom failed in the poor market conditions and departed. Because of its low initial investment, especially for sewing machines, the garment sector is ideal for developing nations. Garment factories under the Cut, Make, and Pack (CMP) model only pay production costs, including salaries, utilities (electricity and diesel),

transportation, communication, factory and office leasing, machine maintenance, and administrative costs.

Wages typically constitute the largest portion of these operational costs, leading the industry to relocate to countries offering lower labor rates. Myanmar presents a strong advantage in this regard, as its average wages are very low, even compared to countries like Cambodia, allowing factories to significantly reduce labor costs. However, this benefit is offset by the high expenses for electricity and diesel, as Myanmar's electricity infrastructure is notably underdeveloped. Consequently, Myanmar faces challenges in fully capitalizing on the market opportunities that the garment industry offers.

CHAPTER IV

SURVEY ANALYSIS

4.1 Survey Profile

This study aims to examine consumer behavior toward foreign and local clothing brands in Yangon, with a specific focus on Next Generation (a foreign brand) and Escort (a local brand). To achieve the research objectives, data were collected through a descriptive survey design, a commonly used method in quantitative research. A structured questionnaire was administered to a total of 145 respondents. The survey was conducted using both online and offline methods, with 71 responses gathered via Google Forms and 74 through paper-based questionnaires. The study was carried out at selected Next Generation and Escort retail shops in Yangon, as well as among individuals who were familiar with these brands through online platforms and social media. The target population included consumers aged 18 and above who had knowledge of or experience with either of the two clothing brands. This approach ensured that the data captured relevant insights from both direct customers and brand-aware individuals within the Yangon area.

4.1.1 Background of Next Generation and Escort

(A) Profile of Next Generation

Next Generation, founded in 2008, began as a single-store concept in Yangon and steadily expanded its footprint across major shopping malls. Over the years, it has grown to 17 outlets, becoming one of the most visible local fashion retailers in Myanmar. The brand focuses on trendy, affordable fashion and accessories targeting young urban consumers, making it a popular choice in the market. Integration of technology into its operations and store security systems reflects a modern retail strategy aimed at professionalism and scalability.

Next Generation offers a wide range of products tailored to different age groups. For women's fashion, their categories include jumpsuits, shirts, short pants, long pants, jeans, skirts, jackets, sweaters, t-shirts, and blouses. Men's fashion features jeans,

jackets, pants, chino pants, t-shirts, suits, sweaters, and polo shirts. They also provide a sportswear line for both men and women. For children, clothing items such as pants and t-shirts are available. To complete their fashion offerings, Next Generation sells various accessories including belts, handbags, and scarves.

The Generation Concept, which sells the Next Generation brand, is located at No. (D/9), Kabar Aye Villa, Mayangone Township, Yangon, Myanmar. The company is organized into five major departments: operations, finance, sales, marketing, and human resource management.

Naturally, the Managing Director is the highest-ranking executive in this company and is responsible for making major corporate decisions, managing the company's operations, resources, and public face. Directors also make strategic and operational decisions and ensure the company meets its statutory obligations. A COO reports to the Managing Director and runs a corporation. A COO ensures the company's operational and financial operations work. The CFO tracks cash flow, plans finances, analyzes the company's financial strengths and weaknesses, and proposes solutions. CFOs manage the finance and accounting departments and ensure that the company's financial reporting are accurate and timely, like treasurers and controllers.

Figure(4.1) Organization Structure of Next Generation Products



Source: Admin Dept., of Next Generation Co., Ltd. (2019)

The production department receives raw materials, manufactures, sews, and stores produce goods. Finance reports to concerned departments on management planning, finance, invoicing, supply chain, and market collecting. Sales handles

product sales and delivery. Next Generation flagship selling stores have personal sales teams who tour areas.

Customers' sales promotions, advertising, merchandising, events, and PR are handled by the Marketing Department. The HR Department of Thant Generation corporate Limited recruits the right people for the right jobs and manages compensation and incentive payments according to corporate policy. The HR department offers training programs suggested by departmental managers.

(B) Profile of Escort

Escort Fashion is a prominent Myanmar-based fashion brand operating under New Ever Best Trading Company Limited. Established in 1999, the company introduced its ready-made wear line under the Escort brand in 2008. Since then, Escort has grown significantly from its origins as a textile import business to become one of Myanmar's leading ready-to-wear brands.

Escort Fashion operates multiple retail outlets across major cities, including 7 stores in Yangon located in Myanmar Plaza, Yuzana Plaza, Junction Square, and other key shopping centers, as well as stores in Mandalay's Diamond Plaza and various regional locations. The brand is best known for its popular T-shirt clothing line but also offers a wide range of products catering to men, women, and children. Their collections include T-shirts, shirts, dresses, jeans, outerwear, and accessories such as belts, handbags, scarves, and eyewear.

The brand prides itself on modern fashion and attractive designs created by both local and international fashion designers. Escort ensures high-quality products by using the best fabric and maintaining in-house printing capabilities, including garment and silk screen printing machines to uphold brand standards. The company launches at least 100 new designs annually, consistently providing the latest fashion trends at competitive prices across all its stores.

Escort's product lines are carefully influenced by the tastes and preferences of its target market, and the brand frequently collaborates with local fashion talent to keep its collections fresh and relevant. To support its growth and operational efficiency, Escort Fashion has integrated modern technologies such as point-of-sale systems and inventory management tools in its stores. Additionally, the company maintains an active online presence on platforms like Facebook to engage with customers and promote new collections.

Overall, Escort Fashion's steady development, commitment to quality, and strategic expansion have established it as a key player in Myanmar's fashion industry.

4.2 Survey Design

The study employed a quantitative research design to systematically investigate consumer behavior toward foreign and local clothing brands in Yangon. A structured, self-administered questionnaire was developed based on established literature and was carefully adapted to fit the local context. To ensure clarity and comprehension among respondents, the questionnaire was designed in the Myanmar language.

The instrument was organized into seven sections, each addressing specific dimensions of consumer behavior. Section A focused on demographic information, collecting data on gender, age, educational attainment, occupational status, and monthly income in order to construct a profile of the respondents. Section B examined brand usage and purchase behavior, capturing details such as brand recognition, recent purchase history, purchase frequency, and motivations behind brand selection. Section C assessed brand awareness by measuring how easily respondents recognized the selected brands and how they were initially introduced to them. Section D evaluated perceived quality, including perceptions of product durability, performance, and value-for-money. Section E measured perceived value, particularly consumers' assessments of the trade-off between the price paid and the benefits received. Section F addressed customer satisfaction and repurchase intention, gauging the level of satisfaction with previous purchases and the likelihood of repeat purchases or brand recommendations. Finally, Section G explored brand comparison, analyzing consumer perceptions of Next Generation and Escort across dimensions such as style, trust, brand preference, and intent to repurchase.

The questionnaire incorporated both attitudinal and factual questions. Sections C through F employed a 4-point Likert scale, ranging from "Strongly Disagree" to "Strongly Agree," to capture the degree of agreement with various brand-related statements. Sections A, B, and G utilized multiple-choice and single-response questions to collect categorical and factual data. To maximize coverage and improve sample diversity, the survey was distributed through both online (via Google Forms) and offline (paper-based) channels. A total of 145 valid responses were collected, with 71 responses submitted online and 74 completed manually.

The study focused on understanding how key factors—namely, brand awareness, perceived quality, perceived value, customer satisfaction, and repurchase intention—influence consumer behavior and brand preference. To examine the relationships among the variables—quality, price, fashion design, brand reputation, and ease of purchase—and to evaluate their influence on brand preference, which in turn affects consumer behavior, the study utilized the Analysis of Variance (ANOVA) model as the principal statistical method. This statistical approach enabled the comparison of mean scores across different groups and provided insight into the significance and relative influence of each factor on consumer decision-making. The questionnaire was carefully designed to maintain clarity, neutrality, and consistency, thereby ensuring the validity and reliability of the findings. Data analysis was conducted using SPSS software, enabling a robust examination of the differences in consumer perceptions between the selected local and foreign clothing brands.

