

**YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF COMMERCE
MASTER OF MARKETING MANAGEMENT PROGRAMME**

**FACTORS AFFECTING CONSUMER PURCHASE INTENTION
TOWARD OPPO SMARTPHONES**

**AUNG MYO SET
ROLL NO. 2
MMM 3rd BATCH**

JUNE, 2025

FACTORS AFFECTING CONSUMER PURCHASE INTENTION TOWARD OPPO SMARTPHONES

This thesis is submitted to the Board of Examiners in partial fulfilment of the requirements for the degree of Master of Marketing Management.

Supervised By:

Dr. Aye Thu Htun
Professor
Department of Commerce
Yangon University of Economics

Submitted By:

Aung Myo Set
MMM II – 2
MMM - 3rd Batch
(2023 – 2025)

JUNE, 2025

ACCEPTANCE

Accepted by the Board of Examiners of the Department of Commerce, Yangon University of Economics, in partial fulfilment for the requirements of the Master Degree, Master of Marketing Management.

BOARD OF EXAMINERS

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Rector

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(Supervisor)

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Yangon University of Economics

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Department of Commerce

Yangon University of Economics

(Examiner)

Prof. Dr. Aye Thanda Soe

Professor

Department of Commerce

Yangon University of Economics

(Examiner)

Prof. Dr. May Su Myat Htway Aung

Professor

Department of Commerce

Yangon University of Economics

JUNE, 2025

ABSTRACT

This study investigates the key factors influencing consumer purchase intention toward OPPO smartphones. It focuses on five main independent variables: brand image, product features, product price, advertising, and social influence, examining their impact on the dependent variable, purchase intention. A quantitative research methodology was employed, utilizing a structured questionnaire distributed to 385 respondents selected through systematic sampling method. Data analysis was conducted using descriptive statistics, correlation analysis, and multiple regression analysis. The findings reveal that all five factors positively and significantly influence purchase intention. Specifically, social influence emerged as the most dominant factor, followed by product features, advertising, product price, and brand image, each contributing positively to purchase intent. The regression model demonstrated strong predictive power, explaining a substantial portion of the variance in consumer purchase intention. These results suggest that OPPO success in Myanmar is heavily tied to its ability to leverage peer influence, offer compelling product features, implement effective advertising campaigns, maintain competitive pricing, and cultivate a positive brand image. The study provides practical insights for smartphone marketers and contributes to the academic understanding of consumer behaviour in an emerging market.

ACKNOWLEDGEMENTS

First and foremost, I extend my deepest gratitude to Professor Dr. Tin Tin Htwe, Rector of Yangon University of Economics, for the invaluable opportunity to pursue the Master of Marketing Management (Online) Course.

I am also profoundly grateful to Professor Dr. Thynn Thynn Myint, Head of the Department of Commerce, Yangon University of Economics, for her positive encouragement and valuable suggestions that were instrumental in completing this thesis.

I am especially grateful to my supervisor, Programme Director and Professor of the Department of Commerce, Professor Dr. Aye Thu Htun. Her invaluable guidance, thoughtful suggestions, unwavering support, and expertise were truly instrumental in shaping this thesis to its final form.

Furthermore, special thanks are extended to Professor Dr. Aye Thanda Soe, Professor Dr. May Su Myat Htway Aung, and Associate Professor Dr. Phu Pwint Nyo Win Aung from the Department of Commerce, Yangon University of Economics, for their kind support and encouragement throughout this academic journey.

I am especially grateful to my beloved mother, Daw Win Min Than, for her unconditional love and support; to my dear spouse, Ma May Zon, whose patience and encouragement have sustained me; and to my beloved son, Mg Sitt Aung Khant, whose smile has been my daily motivation.

I am immensely grateful to my supportive friends, whose unwavering encouragement, uplifting presence, and genuine camaraderie have enriched this journey and made it truly meaningful. My heartfelt appreciation also goes to my colleagues for their continued collaboration, inspiration, and thoughtful support throughout every stage of this academic pursuit.

Finally, I extend my sincere thanks to all individuals who contributed in various ways to the successful completion of this thesis. Your support, guidance, and encouragement have been invaluable, and I deeply cherish every effort made to assist me in this endeavour.

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CHAPTER I

INTRODUCTION

In the digital age, smartphones have evolved from luxury gadgets into everyday necessities, driving communication, productivity, and entertainment across the globe. The rapid advancement of technology has not only increased smartphone functionality but also intensified market competition, particularly in developing economies such as Myanmar. With the rise of smartphone usage in Myanmar, consumers are faced with an array of choices, making it increasingly important for companies to understand the factors that drive purchase intention in this dynamic market (Statista, 2023).

Consumer purchase intention, defined as the likelihood that a consumer will buy a specific product or brand, is shaped by a combination of cognitive, emotional, and social influences (Kotler & Keller, 2016). In the context of smartphones, several factors have consistently emerged in marketing literature as significant predictors of consumer behaviour. These include brand image, which influences perceptions and trust; product features, which fulfil consumer needs and preferences; product price, which determines perceived value; social influence, which stems from peer and cultural expectations; and advertising, which helps create awareness and influence attitudes (Schiffman, L. G., & Wisenblit, J. L., 2019).

According to the Keller (2013), Brand image plays a crucial role in establishing consumer loyalty and differentiation in a crowded marketplace. A strong, favourable brand image can build emotional connections that go beyond product attributes (Keller, 2013). Similarly, product features such as camera quality, battery life, and design directly impact functional satisfaction and can be key determinants in consumer choice (Kotler & Keller, 2016). Price also remains a fundamental factor, particularly in emerging markets where income sensitivity is higher, and consumers often weigh cost against perceived quality (Monroe, 2003).

Social influence including recommendations from friends, family, influencers, and online communities affects purchase decisions by reinforcing perceived value or social acceptance (Ajzen, 1991). Advertising continues to play a powerful role in shaping awareness, brand recall, and emotional appeal through strategic content and digital engagement (Belch, G. E., & Belch, M. A., 2018). Together, these variables

form a multidimensional framework through which marketers can better understand and influence consumer' purchasing behaviour.

In smart phone markets, OPPO is one of the smart phones imported to Myanmar. OPPO, founded in 2004 and headquartered in Shenzhen, China, is a leading global smartphone brand known for its innovative technology and consumer focused products. The company has expanded its presence globally, and in Myanmar, OPPO is represented by OPPO Telecommunications Myanmar Co., Ltd. This subsidiary, established in 2013, manages the distribution and service of OPPO smartphones across the country. OPPO's success in Myanmar is attributed to its range of affordable yet feature-rich smartphones, which cater to diverse consumer needs. Popular models include the Reno, F, and A series, known for their camera quality and sleek designs (Myanmar Tech Press, 2020).

In Myanmar, OPPO's market presence is further reinforced through an extensive retail network and online platforms, providing both sales and after-sales services to its consumers. The company's innovations, particularly in camera technology, fast charging, and user experience enhancements through its ColorOS operating system, have garnered significant attention from Myanmar's smartphone users (OPPO, 2021). As part of its strategy, OPPO has also ventured into IoT products, such as smartwatches and wireless earphones, aiming to build an integrated smart ecosystem (Myanmar Tech Press, 2020). In Myanmar, OPPO is a top smartphone brand due to its innovation and customer happiness.

The study examines how brand image, product attributes, pricing, social impact, and advertising affect OPPO smartphone buying intention and decision in Myanmar.

1.1 Rationale of the Study

In today's competitive smartphone market, understanding the factors that drive consumer behaviour is more important than ever. For brands like OPPO, which is gaining popularity across Myanmar, gaining insight into what influences consumers to choose their smartphones over others can significantly impact marketing strategy and business performance. Although OPPO has established a strong presence in the country, it continues to face intense competition from numerous global and regional brands. This study provides the justification for conducting a research project by explaining

why the study is necessary and what it aims to achieve. Within the context of Myanmar's rapidly expanding smartphone industry, it is essential to examine the specific factors that shape consumer purchase intentions particularly toward rising brands like OPPO. While OPPO's growth has been driven by affordable pricing, camera-focused innovations, and aggressive advertising efforts, the brand must develop a deeper understanding of what truly motivates consumer decisions to sustain growth and remain competitive in an increasingly saturated market. This study is necessary because consumer purchase intention is shaped by a complex set of factors that must be examined in detail to inform strategic decision-making. Specifically, this study focuses on five key independent variables brand image, product features, product price, advertising, and social influence which are known the roles in shaping consumer purchase intention in the smartphone industry. Understanding how each of these variables impacts purchase intention will help marketers design more effective campaigns and product strategies.

Consumers judge a brand's legitimacy, dependability, and value by its image. Brand strength increases client trust and purchase probability (Keller, 2013). In a competitive smartphone industry, camera quality, battery life, and design are crucial. Since cellphones are multipurpose and used everyday, people value product specs and usefulness (Kotler & Keller, 2016).