4.3 Analysis of Survey Results

This section presents the key findings derived from the analysis of 145 valid responses collected for this study. The results focus on comparing consumer perceptions and behavior toward Next Generation (a foreign clothing brand) and Escort (a local brand), based on the core dimensions of brand awareness, perceived quality, perceived value, customer satisfaction, and repurchase intention. Both descriptive and inferential statistical methods were applied using SPSS.

4.3.1 Demographic Information

This section outlines the demographic characteristics of the respondents, including gender, age, education, occupation, and income. Analyzing these factors helps provide context for understanding consumer behavior toward local and foreign clothing brands. The demographic profile also ensures a balanced and relevant sample for the study.

Table (4.1) Profile of Respondents

Sr. No	Demographic Factors		Respondent Numbers	Percentage
	Total		145	100
1.	Gender	Male	70	47.9
		Female	75	52.1

2.	Age	Under 18	0	0
		18–25 years	20	14.1
		26–32 years	75	52.1
		33–39 years	27	18.3
3.	Educational Background	40 years and above	23	15.5
		High School	12	8.5
		Bachelor Degree	88	60.6
		Master Degree	43	29.6
		Ph.D	2	1.4
4.	Employment Status	Students	14	9.9
		Unemployed	0	0
		Employees	110	76.1
		Self-employed	14	9.9
		Others	6	4.2
5.	Monthly Income	Under 150,000 Ks	2	1.4
		150,001–300,000 Ks	70	47.9
		300,001–500,000 Ks	55	38.
		500,001–1,000,000 Ks	12	8.5
		Over 1,000,000 Ks	6	4.2

Source: Survey data (2025)

The initial section of the respondents' profile focuses on their demographic characteristics, which provide a foundational understanding of the sample population for this study. As illustrated in Table 4.1, the survey captured responses from a total of 145 individuals. This diverse respondent base contributes to a more comprehensive analysis of consumer behavior toward foreign and local clothing brands in Yangon.

In terms of gender distribution, the data presents a fairly balanced representation, with 70 male respondents (47.9%) and 75 female respondents (52.1%). This balance between male and female participants allows for a meaningful comparison of consumer behavior patterns across genders. The nearly equal participation also ensures that the analysis is not skewed toward a particular gender group, which is important when evaluating preferences and purchase intentions in the apparel market.

Age distribution, as also detailed in Table 4.1, reveals that the majority of respondents fall within the 26–32 age group, accounting for 75 participants or 52.1%

of the total sample. This age range is often considered to be the most fashion-conscious and economically active segment, making it highly relevant to the objectives of this research. The second-largest age group consists of respondents aged 33–39 years (18.3%), followed by those aged 40 and above (15.5%). The 18–25 age group comprises 14.1% of the respondents, reflecting the presence of younger adult consumers in the sample. Notably, there were no respondents under the age of 18, which is consistent with the survey's target population of adult consumers who are actively involved in clothing purchases and brand selection.

Educational background is another key demographic factor, and Table 4.1 shows that the respondents possess a high level of academic achievement. The largest portion of respondents—88 individuals or 60.6%—hold a bachelor's degree. This is followed by 43 respondents (29.6%) with a master's degree and 2 respondents (1.4%) with a Ph.D. In contrast, only 12 participants (8.5%) have a high school level of education. These findings suggest that most respondents are well-educated, which may influence their awareness of fashion trends, evaluation of product quality, and overall decision-making processes when it comes to clothing brands. The high level of education among participants is particularly relevant, as it may correlate with more critical evaluations of brand image, perceived value, and customer satisfaction.

The employment status of respondents, as reported in Table 4.1, indicates that a significant majority are part of the workforce. A total of 110 respondents (76.1%) are employed, making this the dominant category. Both students and self-employed individuals account for 14 respondents each, representing 9.9% respectively. Additionally, 6 respondents (4.2%) fall under the "others" category, which could include part-time workers, freelancers, or informal sector employees. Interestingly, no participants reported being unemployed. This distribution underscores the economically active nature of the sample, suggesting that most respondents have regular income sources and thus meaningful purchasing power. Such characteristics are important in a consumer behavior study, as income stability often impacts buying frequency, brand preferences, and overall brand engagement.

In terms of monthly income, Table 4.1 shows that a substantial proportion of the respondents fall within the lower to middle-income brackets. The largest income group includes 70 respondents (47.9%) who earn between 150,001 and 300,000 Kyats per month. This is followed by 55 respondents (38.0%) whose monthly income ranges from 300,001 to 500,000 Kyats. A smaller group—12 respondents (8.5%)—reported

earning between 500,001 and 1,000,000 Kyats, while only 6 respondents (4.2%) earn over 1,000,000 Kyats. The lowest income group, those earning under 150,000 Kyats, consists of just 2 respondents (1.4%). These figures highlight that the majority of participants are within the moderate-income range. This demographic characteristic may influence purchasing decisions, particularly in relation to price sensitivity, perceived value, and brand loyalty. It also aligns with the broader market segment that both foreign and local apparel brands typically target.

Overall, the demographic data summarized in Table 4.1 reflects a well-distributed and representative sample of Yangon’s adult consumers. The respondents’ gender, age, education, employment, and income levels collectively provide a strong foundation for analyzing variations in consumer behavior. These characteristics are not only useful for segmentation analysis but also play an essential role in interpreting the statistical results and drawing meaningful conclusions regarding brand awareness, perceived quality, satisfaction, and repurchase intention between foreign and local clothing brands.

4.3.2 Brand Recognition, Brand Usage & Purchase Behavior

This section explores the patterns of brand recognition, usage, and consumer purchase behavior in Myanmar's clothing market, with a particular focus on comparing the foreign brand Next Generation and the local brand Escort.

(A) Brand Recognition

This section examines the level of awareness respondents have of various local and foreign clothing brands, which is essential for understanding consumer preferences.

Table (4.2) Brand Recognition by Respondents

Sr.No	Brand Name	Respondents
1.	Next Generation	74
2.	Escort	91
3.	MDS	12
4.	nichii	13
5.	Victor Soul	17

Source: Survey data (2025)

According to Table (4.2), the data regarding brand preference indicates that respondents were allowed to select more than one clothing brand, resulting in a total number of brand selections exceeding the actual number of respondents (145). Among

the five brands listed, Escort emerged as the most popular, with 91 respondents selecting it, followed closely by Next Generation, which was chosen by 74 respondents. Victor Soul received 17 selections, while nichii and MDS were selected by 13 and 12 respondents, respectively. This distribution highlights a trend of multi-brand engagement among consumers, suggesting that many respondents do not remain loyal to a single brand but instead explore and purchase from multiple clothing brands. This finding validates the selection of Next Generations and Escort as the primary focus of the study, as they represent the most familiar brands to local consumers. The total number of brand selections exceeds the number of respondents (145) because some participants selected more than one clothing brand.

(B) Frequency of Purchasing Clothes from Next Generation and Escort

This compares the purchasing frequency of respondents for the foreign and local brands Next Generation and Escort, highlighting differences in customer loyalty and shopping behavior.

Table (4.3) Comparison of Purchase Frequency: Next Generation and Escort

		Brand Name			
		Next Generation		Escort	
Sr.No	Frequency of Purchasing Clothes	Number of Respondents	Percentage	Number of Respondents	Percentage
1.	Once a month	8	12.3%	6	7.5%
2.	Once every 3 months	6	9.2%	11	13.8%
3.	Twice a year	18	27.7%	29	36.2%
4.	Rarely	33	50.8%	34	42.5%
5.	Total	65	100%	80	100%

Source: Survey data (2025)

As illustrated in Table (4.3), the purchasing habits of customers for both brands show distinct patterns. The frequency of purchase categorized as Rarely represents the largest segment in both datasets. This behavior is significantly more common among Next Generation customers, where over half (50.8%, N=33) fall into this category. In contrast, 42.5% (N=34) of Escort customers report purchasing clothes Rarely.