Product's price is another key factor, especially in developing markets like Myanmar, where many consumers are price conscious. Understanding how OPPO's pricing affects consumer intentions allows for better alignment with market demand. In addition, advertising through digital platforms, television, influencers, and traditional media plays a central role in shaping brand awareness and influencing purchasing decisions. OPPO's aggressive use of both online and offline media provides an ideal context to assess advertising's effectiveness.

Lastly, social influence is highly relevant in Myanmar's collectivist culture, where consumers often rely on the opinions of friends, family, and online reviews before making purchases (Hofstede, 2001). In an era of increasing digital connectivity, peer recommendations and social validation have become even more powerful in shaping consumer purchase intention.

This study aims to examine how these five variables collectively and individually influence consumer purchase intention toward OPPO smartphones in Myanmar. The findings will provide actionable insights for OPPO and other

smartphone brands to refine their marketing mix, enhance consumer engagement, and build long-term brand loyalty. Furthermore, this study contributes to academic literature by addressing the gap in study on consumer purchase intention in Myanmar's smartphone industry a relatively underexplored emerging market.

1.2 Objective of the Study

The main objectives of this study are:

- (i) To identify the factors affecting consumer purchase intention toward OPPO smartphones
- (ii) To analyse the factors affecting consumer purchase intention toward OPPO smartphones

1.3 Scope and Method of the Study

This study mainly focuses on the factors affecting consumer purchase intention toward OPPO smartphones. Specifically, the study emphasizes five key variables: brand image, product features, product price, social influence, and advertising. These variables are selected based on their relevance to OPPO smartphone users within the context of Myanmar.

A quantitative research method is employed to gather and analyze data. Both primary and secondary data sources are utilized. The target population consists of potential customers who visit the OPPO Myay Ni Gone branch. Since the target population is unknown and large, the Cochran (1977) formula is used to determine the sample size. Based on Cochran (1977), the sample size is 385 customers with a 5% margin of error. Therefore, 385 customers are selected using a systematic sampling method to collect primary data.

A structured questionnaire on a 5-point Likert scale measures agreement with study variable statements to obtain primary data. Academic publications, textbooks, and relevant foreign research from reliable web databases provide secondary data. Surveys occur in May 2025. To meet research goals, descriptive statistics, correlation analysis, and multiple regression analysis are used.

1.4 Organization of The Study

This research has five extensive chapters. Introduction, objectives, study rationale, scope, technique, and paper structure are covered in Chapter One. Chapter Two reviews brand image, product attributes, product pricing, advertising, social impact, and purchase intention literature, as well as pertinent past research and the conceptual foundation for this study. Chapter Three introduces OPPO and examines buying intention elements. Chapter Four examines customer purchase intention for OPPO smartphones. Chapter Five concludes the thesis with results, discussion, suggestions, and research directions.

CHAPTER II

THEORETICAL BACKGROUND

This chapter examines OPPO smartphone buying intention elements. It includes the study's theoretical backdrop, relevant theory, prior research' conclusions, and conceptual framework.

2.1 Concept of the Consumer Purchase Intention

In the field of consumer behaviour, purchase intention stands as a cornerstone concept, widely acknowledged as a robust and essential antecedent to actual buying behavior. Fundamentally, it represents the likelihood or willingness of a consumer to consciously plan and execute the acquisition of a specific product or brand within a defined future period (Ajzen, 1991). This intention is not merely a passive inclination but rather an active, cognitive, and volitional readiness that reflects a consumer's decision to exert effort towards a particular purchasing act (Fishbein & Ajzen, 1975). It is the culmination of a series of internal processes, including information acquisition, the evaluation of available alternatives, and the formation of attitudes and preferences concerning various market offerings (Keller, 2013).

Consumers, in their decision-making journey, move through various stages, and purchase intention typically emerges at a critical pre-purchase phase, following initial awareness and interest, but prior to the final transaction (Solomon, 2018). At this stage, the consumer has processed relevant information and developed a predisposition to act, making a mental commitment to buy a specific item. This commitment can manifest as a general willingness, a specific plan, or a strong desire, all of which underscore the consumer's readiness to allocate resources (such as money and time) to acquire the product (Schiffman & Wisenblit, 2019). The strength of this intention often varies based on the perceived value, necessity, or desirability of the product, as well as the consumer's confidence in their decision.

Despite the acknowledgment of a potential "intention-behavior gap" where intentions do not always perfectly translate into actual purchases due to unforeseen external circumstances or last-minute considerations (Sheeran, 2002), purchase intention remains the most reliable and frequently utilized proxy for predicting subsequent buying behavior in marketing and consumer research (Spears & Singh, 2004). Its

predictive power makes it an invaluable metric for researchers seeking to understand consumer psychology and for businesses aiming to anticipate market demand. By measuring purchase intentions, firms can gain crucial insights into consumer responses to product innovations, pricing strategies, advertising campaigns, and competitive pressures, allowing for the proactive adjustment of their marketing mix (Kotler & Keller, 2016). Ultimately, a deep understanding of what drives and shapes consumer purchase intention is not just an academic exercise but a fundamental requirement for brands operating in competitive markets, enabling them to convert potential interest into tangible market share and sustained business success.

2.2 Factor Affecting Consumer Purchase Intention

This section describes the elements that influence customer purchasing intention, notably for OPPO smartphones. Brand image, product attributes, pricing, advertising, and societal influence are explored. Marketing literature recognizes these variables' important impact on customer behaviour, especially in competitive and fast-changing sectors like the smartphone industry.

2.2.1 Brand Image

Customers form brand images based on brand connotations like quality, reliability, and emotional worth. Keller (2013) states that brand image is generated by customer impressions based on brand connections formed through direct experiences, marketing communications, and word-of-mouth. Brand image may boost customer trust, minimize risk, and increase buy intention. In competitive smartphone marketplaces, brand image is frequently the crucial differentiation (Keller, 2013).

2.2.2 Product Features

Product features refer to Kotler & Keller (2016) the tangible and intangible characteristics of a product that deliver functional and emotional benefits to customers. Kotler and Keller (2016) highlight that product attributes such as quality, design, performance, and usability contribute to consumer satisfaction and decision-making. In the case of smartphones, features like camera quality, battery life, processing speed, and display are critical evaluative criteria. Well-designed product features that meet or

exceed consumer expectations are likely to lead to higher levels of purchase intention (Kotler & Keller, 2016).

2.2.3 Product Price

Product price plays a fundamental role in consumer decision-making, acting both as a cost and a quality signal. Kotler and Keller (2016), Price is often interpreted by customers as an indicator of product value, especially when other information is limited. Price sensitivity and perceptions of affordability can significantly influence purchase intention, particularly in price-competitive markets like smartphones. Perceived value-for-money and promotional pricing strategies are crucial in shaping consumer responses to a brand (Kotler & Keller, 2016).

2.2.4 Advertising

Advertising is a strategic communication tool used by firms to inform, persuade, and remind customers about their offerings. According to Belch and Belch (2018), advertising helps shape consumer attitudes and perceptions by reinforcing brand messages across various platforms, including digital media, TV, and outdoor ads. Effective advertising can increase brand awareness, enhance brand image, and ultimately influence purchase decisions. For consumer electronics like smartphones, persuasive advertising often focuses on emotional appeal and product demonstrations (Belch, G. E., & Belch, M. A., 2018).

2.2.5 Social Influence

Social influence refers to Solomon et al. (2016) the effect of interpersonal relationships and societal norms on consumer behaviour. According to Solomon et al. (2016), reference groups, peer opinions, and online reviews can significantly shape customers' attitudes and decisions. Social influence is a key construct in the Theory of Reasoned Action (Fishbein & Ajzen, 1975), which states that individuals often rely on social cues when forming intentions. In smartphone purchases, recommendations from friends, family, and influencers play a critical role, especially in emerging markets (Fishbein, M., & Ajzen, I., 1975).