The data indicates that Escort customers tend to exhibit slightly more frequent purchasing behavior compared to their Next Generation counterparts. The most notable difference is observed in the Twice a year frequency, which constitutes the second-largest segment for both brands. A higher percentage of Escort customers (36.2%, N=29) report purchasing clothes biannually, compared to 27.7% (N=18) of Next Generation customers. Furthermore, Escort customers are more likely to purchase Once every 3 months (13.8%, N=11), a frequency category that accounts for only 9.2% (N=6) of Next Generation customers.

Conversely, Next Generation customers show a higher inclination toward the most frequent purchasing behavior, Once a month, at 12.3% (N=8), while this category only represents 7.5% (N=6) of Escort customers.

In summary, while the majority of customers for both brands are infrequent buyers, the data suggests that Escort customers collectively demonstrate a slightly higher frequency of purchase, particularly in the mid-range frequency categories, compared to Next Generation customers.

(C) Reasons of Purchasing Clothes from Next Generation and Escort

This outlines the main reasons why consumers choose to purchase clothes from Next Generation and Escort, revealing insights into their buying decisions.

Table (4.4) Purchase Reasons: Next Generation and Escort Brand

		Brand Name			
		Next Generation		Escort	
Sr.No	Reasons of Purchasing Clothes	Number of Respondents	Percentage	Number of Respondents	Percentage
1.	Quality	27	41.5%	39	42.4%
2.	Price	6	9.2%	15	16.3%
3.	Fashion Design	12	18.5%	16	17.4%
4.	Brand Reputation	8	12.3%	11	12.0%
5.	Ease of Purchase	12	18.5%	11	12.0%
	Total	65	100%	92	100.0%

Source: Survey data (2025)

Analysis of purchase frequency, as presented in Table 4.4, Quality is the dominant factor influencing purchasing decisions for customers of both brands. Approximately 41.5% of Next Generation respondents and 42.4% of Escort respondents indicated Quality as their primary motivation for purchase.

While Quality is the leading factor for both groups, the influence of other variables differs between the two brands. Next Generation customers show a higher prioritization of Ease of Purchase (18.5%) compared to Escort customers (12.0%). Similarly, Next Generation customers are slightly more influenced by Fashion Design (18.5%) than Escort customers (17.4%).

Conversely, Price holds significantly greater importance for Escort customers than for Next Generation customers. Price was cited by 16.3% of Escort respondents, compared to only 9.2% of Next Generation respondents. The influence of Brand Reputation is nearly identical for both groups, accounting for 12.3% of Next Generation responses and 12.0% of Escort responses. It should be noted that the total number of choices exceeds the number of respondents (80), as some participants selected more than one factor influencing their purchase decision.

In summary, the data indicates that while Quality is universally prioritized, Next Generation customers are notably more influenced by Ease of Purchase, whereas Escort customers are comparatively more sensitive to Price.

4.3.3 Brand Awareness

Brand awareness measures customers' familiarity with the Next Generation and Escort brands. High awareness can lead to stronger consumer preferences and impact purchasing decisions. This study measures the amount of brand identification among respondents in order to better understand their market reach.

(A) Consumer Awareness Channels Next Generation and Escort

It consists of various channels such as friends and word of mouth, social media, online advertisements, in-store experiences, and celebrity or influencer endorsements that contribute to consumer awareness of the Next Generation and Escort brands.

Table (4.5) Comparison of Consumer Awareness Channels for Next Generation and Escort

		Brand Name			
		Next Generation		Escort	
Sr. No	Awareness channel	Number of Respondents	Percentage	Number of Respondents	Percentage
1.	Friends/Word of Mouth	22	33.8%	24	28.9%
2.	Social media	11	16.9%	14	16.9%
3.	Online Ads	7	10.8%	11	13.3%
4.	In Store Experience	25	38.5%	29	34.9%
5.	Celebrity/ Influencer Endorsement	0	0.00%	5	6.0%
	Total	65	100%	83	100%

Source: Survey data (2025)

In table (4.5), the most dominant awareness channel for both brands is In Store Experience. This channel accounts for the highest percentage of awareness for Next Generation (38.5%, N=25) and also represents the largest share for Escort (34.9%, N=29).

A significant reliance on Friends/Word of Mouth is also evident, ranking as the second most common channel for both brands. Next Generation (33.8%, N=22) exhibits a slightly greater dependency on this channel than Escort (28.9%, N=24).

The data indicates that the reliance on Social Media for awareness is identical for both brands, with 16.9% of responses from each group. Escort customers demonstrate a slightly higher awareness derived from Online Ads (13.3%, N=11) compared to Next Generation customers (10.8%, N=7).

A notable difference exists in the utilization of Celebrity/Influencer Endorsement. While this channel accounts for 6.0% (N=5) of awareness for the Escort brand, it is not a contributing factor for Next Generation awareness (0.0%). It is important to note that the total number of responses exceeds the number of respondents (80), as participants could select multiple awareness channels.

In summary, the awareness data highlights that while direct experience (In Store) and personal referrals (Word of Mouth) are the most significant channels for both brands, Escort demonstrates greater diversity in its awareness sources, including a measurable impact from celebrity endorsement and online advertising, which is less evident for Next Generation.

(B) Brand Recognition

Brand recognition refers to consumers’ ability to identify and recall a brand based on its attributes, such as logo, name, or packaging. Assessing brand recognition for Next Generation and Escort helps reveal how effectively these brands connect with their target audience.

Table (4.6) Brand Perception Statistics

Sr.No	Brand	Description	Mean	Standard Diviation
1.	Next Generation	Recognition the brand easily among other clothing brand	2.04	0.14
2.	Escort		2.037	0.03

Source: Survey data (2025)

In table (4.6), the provided data illustrates a comparison between two brands, "Next Generation" and "Escort," based on their mean scores and standard deviations, likely related to brand recognition or perception. Both brands exhibit very similar average recognition levels, with "Next Generation" scoring a mean of 2.04 and "Escort" a slightly lower mean of 2.037. However, a significant difference emerges in their standard deviations, which indicate the variability or spread of the data points around these means. "Next Generation" has a standard deviation of 0.14, suggesting a wider range of opinions or a less consistent perception among respondents regarding its brand recognition. In contrast, "Escort" displays a much smaller standard deviation of 0.03 implying that the individual perceptions or scores for this brand are very tightly clustered around its mean, indicating a highly consistent and uniform recognition among the surveyed group.

4.3.4 Perceived Quality

Perceived quality is consumers' evaluation of a product's overall excellence or superiority. It includes the belief that the brand provides high-quality, durable, and well-crafted clothing that meets expectations and offers good value for the price.

Table (4.7) Respondents' Perceived Quality of Next Generation and Escort

Sr. No	Description	Brand Name			
		Next Generation		Escort	
		Mean	Standard Deviation	Mean	Standard Deviation
1.	I believe this brand provides high-quality clothing.	2.32	0.81	2.08	0.50
2.	The clothes from this brand are well-made and durable.	2.26	0.79	1.98	0.43
3.	The brand's product quality meets my expectations.	2.35	0.83	2.15	0.57
4.	I believe the quality justifies the price of this brand.	2.26	0.75	2.0375	0.29
	Overall Mean	2.29		2.06	

Source: Survey data (2025)

In table (4.7), the data indicates a generally more positive perception of product quality for the Next Generation brand compared to the Escort brand. Next Generation consistently records higher mean scores across all four statements, suggesting that its customers hold a more favorable view regarding the brand's clothing quality.

Specifically, Next Generation customers expressed the strongest agreement regarding the statement, "The brand's product quality meets my expectations," achieving the highest mean score in the entire dataset at 2.35. The brand also performed strongly on the perception of providing high-quality clothing (Mean = 2.32) and the belief that the quality justifies the price (Mean = 2.26). For Next Generation, the mean values across the four statements range from 2.26 to 2.35, with an overall mean of 2.30.