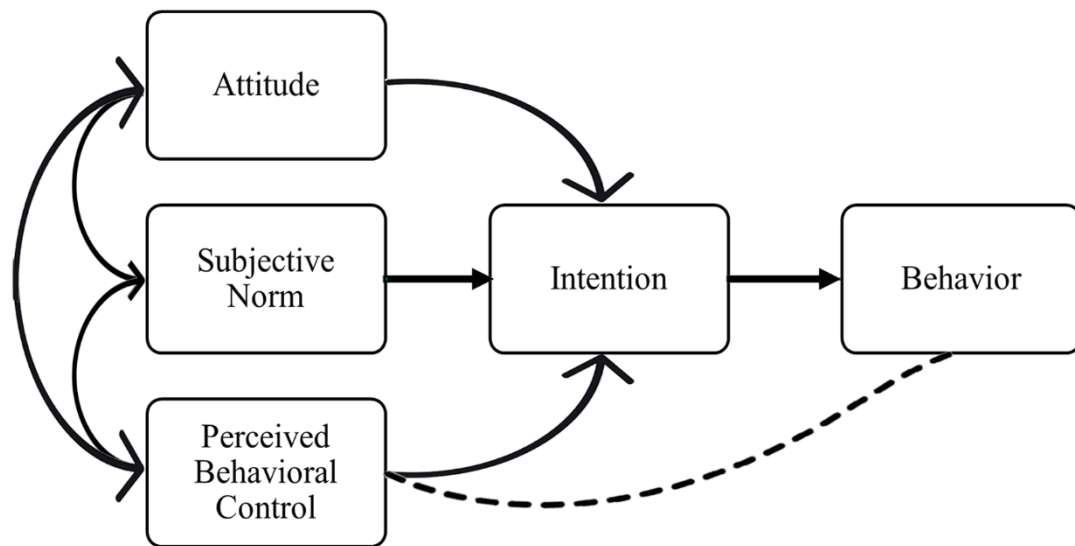
2.3 Related Theory

Several ideas explain how social media, brand involvement, price sensitivity, and cultural values affect customers' buying intentions. Ajzen (1991)'s Theory of Planned Behaviour (TPB) explains how consumer attitudes, societal norms, and behavioural control influence intentions and actions. This idea applies especially in digital settings where peer influence, online reviews, and perceived convenience of purchasing may substantially affect customer decisions. The Stimulus-Organism-Response (S-O-R) Model Mehrabian & Russell (1974) describes how social media engagement, brand visuals, and price promotions affect customers' emotions and cognition, influencing their purchase intention. These ideas provide a comprehensive view of how psychological, social, and environmental elements influence current consumer behaviour.

2.3.1 Theory of Planned Behaviour (TPB)

The Theory of Planned Behaviour (TPB) is frequently used to anticipate and analyse client behaviour, including purchasing intentions. Attitude, subjective norms, and perceived behavioural control impact a person's intention to undertake a behaviour, according to TPB. A positive attitude toward a product, perceived social pressure to buy, and confidence in one's capacity to buy can all affect consumer purchase intention. This theory is useful for analysing how psychological and social aspects influence buying decisions (Ajzen, 1991).

Figure (2.1) Theory of Planned Behaviour



Sources: Ajzen, I. (1991).

2.3.2 Marketing Mix Theory (4Ps and 7Ps)

The Marketing Mix, originally proposed by McCarthy (1960), is a foundational theory in marketing that identifies four core elements—Product, Price, Place, and Promotion (4Ps) used by firms to meet consumer needs and influence purchase behavior. (McCarthy, E. J., 1960). Later, The Marketing Mix (7Ps) is an extended version of the traditional 4Ps marketing model developed by E. Jerome McCarthy (1960), which originally included Product, Price, Place, and Promotion. To adapt the model to the service industry and modern marketing practices, three additional elements were introduced: People, Process, and Physical Evidence. This extended framework helps businesses strategize and evaluate their marketing activities more comprehensively (Kotler & Armstrong, 2017).

2.3.3 Stimulus-Organism-Responses (S-O-R) Model

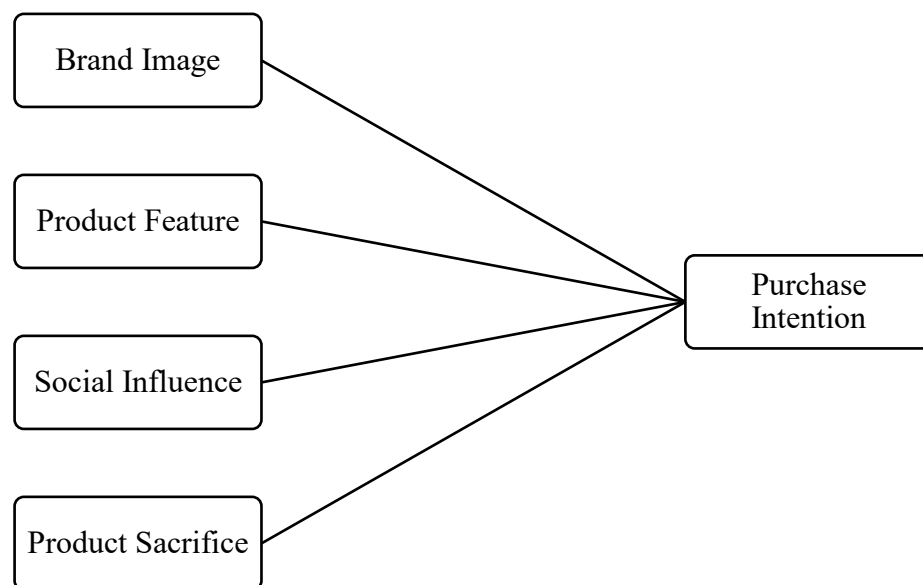
The Stimulus-Organism-Response (S-O-R) model explains how environmental stimuli (such as marketing messages, packaging, or store atmosphere) influence the internal emotional and cognitive states of customers (organism), which in turn drive behavioural responses like purchase intention. In marketing contexts, this theory is

valuable for understanding how external factors such as branding, advertising, and promotional cues trigger internal evaluations that influence buying behaviours. It highlights the mediating role of customers' psychological states in translating stimuli into purchase decisions (Mehrabian, & Russell , 1974).

2.4 Previous Studies

These three studies examine smart phone users' buying intentions. This section begins with Smartphone Users' Purchase Intention Influencers: Figure 2.2 shows Mongolia's Case Study by Taivanjargal, O., Batbayar, A., Batlkhagva, N., Tumenbayar, D., & Enkhtaivan, U. (2018). The study focused on Mongolian smartphone users' buying intentions and their affecting variables.

Figure (2.2) Influencing Factors on Purchase Intention of Smartphone Users: In Case of Mongolia

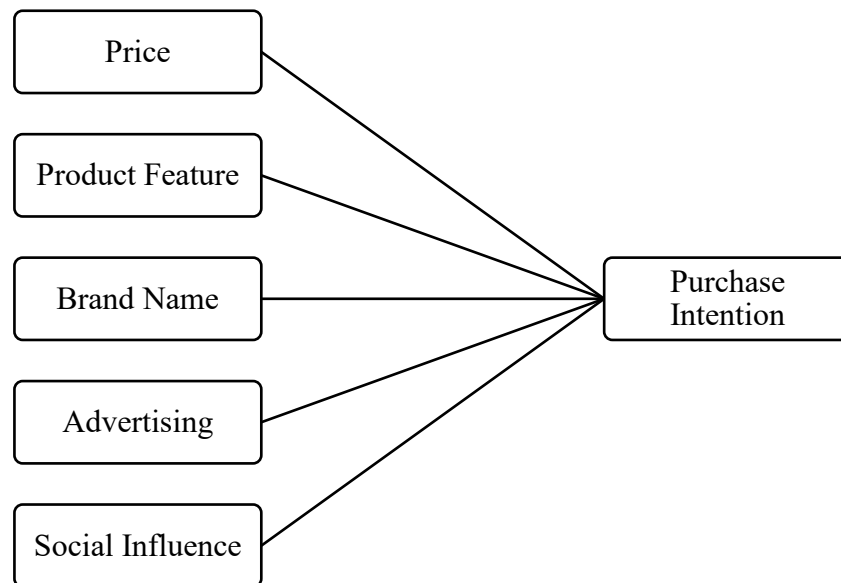


Sources: Taivanjargal, O., Batbayar, A., Batlkhagva, N., Tumenbayar, D., & Enkhtaivan, U. (2018).

Research shows that brand image and product attributes impact purchase intention more than social influence and product sacrifice. Brand image, product characteristics, and social impact positively correlated with purchase intention, but product sacrifice negatively correlated.

Figure (2.3) shows Amanuel Engidaw's (2020) Factors Affecting Consumer Purchase Intention of Smartphones: A Case of Hawassa City, the second research in this area. This study found five factors influencing smartphone purchasing intentions in Hawassa city, however their importance varied.