In contrast, Escort has lower mean scores, ranging from 2.04 to 2.15, with an overall mean of 2.06. Its highest mean score was 2.15 for meeting customer expectations, which is lower than any of the mean scores recorded for Next Generation. The lowest mean score for Escort was 1.98 for the statement concerning well-made and durable clothing.

While Next Generation demonstrates higher average scores, the analysis of standard deviations reveals a contrasting insight into customer consensus. Standard deviation measures the dispersion of responses around the mean; lower standard deviations indicate greater agreement among respondents. Escort exhibits substantially lower standard deviations for all four statements, ranging from 0.29 to 0.57. This suggests that Escort customers are highly consistent in their evaluations of the brand's quality.

In comparison, Next Generation displays significantly higher standard deviations, ranging from 0.75 to 0.83. This indicates a greater degree of variability in opinion among Next Generation customers. While their average perception is more favorable, there is less consistency in their views on quality compared to Escort customers.

In summary, Next Generation is associated with a more positive average perception of quality among its customers. However, the Escort brand benefits from a much more uniform customer perception of its quality attributes, indicating a strong level of consistency in consumer evaluation.

4.3.5 Perceived Value

Perceived value includes key beliefs such as receiving good value for money, feeling satisfied with the price paid, gaining better benefits compared to other brands, and the sense that the brand understands and meets customer needs.

Table (4.8) Respondents' Perceived Value of Next Generation and Escort

		Brand Name			
		Next Generation		Escort	
Sr. No	Description	Mean	Standard Deviation	Mean	Standard Deviation
1.	This brand offers good value for the money I spend.	2.26	0.71	2.12	0.64

2.	I feel satisfied with what I receive for the price I pay.	2.26	0.77	2.07	0.49
3.	Compare to other brands, this one provides better benefits.	2.4	0.78	2.35	0.74
4.	I feel this brand understands and meets my needs well.	2.50	0.81	2.32	0.72
	Overall Mean	2.35		2.21	

Source: Survey data (2025)

Table (4.8), the data indicates that the Next Generation brand is consistently perceived more favorably regarding value and benefits compared to the Escort brand. Next Generation maintains higher mean scores across all four statements, suggesting that its customers generally hold a more positive view of the brand’s offerings relative to their cost and expectations.

For Next Generation, the mean scores range from 2.26 to 2.50 across the statements, with an overall mean of 2.36. Next Generation customers provided the highest mean score (2.50) for the statement, “I feel this brand understands and meets my needs well,” indicating strong positive sentiment regarding the brand’s ability to satisfy customer requirements. The brand also scored well on statements concerning value for money and satisfaction with the price paid (both Mean = 2.26), as well as providing better benefits compared to other brands (Mean = 2.40).

In comparison, Escort has mean scores ranging from 2.07 to 2.35, with an overall mean of 2.22. Its highest mean score was 2.35 for providing better benefits compared to other brands, which remains lower than the Next Generation average. Escort’s lowest mean score (2.07) was recorded for the statement, “I feel satisfied with what I receive for the price I pay.”

While Next Generation shows more favorable average perceptions, the analysis of standard deviations highlights differences in the consistency of customer opinions. Standard deviations are generally lower for the Escort brand across the board, ranging from 0.49 to 0.74, compared to Next Generation, where standard deviations range from

0.71 to 0.81. This suggests that Escort customers exhibit greater consensus in their perceptions of value and benefits. The highest level of consensus for Escort is observed in the satisfaction statement (SD = 0.49), indicating a highly consistent response regarding satisfaction for the price paid.

In summary, the statistical data demonstrates that Next Generation is perceived as offering better value and benefits on average. However, Escort customers display a higher level of consistency in their evaluations of the brand's value proposition.

4.3.6 Customer Satisfaction and Repurchase Intention

This part focuses on customer satisfaction and the likelihood of future purchases. It includes overall satisfaction, repeat purchase intention, brand recommendation, and brand preference over others.

Table (4.9) Respondents' Customer Satisfaction and Repurchase Intention of Next Generation and Escort

Sr. No	Description	Brand Name			
		Next Generation		Escort	
		Mean	Standard Deviation	Mean	Standard Deviation
1.	I am satisfied with my overall experience with this brand.	2.21	0.64	2.08	0.55
2.	I will continue to purchase from this brand in the future.	2.27	0.67	2	0.59
3.	I would recommend this brand to friends or family.	2.32	0.73	2.07	0.49
4.	I am likely to choose this brand again over other brands.	2.55	0.84	2.32	0.80
	Overall Mean	2.33		2.11	

Source: Survey data (2025)

Table 4.9, the data indicates that the Next Generation brand consistently demonstrates higher levels of customer satisfaction and stronger repurchase intentions compared to the Escort brand. Next Generation records higher mean scores across all four satisfaction and intention statements.

For Next Generation, the mean scores range from 2.21 to 2.55, with an overall mean of 2.33. Next Generation customers show the strongest positive sentiment for the statement, "I am likely to choose this brand again over other brands," which achieved the highest mean score of 2.55. The brand also exhibits strong intent regarding recommendations (Mean = 2.32) and future purchases (Mean = 2.27), suggesting a high degree of loyalty and positive experience among its customers.

In comparison, Escort shows slightly lower mean scores, ranging from 2.00 to 2.32, with an overall mean of 2.11. Its lowest mean score was 2.00 for the intention to continue purchasing from the brand in the future, indicating a weaker commitment to repurchase compared to Next Generation.

While Next Generation scores higher on average for satisfaction and intention, the analysis of standard deviations highlights a difference in the consistency of customer opinions. Standard deviations are generally lower for the Escort brand for the statements concerning overall experience (0.55), future purchase intention (0.59), and recommendation (0.49). This suggests that Escort customers exhibit a higher level of consensus regarding these aspects of satisfaction and intention.

Next Generation displays higher standard deviations for these same statements, indicating greater variability in customer sentiment. For the statement regarding choosing the brand over others, both brands show comparable variability, with standard deviations of 0.84 for Next Generation and 0.80 for Escort.

In summary, the data demonstrates that Next Generation customers are more satisfied and express stronger intentions for future purchases and recommendations. However, Escort customers exhibit a higher degree of consistency in their evaluations of satisfaction and loyalty.

4.3.6 Brand Choices Comparison

This section compares brand choices between Next Generation and Escort by examining key factors such as brand trust, overall satisfaction, and future purchase intentions. These insights help reveal which brand holds stronger consumer loyalty and long-term appeal.

(A) Better Style

Better style refers to consumers' perception of which brand offers more appealing, fashionable, or trendy clothing. It reflects preferences based on design, aesthetics, and how well the brand's style matches customer tastes.

(Figure 4.1) Better Style Perception



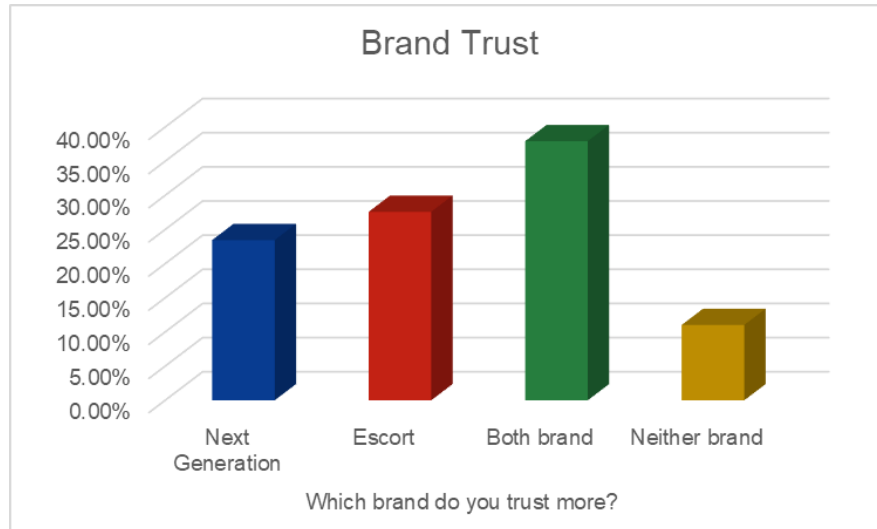
Source: Survey data (2025)

This bar chart effectively illustrates the percentage distribution of respondents' opinions concerning which brand, "Next Generation" or "Escort," is perceived as superior in terms of style, directly addressing the question "Which brand do you think is better in terms of style?". The data reveals a notably balanced perception across the brands within this specific attribute. Approximately 26-27% of respondents identify "Next Generation" as having better style, a proportion nearly identical to those who consider "Escort" to be superior in style (also around 26-27%). Strikingly, a similar percentage, roughly 26-27%, believes that "Both brand" are equally good, highlighting a substantial segment that views them comparably rather than favoring one over the other. A smaller, yet still considerable, group of approximately 21-22% indicates that "Neither brand" is better in terms of style. Consequently, the chart underscores that there is no singular dominant brand in terms of style preference; instead, consumer opinions are almost equally distributed among choosing "Next Generation," "Escort," or "Both brand" as superior, with a significant minority expressing a lack of preference for either.

(B) Brand Trust

Brand trust refers to the confidence consumers have in a brand's reliability, honesty, and ability to meet expectations. It influences customer loyalty and long-term relationships, as trusted brands are more likely to be chosen and recommended.

(Figure 4.2) Consumer Brand Trust



Source: Survey data (2025)

The data clearly indicates that a plurality of respondents place their trust in "Both brand" equally, with this category accounting for a significant proportion (approximately 39-40%). When evaluating individual brand trust, "Escort" is perceived as more trustworthy, garnering around 29% of responses, which is notably higher than "Next Generation" at approximately 26-27%. The smallest proportion of respondents, around 11-12%, indicated trust in "Neither brand." In summary, the chart highlights a strong tendency for consumers to trust both brands concurrently, with "Escort" holding a slight edge over "Next Generation" when chosen individually. Relatively few respondents expressed a lack of trust in both brands.

(C) Overall satisfaction

Overall satisfaction measures how pleased customers are with their entire experience with a brand, including product quality, service, and value. High satisfaction often leads to stronger loyalty and positive word-of-mouth.

(Figure 4.3) Overall Brand Satisfaction and Preference



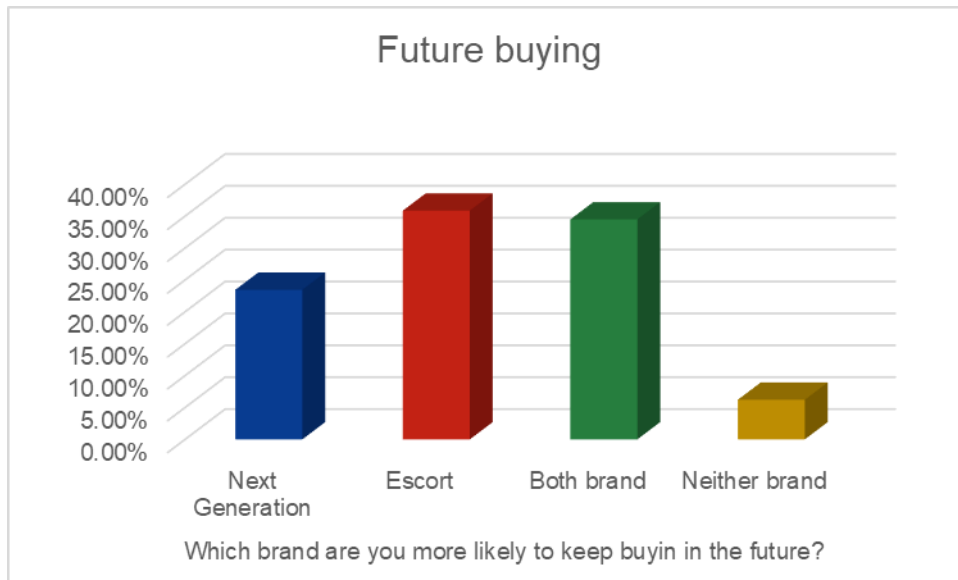
Source: Survey data (2025)

The data clearly indicates that "Escort" is the most preferred brand overall, chosen by approximately 38% of respondents, significantly outperforming the other options. In contrast, "Next Generation" and the option for "Both brand" are equally preferred, each attracting around 23% of respondents. This suggests that while "Escort" holds a clear lead in overall preference, a notable portion of consumers perceives "Next Generation" and a joint preference for both brands similarly. The smallest segment, approximately 17% of respondents, indicated a preference for "Neither brand." In summary, the chart highlights that when consumers weigh multiple factors including price, quality, image, and satisfaction, "Escort" emerges as the distinctly favored brand, while preferences for "Next Generation" and a combined choice of "Both brand" are notably lower but still substantial.

(D) Future Buying

Future buying refers to a customer's intention to purchase from the same brand again. It reflects loyalty and the likelihood of continued patronage based on past experiences.

(Figure 4.4) Consumer Repurchase Likelihood



Source: Survey data (2025)

The data indicates a strong inclination towards future purchasing from "Escort," which is the most favored option at approximately 36%. This is very closely followed by the preference for "Both brand," representing around 34.5% of respondents, suggesting a substantial segment is inclined to continue buying from both brands. In contrast, "Next Generation" is chosen by a notably smaller proportion, around 23-24%, when considered individually for future buying. The option "Neither brand" registers the lowest percentage, at approximately 6%, indicating that a very small minority of respondents is unlikely to purchase from either brand in the future. In summary, the chart highlights a robust future buying intention, primarily directed towards "Escort" and towards continuing to buy from both brands, with "Next Generation" showing a comparatively lower individual future purchase likelihood.

4.4 Analysis of Consumer Behavior Differences

This section examines the differences in consumer behavior across various brand groups and factors using statistical methods. An independent samples t-test was conducted to compare consumer behavior between the two brand groups, Next Generation and Escort, to determine if significant differences exist. Following this, a

one-way ANOVA was performed to assess variations in consumer behavior based on different causes of brand preference, such as quality, price, fashion design, brand reputation, and ease of purchase. To identify which specific groups differed significantly, a Games-Howell post hoc test was applied, providing detailed insights into the factors that most influence consumer behavior.

4.4.1 Descriptive Statistics of Key Consumer Behavior Variables

Descriptive statistics were used to summarize the mean and standard deviation of respondents' evaluations of the five key variables. All items were measured on a 4-point Likert scale.

Table (4.10) Descriptive Statistics for Key Consumer Behavior Variables

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Brand Awareness	145	1	4	1.97	0.471
PQ	145	1.00	4.00	2.1707	0.53009
PV	145	1.00	4.00	2.2810	0.57576
CSRI	145	1.00	4.00	2.2207	0.58147
CB	145	1.00	4.00	2.2048	0.49265
Valid N (listwise)	145				

Source: Survey data (2025)

In table (4.10), the results show that Perceived Value(PV) had the highest mean score (M = 2.28), suggesting that respondents believe they receive good benefits for the price paid. In contrast, Brand Awareness scored the lowest (M=1.97), indicating relatively limited recognition of the brand among the general population. The other variables—Perceived Quality(PQ), Customer Satisfaction and Repurchase Intention (CSRI), and Consumer Behavior(CB) —scored moderately above the midpoint, indicating generally favorable but cautious consumer attitudes.

4.4.2 Independent Samples T-Test

To ascertain whether significant differences existed in Consumer Behavior (CB) between the two distinct brand groups, "Next Generations" and "Escort," an

independent samples t-test was conducted. This analysis aimed to determine if the observed mean differences in Consumer Behavior between these groups were statistically significant or merely due to random variation.