Figure (2.3) Factors Affecting Consumer Purchase Intention of Smartphones: A Case of Hawassa City

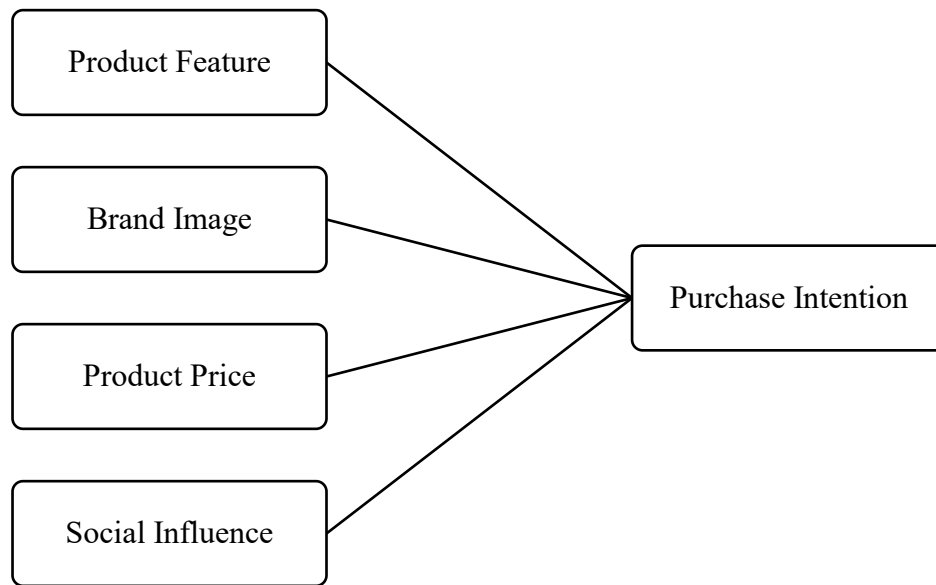


Sources: Amanuel Engidaw (2020)

The primary aim of this study was to examine the key factors influencing smartphone purchasing intentions among customers in Hawassa city. Data was collected using a structured questionnaire. A total of 385 participants were selected through the population precision method, and a systematic random sampling approach was applied during data collection. Statistical analysis revealed that all examined factors, namely price, product features, brand name, advertising, and social influence, positively influenced consumer intentions to purchase smartphones. Based on these findings, the researcher offered several recommendations: smartphone producers and marketers should regularly conduct surveys to identify desired features for future products, adopt value-based pricing, encourage positive word-of-mouth, ensure advertisements are clear, respectful, and easy to understand, strengthen their brand identity, and connect their brand with customers through distinctive and effective communication channels.

The final study in this part, Khan Rakib, M. R. H., Pramanik, S. A. K., Amran, M. A., Islam, M. N., & Sarker, M. O. F. (2022), examined factors affecting young customers' smartphone purchase intention during the COVID-19 pandemic (Figure 2.4). This study explored how product attributes, brand image, price, and social impact affected youth smartphone purchases during the COVID-19 epidemic.

Figure (2.4) Factors Affecting Young Customers' Smartphone Purchase Intention During Covid-19 Pandemic



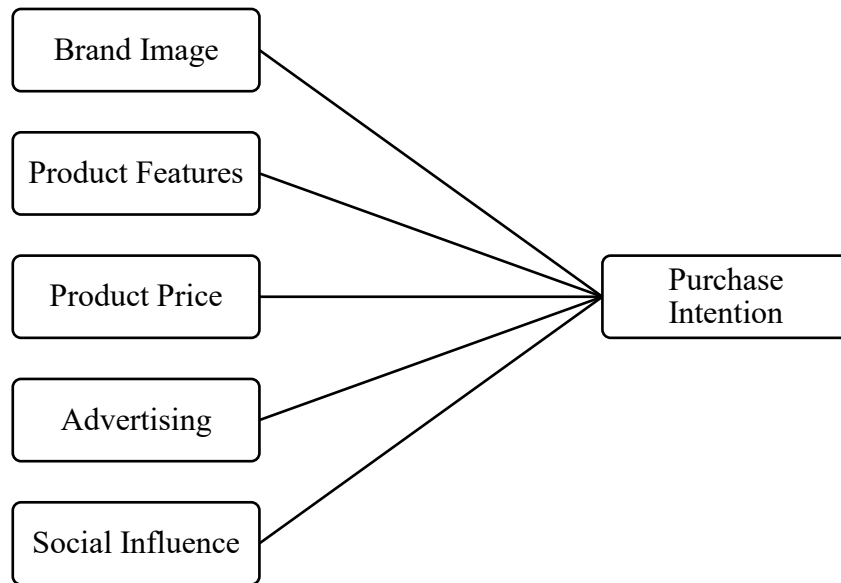
Sources: Khan Rakib, M. R. H., Pramanik, S. A. K., Amran, M. A., Islam, M. N., & Sarker, M. O. F. (2022)

In this study was gathered through a structured questionnaire from a sample of 305 participants, selected using a convenience sampling method. The results indicated that product features, brand image, and price significantly influenced purchase intention, while social influence did not show a statistically significant influence. These insights can assist smartphone marketers in reshaping their segmentation, targeting, differentiation, and positioning strategies for both the pandemic and post-pandemic periods.

2.5 Conceptual Framework of the Study

Based on three previous studies, and related theories, the conceptual framework of the study is developed and presented in Figure (2.5).

Figure (2.5) Conceptual Framework of the Study



Sources: Adapted from previous study

In this conceptual framework, brand image, product attributes, pricing, social impact, and advertising are independent variables, whereas purchase intention is dependent.

Working Definitions

To provide clarity and consistency throughout this study, key terms central to the research are defined as follows. These working definitions ensure a shared understanding of the factor affecting consumer purchase intention toward OPPO smartphones.

(a) Brand Image

Brand Image is the customers' overall perception of OPPO smartphones, encompassing their recognition of OPPO as a reliable, high-quality, innovative, premium, and aspirational brand in the smartphone market. It also reflects the overall positive image of the brand, the emotional connection it evokes, and its widespread recognition in Myanmar.

(b) Product Features

Product Features refer to the specific tangible and intangible attributes of OPPO smartphones that consumers evaluate. This includes perceptions of advanced camera capabilities, high-performance battery, highly rated display quality, competitive processing power and speed, the smooth and user-friendly experience of ColorOS software, the importance of fast-charging features in purchasing decisions, and whether the product specifications meet diverse consumer needs.

(c) Product Price

Product Price is the monetary cost of OPPO smartphones and the consumer's perception of its value. This includes whether OPPO smartphones offer good value for money, if their price is competitive compared to similar brands, their affordability for consumers, the frequency of promotional discounts or price cuts, the availability of installment payment options, and if the price is considered reasonable and suitable for the Myanmar market.

(d) Advertising

Advertising refers to OPPO's marketing communication efforts designed to influence consumer perception and purchase intent. This includes the impact of public events or mall activations demonstrating new products, the effectiveness of celebrity partnerships in strengthening brand appeal, the role of digital advertising in enhancing awareness, the reach and impact of social media campaigns, the presence and influence of offline advertisements (e.g., billboards), and the use of Brand Ambassadors in promoting products.

(e) Social Influence

Social Influence is the impact of external social factors on customers' decisions to purchase OPPO smartphones. This specifically includes the effect of peer recommendations, the role of family opinions, the credibility and impact of online reviews, the contribution of influencer endorsements to brand trust, how social trends influence interest, and the positive impression created by seeing friends use OPPO smartphones.

(f) Purchase Intention

Purchase Intention is the measured likelihood or willingness of customers to buy an OPPO smartphone. It reflects whether customers have a high likelihood of choosing OPPO for their next smartphone purchase, consider OPPO a top priority product when planning a smartphone purchase, intend to buy an OPPO smartphone due to friends' positive opinions, have a willingness to buy a smartphone in the near future, intend to buy an OPPO smartphone because of its attractive product features, and plan on getting an OPPO phone soon.

CHAPTER III

PROFILE AND FACTORS AFFECTING PURCHASE INTENTION TOWARD OPPO SMARTPHONES

This chapter provides an in-depth profile of OPPO Myanmar, the local entity responsible for the distribution and marketing of OPPO smartphones within the country. It aims to offer a comprehensive overview of OPPO Myanmar's operations, market position, and strategic approaches that contribute to its presence in the competitive smartphone landscape. Furthermore, this chapter will delve into an examination of the various factors that influence consumer purchase intention specifically towards OPPO smartphones, laying the groundwork for understanding the dynamics of consumer behaviour within the Myanmar market.

3.1 Profile of OPPO Myanmar

OPPO Myanmar operates as a subsidiary of OPPO Electronics Corporation, a globally renowned smartphone manufacturer headquartered in China. Established in Myanmar in 2014 with a team of only five people, OPPO Myanmar has since grown rapidly to over 2,100 employees across the country. The company is headquartered in Yangon and follows a hierarchical organizational structure designed to efficiently manage marketing, sales, distribution, and after-sales service operations. At the same time, it remains flexible and responsive to the fast-changing mobile market environment in Myanmar.

OPPO Myanmar has built a strong brand image emphasizing advanced technology, high-quality design, and youthful sophistication. The brand appeals especially to younger, tech-savvy, and style-conscious customers. Its product portfolio includes a wide range of smartphones—from the entry-level A series to the mid-range F and Reno series, and the high-end Find series. In addition, OPPO offers smart accessories such as earbuds, smartwatches, and tablets like the OPPO Pad Neo. In early 2025, OPPO Myanmar launched the Reno13 Series, introducing features such as ColorOS 15, AI-enhanced cameras, underwater photography, and IP69 water and dust resistance, demonstrating the brand's dedication to user-centered innovation.