Table (4.11) Group Statistics of Next Generation and Escort

Group Statistics					
	Customerchoice	N	Mean	Std. Deviation	Std. Error Mean
CB	Next generations	65	2.3112	.57683	.07155
	Escort	80	2.1183	.39489	.04415

Source: Survey data (2025)

As shown in table (4.11), the mean score for the Consumer Behavior (CB) variable is higher for Next Generation (Mean = 2.3112, N=65) than for Escort (Mean = 2.1183, N=80). This initial observation suggests a higher average rating for Next Generation regarding customer choice and behavior. Furthermore, the standard deviation for Escort (0.39489) is notably lower than that of Next Generation (0.57683), indicating a higher level of consistency in the responses of Escort customers.

Table (4.12) Independent Samples T-Test

		Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
					Lower	Upper
CB	Equal variances assumed	.018	.19297	.08096	.03294	.35301

Source: Survey data (2025)

As shown in table (4.12), The analysis indicates a statistically significant difference between the mean scores of the two brands. The two-tailed significance value (p-value) is 0.018. As this value is below the conventional alpha level of 0.05, the null hypothesis of no difference between the means is rejected.

The Mean Difference between the groups is 0.19297. This positive difference indicates that the mean score for Next Generation is higher than the mean score for Escort regarding the Consumer Behavior variables.

Furthermore, the 95% Confidence Interval of the Difference ranges from 0.03294 to 0.35301. Since this interval does not include zero, it reinforces the finding of statistical significance, confirming that the observed difference between the means

is reliable. The confidence interval suggests that if the study were repeated, the true difference between the mean scores would likely fall within this range.

In summary, the t-test results demonstrate a statistically significant difference in the assessed Consumer Behavior variables between the Next Generation and Escort brands, with Next Generation scoring significantly higher on average.

4.4.3 One-Way ANOVA test

A one-way ANOVA was conducted to determine whether there were significant differences in Consumer Behavior (CB) based on different causes of brand preference (quality, price, fashion design, brand reputation, and ease of purchase).

Table (4.13) Consumer Behavior scores for each preference group

Descriptives								
Consumer Behaviour								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Quality	59	2.0626	.37913	.04936	1.9638	2.1614	1.00	3.23
Price	27	2.1425	.28759	.05535	2.0287	2.2562	1.54	2.85
Fashion Design	16	1.9567	.26642	.06661	1.8148	2.0987	1.15	2.31
Brand Reputation	10	2.1462	.36882	.11663	1.8823	2.4100	1.62	2.85
Ease of Purchase	33	2.6480	.64646	.11253	2.4188	2.8772	1.69	4.00
Total	145	2.2048	.49265	.04091	2.1239	2.2856	1.00	4.00

Source: Survey data (2025)

As shown in table (4.13), the initial descriptive analysis of Consumer Behavior scores for each preference group revealed interesting patterns. Customers who prioritized "Ease of Purchase" exhibited the highest mean Consumer Behavior score (M = 2.6480, SD = 0.64646, N = 33), suggesting that this factor may be strongly associated with higher levels of customer engagement or activity. Conversely, customers primarily driven by "Fashion Design" showed the lowest mean Consumer

Behavior score (M = 1.9567, SD = 0.26642, N = 16). The remaining groups—"Quality" (M = 2.0626, SD = 0.37913, N = 59), "Price" (M = 2.1425, SD = 0.28759, N = 27), and "Brand Reputation" (M = 2.1462, SD = 0.36882, N = 10)—demonstrated relatively similar mean Consumer Behavior scores, clustering around the overall mean of 2.2048 (SD = 0.49265, N = 145). These observed differences in mean Consumer Behavior across the brand preference categories set the stage for the ANOVA, which will statistically determine if these variations are significant or merely due to chance.

4.4.4 Post Hoc Analysis

Post Hoc Analysis is a follow-up test conducted after ANOVA to identify which specific groups differ significantly from each other. It helps pinpoint where the differences lie when the overall test indicates significant variation among multiple groups.

Table (4.14) The Results of the Games-Howell Post Hoc Test

Multiple Comparisons							
Dependent Variable: CB							
	(I) Causes of Brand Choice	(J) Causes of Brand Choice	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Games-Howell	Quality	Price	-.07987	.07416	.818	-.2879	.1282
		Fashion Design	.10585	.08290	.707	-.1331	.3448
		Brand Reputation	-.08357	.12665	.961	-.4849	.3178
		Ease of Purchase	-.58544*	.12288	.000	-.9347	-.2361
	Price	Quality	.07987	.07416	.818	-.1282	.2879
		Fashion Design	.18572	.08660	.226	-.0638	.4352
		Brand Reputation	-.00370	.12910	1.000	-.4090	.4015
		Ease of Purchase	-.50557*	.12541	.002	-.8616	-.1496

	Fashion Design	Quality	-.10585	.08290	.707	-.3448	.1331
		Price	-.18572	.08660	.226	-.4352	.0638
		Brand Reputation	-.18942	.13431	.631	-.6046	.2257
		Ease of Purchase	-.69129*	.13077	.000	-1.0624	-.3201
	Brand Reputation	Quality	.08357	.12665	.961	-.3178	.4849
		Price	.00370	.12910	1.000	-.4015	.4090
		Fashion Design	.18942	.13431	.631	-.2257	.6046
		Ease of Purchase	-.50186*	.16207	.034	-.9752	-.0285
	Ease of Purchase	Quality	.58544*	.12288	.000	.2361	.9347
		Price	.50557*	.12541	.002	.1496	.8616
		Fashion Design	.69129*	.13077	.000	.3201	1.0624
		Brand Reputation	.50186*	.16207	.034	.0285	.9752
*. The mean difference is significant at the 0.05 level.							

Source: Survey data (2025)

Following the one-way ANOVA, Games-Howell post hoc multiple comparisons were conducted to identify specific brand preference categories that significantly differed in terms of customer behavior. The Games-Howell test was chosen because it's reliable for comparing groups with different spread in their data.

As Table (4.14), the results of the Games-Howell post hoc test revealed significant differences in customer behavior primarily involving the "Ease of Purchase" category. Specifically, "Ease of Purchase" exhibited a significantly higher mean customer behavior score compared to "Quality" (Mean Difference = 0.58544, $p = 0.000$). The 95% confidence interval for this difference ranged from 0.2361 to 0.9347, indicating a substantial and reliable distinction.

Similarly, "Ease of Purchase" showed a significantly higher mean customer behavior score than "Price" (Mean Difference = 0.50557, $p = 0.002$), with a 95% confidence interval ranging from 0.1496 to 0.8616.

The largest mean difference was observed between "Ease of Purchase" and "Fashion Design" (Mean Difference = 0.69129, $p = 0.000$), further highlighting a strong positive association with customer behavior for "Ease of Purchase." The corresponding 95% confidence interval was between 0.3201 and 1.0624.

Lastly, "Ease of Purchase" also demonstrated a significantly higher mean customer behavior score when compared to "Brand Reputation" (Mean Difference = 0.50186, $p = 0.034$). The 95% confidence interval for this comparison was 0.0285 to 0.9752.

Conversely, no statistically significant differences in customer behavior were found among the pairwise comparisons of "Quality," "Price," "Fashion Design," and "Brand Reputation" (all p -values > 0.05). This suggests that while "Ease of Purchase" distinctly stands out as a driver of higher customer behavior, the levels of customer behavior among those prioritizing "Quality," "Price," "Fashion Design," and "Brand Reputation" do not significantly differ from one another. These findings underscore the unique importance of "Ease of Purchase" in influencing customer behavior within the studied context. These negative values reflect a clear consumer preference for purchasing convenience, suggesting that ease of buying a product now outweighs traditional considerations such as product quality, cost, design, or brand image. This shift highlights a modern trend in consumer behavior where simplicity and accessibility in the buying process are key drivers of brand preference.