OPPO Myanmar employs a competitive pricing strategy across multiple segments. For instance, the Reno13 F is positioned around 1.3 million MMK, while the

Reno13 5G is priced at approximately 2.3 million MMK, enabling customers to access advanced features at varying affordability levels. The brand's advertising strategy combines digital marketing, influencer partnerships, and culturally tailored content. OPPO frequently collaborates with popular local celebrities such as Khin Wint Wah and Paing Takhon to enhance brand relatability and aspirational value. Campaigns like "Beyond the Portrait," shot in Bagan, further strengthen the brand's visual identity and emotional appeal.

By focusing on technological innovation, stylish design, strategic pricing, and impactful advertising, OPPO Myanmar has established itself as one of the most trusted and influential smartphone brands in the local market. Its ability to understand consumer needs and connect with them through relevant messaging continues to drive its strong performance and brand loyalty in Myanmar.

OPPO is a leading global smartphone brand with a strong presence in emerging markets, including Myanmar. Founded in 2004 in China under BBK Electronics, OPPO has grown rapidly through product innovation, aggressive marketing, and a deep understanding of local consumer preferences. Officially entering the Myanmar market in the mid-2010s, OPPO quickly became one of the top three smartphone brands in the country in terms of market share and consumer mindshare.

OPPO positions itself as a youth-centric and lifestyle-oriented brand, targeting tech-savvy millennials and Gen Z customers. Its marketing strategy focuses on self-expression, creativity, and stylish living. The brand is popular among young users who prioritize camera quality, aesthetic design, and entertainment features like fast processors for gaming and high-resolution displays for media consumption. OPPO's "Selfie Expert" campaign has been especially successful in Myanmar, where selfies and social media content creation are important parts of young customers' daily lives.

The product portfolio covers a wide range of devices across different price segments, with a strong focus on the mid-range market. Popular models such as the OPPO A-series and Reno series are known for sleek design, AI-powered cameras, long battery life, and fast charging capabilities. These features meet the needs of Myanmar's mobile-first population, many of whom rely heavily on their phones for social media, video content, and online communication.

In Myanmar, OPPO has invested heavily in local brand visibility by sponsoring entertainment events, engaging celebrities and influencers, and running localized advertising campaigns in both traditional and digital media. The brand's physical

presence is reinforced by a strong network of branded retail shops and promotional stands in major cities like Yangon and Mandalay, making OPPO accessible and relatable to a broad audience. The company also emphasizes extensive training for retail staff to provide personalized product recommendations and after-sales support, which helps build consumer trust.

OPPO's brand image in Myanmar is closely associated with innovation, youthful energy, and value for money. While not the cheapest option in the market, OPPO positions itself as a premium-yet-accessible brand—offering aspirational products without the high price tags of global giants like Apple or Samsung. Through strategic use of technology, aesthetics, and local cultural connections, OPPO has built strong emotional bonds with Myanmar customers, especially among younger demographics.

As consumer behavior in Myanmar evolves, OPPO continues to adapt by introducing cutting-edge features such as 5G compatibility, AI integration, and advanced imaging technologies, while maintaining a focus on style and usability. This balance of technological innovation and cultural relevance drives OPPO's ongoing success, making it one of the most influential and admired smartphone brands in Myanmar.

The organizational structure is typically hierarchical but designed to be flexible and responsive to the fast-changing mobile market environment in Myanmar. At the top of the structure is the Country Manager or General Manager, who oversees all business functions and ensures alignment with OPPO's global strategies while adapting to local market conditions. Reporting directly to the regional or global headquarters, the Country Manager leads the local leadership team and coordinates cross-functional efforts to drive market growth.

Under the leadership of the Country Manager, OPPO Myanmar typically comprises several key departments working in synergy to achieve its objectives. The Sales Department is at the forefront, responsible for spearheading both retail and wholesale channels, cultivating partnerships with mobile carriers, distributors, and retail chains. This team also manages key accounts, monitors market penetration, and executes sales strategies to drive revenue and expand OPPO's presence across Myanmar.

Complementing sales efforts, the Marketing Department focuses on crucial brand-building initiatives. This includes orchestrating advertising campaigns,

promotional events, social media marketing, and various consumer engagement activities. The marketing team collaborates closely with regional marketing to localize campaigns, ensuring they resonate specifically with Myanmar's youthful and tech-savvy consumer base.

Dedicated to ensuring customer satisfaction and fostering brand loyalty, the After-Sales Service & Consumer Support department handles warranty services, repairs, technical assistance, and feedback management. This critical function guarantees a positive ownership experience for OPPO users, which is vital for long-term customer retention.

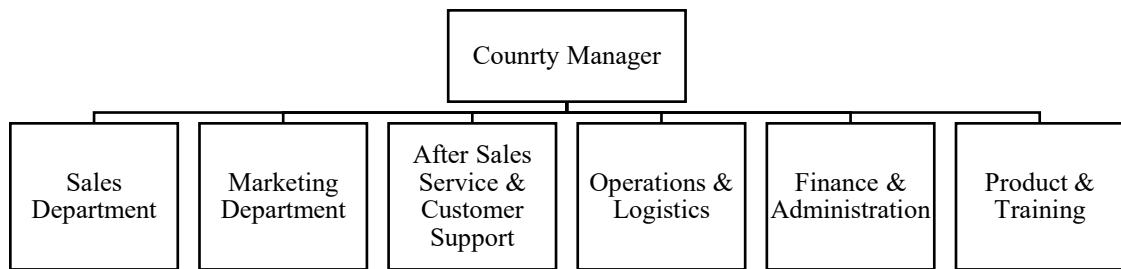
Essential to product availability, the Operations & Logistics department oversees inventory management, supply chain coordination, and distribution logistics across the nation. Their efficiency ensures that OPPO smartphones are readily accessible to consumers throughout Myanmar.

Behind the scenes, the Finance & Administration department manages budgeting, financial reporting, compliance, human resources, and general administrative tasks. These functions are all vital for the smooth and compliant functioning of the company's operations.

Finally, the Product & Training function often involves specialized product teams who deliver technical training to sales staff and retail partners. This ensures comprehensive product knowledge and facilitates effective communication with consumers, helping them understand the unique features and benefits of OPPO smartphones.

The organization emphasizes collaboration between departments to respond quickly to market demands and competition. OPPO Myanmar's structure supports its strategic focus on rapid market expansion, consumer-centric service, and innovative marketing tailored to local consumer preferences.

Figure (3.1) Organization Structure of OPPO Myanmar



Sources: OPPO Myanmar (2025)

3.2 Factor Affecting Consumer Purchase Intention

In the context of OPPO Myanmar, five key factors stand out as significant drivers of consumer behaviour: brand image, product features, product price, advertising, and social influence. Brand image plays a crucial role in establishing trust and emotional connections with customers, positioning OPPO as a youthful, innovative, and reliable smartphone brand in Myanmar. The product features, such as advanced AI cameras, fast charging technology, and durable design, directly impact customers' perceived value and functionality, aligning with their expectations for modern mobile devices. Product price remains a vital consideration, with OPPO strategically offering devices across multiple price tiers to cater to diverse income groups, balancing affordability and premium quality. Effective advertising campaigns leveraging digital media, local celebrities, and culturally relevant content help reinforce brand awareness and influence consumer attitudes. Lastly, social influence, including recommendations from peers, family, and online communities, significantly affects purchase intention by shaping customers' perceptions and confidence in OPPO products. Understanding how these factors interact provides valuable insights into the consumer decision-making process in Myanmar's competitive smartphone market.

3.2.1 Brand Image of OPPO Smartphone

OPPO's brand image in Myanmar is strongly associated with youthfulness, innovation, and stylish technology. The company has carefully positioned itself as a lifestyle-driven smartphone brand that appeals to younger customers who are active on social media, expressive in their identity, and demand both performance and aesthetic appeal from their devices. OPPO is widely recognized for its cutting-edge camera

technology, particularly in the front-facing camera, which aligns well with selfie culture and content creation trends among Myanmar's youth. The sleek, modern design of its smartphones further reinforces the perception of OPPO as a fashionable and aspirational choice.

Beyond product features, OPPO builds a vibrant and dynamic brand personality through celebrity endorsements, youth-oriented campaigns, music and fashion sponsorships, and a strong presence across digital platforms. These efforts have helped shape a brand image that is not only about functionality but also about individual expression and lifestyle enhancement. Customers often associate OPPO with being forward-thinking yet affordable by offering a premium feel without the premium price tag.

Overall, OPPO enjoys a positive and modern brand image in Myanmar. It is seen as a brand that understands the needs of the younger generation, blending style, innovation, and social relevance. This strong emotional and symbolic connection enhances brand preference and increases the likelihood of purchase, particularly among image-conscious, tech-savvy users who view their smartphone as a reflection of their personal identity.

3.2.2 Product features of OPPO Smartphone

OPPO smartphones are widely recognized for their innovative technology, stylish design, and user-friendly features, which together create a compelling package for customers seeking both performance and aesthetics. Some of the key product features that define OPPO smartphones include:

Advanced Camera Systems: OPPO places a strong emphasis on camera technology, especially its front-facing cameras, which are often branded as "Selfie Expert." Features such as AI beautification, ultra-clear night modes, portrait effects, and high-resolution sensors make OPPO phones popular among users who prioritize photography and video creation. Many models also offer multi-lens setups (wide-angle, macro, depth sensors) for versatile shooting options.

Fast Charging Technology: OPPO is known for its proprietary VOOC (Voltage Open Loop Multi-Step Constant-Current Charging) fast charging technology, which allows smartphones to charge significantly faster than standard chargers. This feature

is highly valued by customers who rely heavily on their phones throughout the day and need quick top-ups.

Sleek and Modern Design: OPPO smartphones often feature slim profiles, curved edges, and vibrant displays with minimal bezels. The brand invests in trendy color options and premium finishes, appealing to style-conscious users who want their devices to reflect their personal fashion sense.

High-Quality Displays: Many OPPO models come equipped with AMOLED or high-definition LCD screens that deliver sharp, bright, and vivid visuals. This enhances the user experience for gaming, video streaming, and browsing.

Performance and User Experience: OPPO integrates mid-to-high-range processors (from brands like Qualcomm Snapdragon or MediaTek) in its devices to ensure smooth multitasking, gaming, and app performance. Coupled with ample RAM and storage options, these phones can handle everyday demands efficiently.

User-Friendly Operating System: OPPO smartphones run on ColorOS, a customized Android-based operating system that offers a clean, intuitive interface with useful features such as gesture controls, customization options, and system optimization tools. Regular software updates enhance security and introduce new functionalities.

Long Battery Life: Beyond fast charging, OPPO phones typically come with batteries that offer extended usage time, supporting heavy users who engage in streaming, gaming, and social media.

Additional Features: Depending on the model, OPPO devices may also include fingerprint sensors (either under-display or rear-mounted), facial recognition, expandable storage, dual SIM support, and water-repellent designs.

Together, these features position OPPO smartphones as attractive choices for customers in Myanmar who seek reliable, stylish, and feature-rich devices at competitive prices. The brand's continuous innovation in camera technology and charging speed especially resonates with younger, digitally active users.

3.2.3 Product Price of OPPO Smartphone

OPPO smartphones are strategically priced to cater to a wide range of customers, offering options that balance affordability with advanced features. The brand targets mostly the mid-range and entry-level market segments, which represent the largest share of smartphone buyers in Myanmar.

The entry-level models typically range from 400,000 to 900,000 Myanmar Kyat, appealing to first-time smartphone users and budget-conscious customers who seek essential smartphone functionalities without compromising on quality. These models often provide basic but reliable performance, decent camera capabilities, and sufficient battery life for everyday use.

The mid-range models, priced between approximately 900,000 to 2,000,000 Myanmar Kyat, are the core of OPPO's market offering. These smartphones come equipped with better processors, enhanced camera systems (often featuring AI enhancements and multiple lenses), faster charging technologies, and more premium designs. This price bracket attracts young professionals, students, and tech-savvy users who want more sophisticated features without paying flagship-level prices.

At the higher end, OPPO offers premium models that can exceed 2,000,000 Myanmar Kyat, although these are less dominant in markets like Myanmar where affordability is a key factor for most buyers. These premium devices boast flagship-level specifications such as advanced 5G connectivity, top-tier cameras, and high-resolution displays, catering to users willing to invest more for cutting-edge technology and superior user experience.

OPPO's pricing strategy focuses on providing strong value for money, offering many features found in more expensive smartphones while maintaining competitive price points. This approach has helped the brand establish itself as a popular and trusted choice in Myanmar's highly competitive smartphone market.

3.2.4 Advertising of OPPO Smartphone

OPPO employs a multifaceted advertising strategy designed to build strong brand awareness and connect deeply with its target audience, particularly the younger generation in Myanmar. The brand's advertising efforts combine traditional media, digital marketing, Influencer partnerships, and experiential campaigns to create a vibrant and relatable brand image.

In traditional media, OPPO leverages television commercials, radio spots, and outdoor billboards to reach a broad audience across urban and rural areas. These advertisements often highlight OPPO's cutting-edge camera features, sleek design, and fast charging capabilities, reinforcing the brand's positioning as a technologically advanced yet accessible smartphone option.

Digital advertising is a cornerstone of OPPO's marketing strategy, focusing heavily on social media platforms such as Facebook, Instagram, and TikTok, which are widely popular among Myanmar's youth. The brand produces engaging content, including video ads, tutorials, user-generated content campaigns, and interactive challenges that encourage active participation and sharing. OPPO frequently collaborates with popular local influencers and celebrities such as Khin Wint Wah, Paing Takhon, Ni Ni Khin Zaw, Wine Su Khine Thein, Wut Hmone Shwe Yi and to enhance its reach and build emotional connections with the audience. This digital focus helps OPPO stay relevant and visible in the fast-paced online environment, driving interest and engagement.

OPPO also collaborates with local celebrities, social media influencers, and content creators who resonate with its target demographic. These partnerships help the brand tap into existing fan bases and create authentic connections by showcasing real-life usage, lifestyle integration, and personal endorsements.

Experience marketing plays an important role as well, with OPPO sponsoring concerts, fashion events, and youth festivals that align with its youthful and dynamic brand image. The brand often hosts product launch events, roadshows, and pop-up stores that allow customers to experience OPPO's products firsthand, enhancing brand trust and excitement.

Overall, OPPO's advertising strategy in Myanmar is built around creating a strong emotional appeal, emphasizing innovation and lifestyle fit, and fostering community engagement. This comprehensive approach helps OPPO maintain a competitive edge and cultivate long-term brand loyalty among Myanmar customers.

3.2.5 Social Influence of OPPO Smartphone

Social influence is shaping consumer attitudes toward OPPO smartphones in Myanmar. As a brand that emphasizes youth, fashion, and modern technology, OPPO benefits greatly from word-of-mouth, peer recommendations, and social media trends. In Myanmar's collectivist culture, purchasing decisions are often influenced by family, friends, and social circles. When peers or influencers are seen using OPPO devices, especially popular models like the A-series or Reno series, it creates a sense of trust and desirability among potential buyers. OPPO leverages this social dynamic by collaborating with local celebrities, online influencers, and tech reviewers who

showcase the smartphones in aspirational, everyday contexts. These endorsements help build perceived credibility and relevance, especially among younger audiences.

Moreover, OPPO's strong visibility at public events, sponsorship of concerts and youth festivals, and consistent engagement on social media platforms contribute to its social image as a trendy and reliable brand. Customers often perceive OPPO ownership as a symbol of being connected, stylish, and up to date with technology. As a result, social influence significantly enhances the attractiveness of OPPO smartphones, encouraging customers to align their choices with the preferences and behaviors of their social environment.

CHAPTER IV

ANALYSIS ON THE FACTORS AFFECTING CONSUMER PURCHASE INTENTION TOWARD OPPO SMARTPHONES

Analysis and interpretation of research results are presented in this chapter. The goal is to determine OPPO smartphone buying intention elements. Descriptive statistics, reliability testing, correlation analysis, and regression analysis determine the relationships between independent variables (brand image, product features, product price, advertising, social influence) and dependent variables (purchase intention).

4.1 Research Design

The study approach analyses customer purchase intention for OPPO smartphones. The study uses primary and secondary data. This study examines brand image, product attributes, pricing, social impact, and advertising as they affect customer purchase intention for OPPO smartphones. These variables were chosen for their relevance to Myanmar OPPO users. Quantitative research uses primary and secondary data. Potential clients at OPPO Myanmar provided the key data. The sample size is determined using Cochran's formula (1977) because the population size is unknown and considered to be big. To verify the reliability and validity of the findings, 385 respondents were selected using systematic sampling with a 5% margin of error.

Cochran's Sample Size Formula

$$n_0 = \frac{Z^2 \cdot p \cdot (1 - p)}{e^2}$$

Where:

n_0 = required sample size

Z = Z-value (the number of standard deviations from the mean, based on confidence level)

p = estimated proportion of the population (commonly 0.5 is used if unknown)

e = margin of error (precision level)

$$n_0 = \frac{(1.96)^2 \cdot 0.5 \cdot (1 - 0.5)}{(0.05)^2}$$

$$n_0 = \frac{3.8416 \cdot 0.25}{0.0025}$$

$$n_0 = \frac{0.9604}{0.0025} = 384.16$$

385 respondents are needed when the population is large or unknown, with 95% confidence level and 5% margin of error.

The primary data collection instrument utilized was a structured survey questionnaire, meticulously designed to capture respondents' perceptions and intentions regarding OPPO smartphones. This questionnaire began with an introductory letter that clearly explained the study's academic purpose, assured complete anonymity and confidentiality of all responses, and provided the researcher's contact details (Aung Myo Set, MMM II – 2, MMM 3rd Batch, Yangon University of Economics).