The analysis of mean differences from the Games-Howell Post-Hoc Test reveals a compelling insight: Ease of Purchase emerges as the most significant driver of brand choice among consumers in this study. The consistent negative values in the mean difference (I-J) when comparing other factors to Ease of Purchase underscore its dominant influence. Specifically, factors like Quality (mean difference = -0.58544 , $p=0.000$), Price (mean difference = -0.50557 , $p=0.002$), Fashion Design (mean difference = -0.69129 , $p=0.000$), and even Brand Reputation (mean difference = -0.50186 , $p=0.034$) were all rated significantly lower than Ease of Purchase. This suggests a notable shift in consumer priorities, where the convenience and accessibility of the buying process are now more highly valued than traditional brand considerations such as product attributes, cost-effectiveness, aesthetic appeal, or established brand

image. These findings highlight a contemporary consumer behavior trend where the efficiency and simplicity of a transaction increasingly outweigh other perceived benefits, reshaping the landscape of brand preference.

CHAPTER V

CONCLUSION

5.1 Findings

This chapter presents the key findings derived from the analysis of survey data in Chapter 4, offering a comprehensive understanding of consumer behavior towards foreign (Next Generation) and local (Escort) clothing brands in Yangon. These findings are presented in alignment with the research objectives and draw directly from the descriptive statistics, t-tests, and ANOVA results presented in the preceding chapter. The demographic profile of the 145 respondents (Table 4.1) indicated a predominantly female sample (62.1%), aged 26-32 years (38.6%), suggesting young to middle-aged adult women are key consumers. The majority were highly educated, with bachelor's (60.6%) and master's (29.6%) degrees, and employed in the private sector (48.3%), reflecting a well-educated consumer base with stable purchasing power.

Brand usage and purchase frequency (Table 4.3) revealed that both brands were purchased "Rarely" by a significant proportion of customers (Next Generation: 50.8%; Escort: 42.5%). However, Escort customers showed slightly more frequent purchasing, particularly "Twice a year" (36.2% for Escort vs. 27.7% for Next Generation), indicating a higher sustained engagement for the local brand.

Brand awareness (Table 4.5) was moderate for both brands, primarily driven by in-store visits and word-of-mouth. While Next Generation had a slightly higher average awareness, Escort demonstrated significantly more consistent and uniform recognition across respondents, suggesting stronger and more stable local market visibility. Celebrity or influencer marketing played a minimal role for both, underscoring the dominance of traditional, community-driven marketing in Myanmar's fashion retail landscape.

In terms of perceived quality (Table 4.7), Next Generation was rated more favorably, consistently achieving higher mean scores (overall mean 2.29 vs. Escort's 2.06) across aspects like durability, consistency, and price justification. Next Generation customers strongly agreed their product quality met expectations (mean 2.35). In contrast, Escort's lower average quality ratings were accompanied by

substantially lower standard deviations, indicating greater consistency in customer evaluations, despite a more modest reputation. Both brands showed room for improvement in durability and price-quality alignment.

Similarly, for perceived value (Table 4.8), Next Generation consistently maintained higher mean scores (overall mean 2.35 vs. Escort's 2.21), with strong agreement on meeting customer needs (mean 2.50). Yet, Escort again exhibited lower standard deviations, suggesting a more uniform understanding of its value proposition among its customers.

Customer satisfaction and repurchase intention (Table 4.9) indicated Next Generation's lead in average positive sentiment (overall mean 2.33 vs. Escort's 2.11), particularly in the likelihood of choosing the brand again (mean 2.55). Conversely, Escort had lower mean scores for future purchase intentions (2.00) but displayed lower standard deviations, suggesting higher consistency in its customers' satisfaction and loyalty evaluations. An independent samples t-test confirmed Next Generation's statistically significant lead in consumer behavior scores, including stronger emotional attachment, loyalty, and repurchase intent, reflecting its more entrenched market position. Escort's weaker performance in these areas suggests challenges in long-term customer engagement.

Nuanced insights into brand choices emerged from Section 4.3.6 (Figures 4.1-4.4). For style perception (Figure 4.1), no single brand dominated, with opinions nearly equally split between Next Generation, Escort, and "Both brand," while a notable segment found "Neither brand" superior. Consumer brand trust (Figure 4.2) saw a plurality trusting "Both brand" equally, but when chosen individually, Escort was perceived as slightly more trustworthy. For overall brand satisfaction and preference (Figure 4.3), Escort emerged as the most preferred brand (38%), significantly outperforming Next Generation and "Both brand." This preference extended to consumer repurchase likelihood (Figure 4.4), where Escort was the most favored option for future purchases (36%), closely followed by "Both brand."

The negative mean differences observed in the Games-Howell Post-Hoc Test reflect how consumers comparatively rated the importance of different causes of brand choice. In this study, all statistically significant negative values were found when comparing various causes (Quality, Price, Fashion Design, and Brand Reputation) with Ease of Purchase. For instance, the mean difference between Quality and Ease of Purchase was -0.58544 ($p = 0.000$), meaning consumers rated Ease of Purchase

significantly higher than Quality. Similarly, Price was rated lower than Ease of Purchase with a mean difference of -0.50557 ($p = 0.002$), and Fashion Design was also rated significantly lower, showing a mean difference of -0.69129 ($p = 0.000$). Even Brand Reputation, often considered a critical factor in consumer decision-making, was rated lower than Ease of Purchase, with a mean difference of -0.50186 ($p = 0.034$). These findings reveal that among the various causes of brand choice examined, Ease of Purchase holds the most influence for the respondents. Consumers in this study prioritized the convenience and accessibility of purchasing over factors like product quality, affordability, aesthetic appeal, or brand image. This suggests a shift in consumer behavior where ease and efficiency in the buying process outweigh traditional brand-related considerations.

Analysis of motivating factors influencing purchasing behavior indicated that consumers prioritizing ease of purchase exhibited the highest behavioral engagement. Convenience, product availability, and shopping accessibility were more influential than product quality, pricing, or fashion appeal, suggesting a streamlined shopping experience is critical for loyalty in Yangon. Conversely, fashion design as a primary motivation exhibited the weakest consumer behavior scores, implying it attracts initial attention but is less effective for long-term relationships.

In summary, Next Generation holds a stronger position in the Yangon market in terms of perceived quality, customer satisfaction, and brand loyalty. While Escort demonstrated more consistent consumer perceptions, its overall performance across key behavioral indicators was weaker. Despite affordability supporting the local brand's relevance, challenges remain in brand image, fashion appeal, and emotional engagement. To enhance competitiveness, local brands must improve customer experience, invest in contemporary design, and cultivate emotional connections through brand storytelling, social media, and cohesive brand identity, moving beyond reliance on price and practicality to foster deeper loyalty and sustained engagement in Myanmar's competitive fashion retail landscape.

5.2 Suggestions

5.2.1 Suggestions for Next Generation (Foreign Clothing Brand)

Based on the study findings, several recommendations can be made for Next Generation to further strengthen its market position and deepen consumer relationships in the Yangon clothing market. Although Next Generation performed better than Escort

in most consumer behavior metrics—including perceived quality, satisfaction, and repurchase intention—there remains room for strategic improvements that can sustain and enhance its competitive edge.

One area that warrants attention is brand awareness. Despite being a prominent foreign brand with a strong retail presence in major shopping centers, Next Generation received a relatively low average score in brand awareness. This indicates that while some consumers are familiar with the brand, recognition is inconsistent and may not extend beyond current customer segments. Therefore, the brand should enhance its visibility through integrated marketing campaigns, especially across digital platforms. Leveraging social media advertising, engaging with Myanmar-based influencers, and hosting in-store or seasonal promotional events could help improve brand recall and attract new audiences.

The study also revealed that perceived quality and value significantly influence consumer behavior. Consumers view Next Generation as a quality-focused brand, but there is variability in how this quality is experienced. To address this, the company should ensure consistency in product durability, design, and pricing. Maintaining high standards in fabric selection and tailoring can reinforce its image as a reliable and premium mid-market brand. In addition, offering value-added services such as loyalty cards, member-only discounts, or personalized shopping experiences may help enhance customers' perceived value and reinforce repurchase intentions.

Although quality was the top reason consumers chose the brand, many also valued ease of purchase and fashion design. This suggests that Next Generation must continue to prioritize accessibility and aesthetics. Maintaining well-stocked retail outlets, convenient shopping experiences, and visually appealing merchandise displays can strengthen emotional engagement and drive more frequent visits. Expanding payment options, improving store navigation, or offering online shopping could also align the brand more closely with evolving consumer expectations.

Another area of opportunity lies in strengthening emotional connections with the brand. As consumers increasingly value authenticity, ethical practices, and social responsibility, Next Generation can benefit from incorporating sustainability-oriented initiatives into its operations. Highlighting eco-friendly production, supporting local communities, or implementing fair labor practices can positively shape brand perception and appeal to the values of younger, socially conscious buyers.

In conclusion, while Next Generation holds a strong position in terms of consumer loyalty and satisfaction, it must continue to evolve to maintain relevance in Myanmar's dynamic fashion industry. Strategic investments in brand communication, product consistency, customer experience, and value-driven branding will allow it to deepen consumer trust and remain a preferred choice among fashion-conscious consumers in Yangon.

5.2.2 Suggestions for Escort (Local Clothing Brand)

Based on the findings of this study, Escort, as a local clothing brand, shows potential for growth but currently faces several challenges in consumer perception and engagement. While the brand is known for offering trendy styles at affordable prices, it underperforms in critical areas such as customer satisfaction, brand loyalty, and repurchase intention when compared to its foreign competitor, Next Generation. In order to remain competitive in the evolving fashion landscape of Yangon, Escort must take strategic steps to strengthen its brand position and consumer appeal.

One key area for improvement is increasing brand visibility. Although Escort is a recognized name among local consumers, its physical presence in prime retail locations is limited. Compared to Next Generation, which has multiple outlets in major shopping malls across Yangon, Escort maintains fewer stores in high-traffic commercial areas. This reduced visibility limits consumer access and weakens brand familiarity, especially among younger urban shoppers who frequent modern retail spaces. To address this, Escort should expand its presence in popular malls and shopping districts, ensuring that the brand is more accessible and top-of-mind for everyday consumers. This can be further supported by enhanced promotional strategies, including digital marketing, influencer collaborations, and seasonal pop-up stores to increase brand reach and engagement.

Improving product quality is also essential. While affordability is a strength, the study indicates that quality plays a key role in driving repeat purchases and building customer trust. Escort should aim to improve fabric standards, garment durability, and overall product consistency without significantly raising prices. Offering a dedicated premium line or limited-edition collections could help reposition the brand as not only affordable but also reliable and stylish.

In terms of perceived value, Escort has a unique opportunity to highlight its identity as a homegrown brand. By embracing its local origins, showcasing domestic

production, and supporting Myanmar designers or artisans, Escort can connect with consumers on a cultural and emotional level. Communicating this identity through its branding and storytelling could help distinguish Escort from foreign brands and foster a stronger emotional bond with customers.

To address lower levels of customer satisfaction and repurchase intention, Escort should enhance the overall customer experience. This could include introducing membership programs, offering customer feedback channels, and improving service at the point of sale. Small changes such as user-friendly store layouts, attentive staff, and flexible return policies can greatly influence consumer perceptions and promote repeat shopping.

Furthermore, Escort must focus on creating a stronger emotional connection with its audience. In today's competitive retail market, functional benefits like price and convenience are not sufficient to maintain long-term loyalty. Consumers are increasingly drawn to brands that reflect their values and identity. By maintaining consistent branding, showing transparency in operations, and actively engaging in local communities or social initiatives, Escort can cultivate deeper brand loyalty among its customers.

In conclusion, Escort's strengths in affordability and fashion design offer a solid foundation. However, to remain competitive and strengthen consumer loyalty, the brand must invest in expanding its retail footprint, improving product quality, and enhancing emotional engagement. With strategic adjustments in these areas, Escort has the potential to establish itself as a leading and trusted local brand in Myanmar's fashion retail industry.

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APPENDIXES

Questionnaire

A Comparative Study on Consumer Behavior of Foreign and Local Clothing Brand in Yangon (Case Study: Next Generation and Escort)

Section A: Demographic Information

1. Please identify your gender.
 - Male
 - Female
2. Please select your age.
 - Under 18 years
 - 18 – 25 years
 - 25 – 32 years
 - 32 – 39 years
 - Above 40 years
3. Please identify your highest level of education.
 - High School
 - Bachelor degree
 - Master degree
 - Ph D Degree
4. Please identify your current occupational status.
 - Student
 - Unemployed
 - Employee
 - Self-Employed
 - Other
5. Monthly Income (Kyats)
 - Less than 150,000 Ks
 - 150,001-300,000 Ks
 - 300,001-500,000 Ks
 - 500,001-1,000,000 Ks
 - Over 1,000,000 Ks

Section B: Brand Usage & Purchase Behavior

6. Which of the following clothing brands do you recognize the most?
 - Next Generations
 - Escort
 - MDS
 - Nichii
 - Victor Soul
7. Which clothing brand have you purchased most recently?
 - a. Escort (Local)
 - b. Next Generation (Foreign)
8. How often do you purchase clothing from the brand you chose?
 - a. Once a month
 - b. Once every 3 months
 - c. Twice a year
 - d. Rarely
9. What is the main reason you purchase from that brand?
 - a. Quality
 - b. Price
 - c. Style
 - d. Brand reputation
 - e. Accessibility

Section C: Brand Awareness

10. How did you first learn about this brand?
 - a. Friends/Word of mouth
 - b. Social Media
 - c. Online Ads

- d. In-store Experience
- e. Celebrity/Influencer Endorsement

11. Do you recognize this brand easily among other clothing brands?

- a. Strongly Agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly Disagree

Section D: Perceived Quality

12. I believe this brand provides high-quality clothing.

- Strongly Disagree
- Disagree
- Agree
- Strongly Agree

13. The clothes from this brand are well-made and durable.

- Strongly Disagree
- Disagree
- Agree
- Strongly Agree

14. The brand's product quality meets my expectations.

- Strongly Disagree
- Disagree
- Agree
- Strongly Agree

15. I believe the quality justifies the price of this brand.

- Strongly Disagree
- Disagree

- Agree
- Strongly Agree

Section E: Perceived Value

16. This brand offers good value for the money I spend.

- Strongly Disagree
- Disagree
- Agree
- Strongly Agree

17. I feel satisfied with what I receive for the price I pay.

- Strongly Disagree
- Disagree
- Agree
- Strongly Agree

18. Compared to other brands, this one provides better benefits.

- Strongly Disagree
- Disagree
- Agree
- Strongly Agree

19. I feel this brand understands and meets my needs well.

- Strongly Disagree
- Disagree
- Agree
- Strongly Agree

Section F: Customer Satisfaction & Repurchase Intention

20. I am satisfied with my overall experience with this brand.

- Strongly Disagree
- Disagree

- Agree
- Strongly Agree

21. I will continue to purchase from this brand in the future.

- Strongly Disagree
- Disagree
- Agree
- Strongly Agree

22. I would recommend this brand to friends or family.

- Strongly Disagree
- Disagree
- Agree
- Strongly Agree

23. I am likely to choose this brand again over other brands.

- Strongly Disagree
- Disagree
- Agree
- Strongly Agree

Section G: Comparison

24. Which brand do you think is better in terms of style?

- a. Escort
- b. Next Generation
- c. Both are similar
- d. Can't say

25. Which brand do you trust more?

- a. Escort
- b. Next Generation
- c. Both

d. Neither

26. Overall, which brand do you prefer based on price, quality, image, and satisfaction?

- Escort
- Next Generation
- Both
- Not sure

27. Which brand are you more likely to keep buying in the future?

- Escort
- Next Generation
- Either
- Neither