Participants were also informed that completing the survey would require approximately five to ten minutes of their time. The questionnaire itself was thoughtfully divided into distinct sections. Section A focused on collecting essential demographic data from respondents, including Gender, Age Group, Education Level, Occupation, Monthly Income (in MMK), Current Smartphone Brand, and Previous Experience with OPPO Smartphones. Following this, Section B was dedicated to identifying and measuring the five independent variables: Brand Image, Product Features, Product Price, Advertising, and Social Influence.

For these factors, respondents rated a series of descriptive statements using a 5-point Likert scale, ranging from (1) "Strongly Disagree" to (5) "Strongly Agree," with each factor comprising multiple statements (e.g., Brand Image, Product Features, Product Price, Advertising, and Social Influence had 7, 7, 6, 6, and 6 statements respectively).

Finally, Section C measured the dependent variable, consumer purchase intention, by presenting 6 descriptive statements that respondents evaluated using the same 5-point Likert scale, reflecting their likelihood and willingness to purchase an OPPO smartphone. This comprehensive design of the questionnaire facilitated the systematic collection of quantitative data essential for analysing the relationships between the identified factors and consumer purchase intention.

4.2 Profile of Respondents

This section describes survey respondents' demographics. Understanding respondent profiles helps contextualize study findings and ensure data reliability and relevance. To understand the target audience, gender, age, education, occupation, and monthly income are examined. These parameters assist discover customer behaviour trends and better understand OPPO smartphone purchasing intentions.

Table (4.1) Profile of Respondents

No.	Demographic Variable	Category	Frequency	Percentage (%)
		Total	385	100
1	Gender	Male	191	49.6
		Female	194	50.4
2	Age (years)	Under 18	68	17.7
		18 – 24	64	16.6
		25 – 34	56	14.5
		35 – 44	67	17.4
		45 – 54	71	18.4
		55 and above	59	15.3
3	Education Level	Below High School	83	21.6
		High School Graduate	75	19.5
		Diploma/Technical Certificate	77	20.0
		Bachelor's Degree	68	17.7
		Master's Degree or Higher	82	21.3
4	Occupation	Student	68	16.9
		Government Employee	64	16.6
		Private Sector Employee	68	17.7
		Business Owner / Self – Employed	56	14.5
		Unemployed	65	16.9
		Other	64	16.6

5	Monthly Income (in MMK)	Below 200,000	78	20.3
		200,000 – 399,999	81	21.0
		400,000 – 599,999	76	19.7
		600,000 – 799,999	72	18.7
		800,000 and above	78	20.3
6	Current Smartphone Brand	OPPO	60	15.6
		Samsung	71	18.4
		Xiaomi / Redmi	53	13.8
		Huawei	71	18.4
		Apple (iPhone)	71	18.4
		Other	59	15.3
7	Previous Experience with OPPO Smartphones	Currently using	138	35.8
		Used in the past	132	29.9
		Never Used	115	29.9

Source: Survey Data,2025

The demographic profile of the study participants (n=385) reveals a well-balanced distribution across key categories. In terms of gender, the sample is almost evenly split, with 49.6% male (n=191) and 50.4% female (n=194), indicating gender neutrality in the respondent base. The age distribution is quite diverse, with the majority falling between the age groups of 45–54 (18.4%), under 18 (17.7%), and 35–44 (17.4%), followed by those aged 18–24 (16.6%), 55 and above (15.3%), and 25–34 (14.5%). This range showcases insights from both younger and older smartphone users, which is essential for understanding different consumer perspectives.

Regarding education level, a notable 21.6% of respondents have an education below high school, while 21.3% hold a master's degree or higher, demonstrating a wide educational spectrum. Those with diplomas or technical certificates (20.0%), high school graduates (19.5%), and bachelor's degree holders (17.7%) make up the rest, suggesting that OPPO's consumer base spans across varied academic backgrounds. Occupation-wise, participants were also well-distributed, with students, private sector employees, unemployed individuals, and government employees each making up

around 16–17% of the sample. Business owners/self-employed individuals constituted 14.5%, while another 16.6% fell under the "other" category.

In terms of monthly income, the majority earned between 200,000 – 399,999 MMK (21.0%), followed closely by those earning below 200,000 MMK (20.3%) and 800,000 MMK and above (20.3%). The rest fall into mid-income brackets, showing a good economic diversity among respondents.

About current smartphone usage, Samsung, Huawei, and Apple (iPhone) each accounted for 18.4%, indicating a competitive market. OPPO had a 15.6% current user base, while Xiaomi/Redmi (13.8%) and other brands (15.3%) were also present. Lastly, when asked about their previous experience with OPPO smartphones, 35.8% were current users, 29.9% had used OPPO in the past, and another 29.9% had never used the brand. This balance provides a comprehensive view of varying levels of brand familiarity within the sample.

4.3 Reliability Test for Variables

In this study, a reliability analysis was conducted to verify the internal consistency of the structured questionnaire used in data collection. Reliability reflects the extent to which a measurement tool consistently captures the intended variable across multiple items. To evaluate this, Cronbach's Alpha coefficient was applied, which is a standard method for assessing the reliability of instruments utilizing Likert-scale items. The questionnaire employed a 5-point Likert scale, allowing participants to indicate their agreement with a series of statements concerning factor affecting consumer purchase intention. Each construct was individually tested to ensure the coherence of its corresponding items. Typically, a Cronbach's Alpha score of 0.70 or above is regarded as acceptable in social science research, signifying dependable internal consistency. The computed reliability coefficients for all variables examined in this study are summarized in Table (4.2).

Table (4.2) Reliability Test

No.	Variable	No. of Items	Cronbach's Apla
1	Brand Image	7	0.929
2	Product Features	7	0.936
3	Product Price	6	0.925
4	Advertising	6	0.841
5	Social Influence	6	0.813
6	Purchase Intention	6	0.924

Source: Survey Data,2025

The reliability analysis, as shown in Table (4.2), was conducted using Cronbach's Alpha to assess the internal consistency of each construct within the questionnaire. The results indicate that all variables demonstrated acceptable to excellent levels of reliability, surpassing the widely recognized threshold for internal consistency with Cronbach's Alpha values exceeding the generally accepted threshold of 0.70. Among them, Product Features, Brand Image, Product Price, and Purchase Intention exhibited excellent reliability, indicating strong coherence among the items within each construct. Advertising also showed a good level of consistency. Although Social Influence had the comparatively lowest reliability, it still fell within an acceptable range, suggesting that the construct is generally reliable but may benefit from minor refinement in future studies.

4.4 Descriptive Statistics of Affecting Factor and Consumer Purchase Intention Toward OPPO Smartphones

This section examines the main elements affecting OPPO smartphone buying intentions. Brand image, product attributes, pricing, social impact, and advertising influence purchase intention, which predicts buying behavior. Marketers may improve their tactics to suit customer wants in Myanmar's competitive smartphone industry by understanding how these factors impact consumer decisions.

To measure consumer perceptions and attitudes towards these factors, a standardized questionnaire was used featuring statements rated on a five-point Likert scale, ranging from “Strongly Disagree” to “Strongly Agree.” This approach allows the quantification of subjective opinions into numerical data, facilitating detailed statistical analysis. This study employs the mean rating interpretation framework developed by Best (1977). This framework categorizes mean scores into qualitative ranges to provide meaningful insights into the intensity of consumer agreement or disagreement. By using Best’s scale, the study systematically assesses the strength of each factor’s influence on purchase intention, enabling a clearer understanding of which elements play the most significant roles in shaping consumer behavior toward OPPO smartphones.

Table (4.3) Mean Rating Scale

No.	Score Range	Mean Rating
1	1.00 – 1.80	Very Low
2	1.81 – 2.60	Low
3	2.61 – 3.40	Average
4	3.41 – 4.20	High
5	4.21 – 5.00	Very High

Source: Best, 1977

Table (4.3) displays the findings from the survey data analysis, applying the mean rating scale developed by (Best, 1977). This well-recognized framework divides the mean scores into five categories, enabling a consistent and straightforward interpretation of the results. Such classification helps to gain deeper insights into how respondents perceive each of the survey items.

4.4.1 Consumer Perception on Factor Affecting Purchase Intention

In this section, Brand Image, Product Features, Product Price, Advertising, and Social Influence are measured as factors affecting purchase intention, with each element contributing to its shaping.

1. Brand Image

Brand image is shaping consumer perceptions and influencing their purchase decisions. It reflects the overall impression and reputation that customers associate with

a brand, impacting trust, loyalty, and preference. In the context of OPPO smartphones, understanding how brand image affects consumer purchase intention is essential for identifying strengths and areas for improvement. This section analyses respondents' perceptions of OPPO's brand image using survey data, providing insights into its significance as a factor driving consumer behaviour's competitive smartphone market.

Table (4.4) Brand Image

No.	Description	Mean	Std. Dev.
1	OPPO brand is recognized as a reliable smartphone brand.	3.82	0.800
2	OPPO brand is associated with high-quality performance.	3.77	0.762
3	The overall image of OPPO brand is positive in the smartphone market.	3.78	0.739
4	OPPO brand is considered as innovative brand.	3.76	0.769
5	OPPO brand evokes a strong emotional connection.	3.78	0.761
6	OPPO brand is perceived as a premium and aspirational brand.	3.70	0.769
7	The OPPO brand is widely recognized in Myanmar.	3.70	0.769
Overall Mean		3.75	

Source: Survey Data, 2025

Based on the survey results, as shown in Table (4.4), the respondents generally held a favorable perception of OPPO's brand image. Among the evaluated attributes, OPPO was most recognized as a reliable smartphone brand, reflecting strong consumer trust and confidence in its performance and consistency. The brand was also positively associated with innovation and evoking an emotional connection, indicating a well-rounded and appealing image. The aspect of OPPO's recognition within the Myanmar market received relatively lower scores compared to other attributes. While still viewed positively, this suggests that OPPO has room to strengthen its brand visibility and presence locally. Overall, the survey indicates a strong and positive brand image for OPPO.

2. Product Features

Product features are shaping consumer preferences and purchase decisions, particularly in the competitive smartphone market. These features include design, functionality, technology, battery life, and user interface, all of which contribute to the perceived value of a smartphone. This section analyses how customers perceive the features of OPPO smartphones and the extent to which these features influence their purchase intention.

Table (4.5) Product Features

No.	Statement	Mean	Std. Dev.
1	OPPO smartphones offer advanced camera capabilities.	3.75	0.762
2	OPPO smartphones possesses high performance battery.	3.69	0.784
3	The display quality of OPPO smartphones is highly rated.	3.74	0.747
4	OPPO smartphones have competitive processing power and speed.	3.70	0.830
5	ColorOS software of OPPO smartphones provides smooth and user-friendly experience.	3.71	0.783
6	OPPO's fast-charging feature is a key consideration in purchasing decisions.	3.74	0.814
7	Product specifications of OPPO smartphones meet diverse consumer needs.	3.78	0.785
Overall Mean		3.73	

Source: Survey Data, 2025

Based on the survey results, as shown in Table (4.5), the respondents generally viewed OPPO smartphones positively in terms of their technical features and performance. The advanced camera capabilities of OPPO smartphones were especially recognized, highlighting the brand's strength in imaging technology. Battery performance and fast-charging features were also noted as important factors influencing purchasing decisions, reflecting consumer appreciation for convenience and reliability.

Additionally, the display quality and processing power of OPPO smartphones were regarded as competitive, contributing to an overall positive impression of the device's performance. The ColorOS software was seen as providing a smooth and user-friendly experience, enhancing usability. Finally, the product specifications were perceived to meet the diverse needs of customers.

3. Product Price

Product pricing plays a vital role in consumer decision-making, especially in price-sensitive markets like Myanmar. It reflects the perceived affordability and value for money associated with the product. This section evaluates consumer responses regarding the price of OPPO smartphones, examining whether customers believe the pricing aligns with the quality and features offered.

Table (4.6) Product Price

No.	Statement	Mean	Std. Dev.
1	OPPO smartphones offer good value for money.	3.71	0.770
2	The price of OPPO smartphones is competitive compared to similar brands.	3.73	0.768
3	OPPO smartphones are affordable price for consumers.	3.71	0.796
4	OPPO frequently offers promotional discounts or price cuts.	3.77	0.794
5	OPPO smartphones offer installment payment options	3.79	0.795
6	The price of OPPO smartphones are reasonable and suitable for the Myanmar market.	3.79	0.779
Overall Mean		3.75	

Source: Survey Data, 2025

Based on the survey results, as shown in Table (4.6), the respondents generally perceive OPPO smartphones as offering good value for money. The brand's pricing is viewed as competitive and affordable compared to similar products in the market. OPPO's frequent promotional discounts and price cuts were positively acknowledged,

reflecting effective pricing strategies that attract consumers. Additionally, the availability of installment payment options was appreciated, making smartphones more accessible to a wider range of customers. Overall, the pricing of OPPO smartphones is considered reasonable and well-suited to the Myanmar market.

4. Advertising

Advertising is a powerful tool for shaping brand awareness, consumer attitudes, and purchase behaviour. Effective advertising communicates the brand message, highlights product benefits, and builds consumer interest. This section explores how OPPO's advertising efforts influence consumer perceptions and drive purchase intention among customers.

Table (4.7) Advertising

No.	Description	Mean	Std. Dev.
1	OPPO Organize public events, or mall activations to demonstrate new products and directly engage with consumers.	3.78	0.761
2	Celebrity partnerships strengthen OPPO's brand appeal.	3.78	0.786
3	OPPO uses digital advertising to enhance the awareness.	3.76	0.801
4	OPPO conducts social media campaigns.	3.78	0.791
5	OPPO uses Offline advertisements (e.g., billboards, events).	3.78	0.766
6	OPPO advertises its products with Brand Ambassador.	3.79	0.741
Overall Mean		3.77	

Source: Survey Data, 2025

Based on the survey results, as shown in Table (4.7), the respondents generally view OPPO's marketing communication efforts positively. OPPO's organization of public events and mall activations is seen as an effective way to demonstrate new products and engage directly with consumers. Celebrity partnerships and the use of

brand ambassadors were also recognized as strong strategies that enhance the brand's appeal. Respondents acknowledged OPPO's active use of both digital advertising and social media campaigns to increase brand awareness. Additionally, offline advertising methods, such as billboards and events, were considered valuable components of OPPO's comprehensive marketing approach. Overall, these efforts contribute to OPPO's strong presence and connection with its target audience.

5. Social Influence

Social influence is the impact of peers, family, opinion leaders, and social networks on consumer behaviour. In the context of smartphones, recommendations and shared experiences often guide purchase choices. This section investigates the role of social influence in shaping consumer attitudes toward OPPO smartphones and its effect on their buying decisions.

Table (4.8) Social Influence

No.	Statement	Mean	Std. Dev.
1	Peer recommendations impact the choice of OPPO smartphones.	3.86	0.769
2	Family opinions play a role in selecting OPPO smartphones.	3.84	0.786
3	Online reviews affect perceptions of OPPO smartphone quality.	3.82	0.824
4	Influencer endorsements contribute to brand trust for OPPO.	3.85	0.784
5	Social trends influence interest in OPPO smartphones.	3.87	0.803
6	Seeing friends use OPPO smartphones creates a positive impression.	3.88	0.725
Overall Mean		3.85	

Source: Survey Data, 2025

Based on the survey results, as shown in Table (4.8), the social factors play a significant role in consumers' decisions to choose OPPO smartphones. Peer

recommendations and family opinions are influential, highlighting the importance of trusted personal connections in shaping brand preference. Online reviews and influencer endorsements also contribute to building consumer trust and perceptions of product quality. Moreover, social trends and observing friends using OPPO smartphones create positive impressions that encourage interest and adoption.

4.4.1 Overall Mean Value

Customer purchase intention for OPPO Smartphones is measured by the average value of overall mean and standard deviation of variables.

Table (4.9) Overall Mean Value of Factors Affecting Consumer Purchase Intention

No.	Variable	Overall Mean
1	Brand Image	3.75
2	Product Features	3.73
3	Product Price	3.75
4	Advertising	3.77
5	Social Influence	3.85

Source: Survey Data, 2025

As shown in Table (4.9) among the variables, the respondents hold positive views across all key factors influencing their perception and decision-making related to OPPO smartphones. Social influence and purchase intention stand out as the strongest variables, suggesting that recommendations, social trends, and consumers' readiness to buy OPPO devices are highly impactful. Advertising efforts also received favorable ratings, reflecting the effectiveness of OPPO's marketing communications. Brand image, product price, and product features were positively evaluated as well, indicating a well-rounded and appealing brand offering that balances quality, affordability, and innovation. Overall, these findings highlight OPPO's strong market position supported by effective marketing strategies and positive consumer perceptions.

4.4.6 Purchase Intention

Purchase intention indicates a consumer's likelihood of buying a product based on attitudes, perceptions, and external factors. It strongly predicts buying behaviour. This section analyses the respondents' intention to purchase OPPO smartphones, providing insights into the overall effectiveness of brand image, product features, price, advertising, and social influence in driving consumer commitment.

Table (4.10) Purchase Intention

No.	Description	Mean	Std. Dev.
1	There is a high likelihood of choosing OPPO for the next smartphone purchase.	3.80	0.793
2	OPPO smartphones are a top consideration when planning a purchase.	3.88	0.804
3	Positive perceptions of OPPO increase the intention to purchase.	3.85	0.791
4	OPPO is a preferred brand when considering smartphone upgrades.	3.91	0.750
5	Advertising exposure increases willingness to purchase OPPO smartphones.	3.87	0.765
6	Competitive pricing motivates purchase consideration of OPPO smartphones.	3.86	0.783
Overall Mean		3.86	

Source: Survey Data, 2025

Based on the survey results, as shown in Table (4.10), the consumers will choose OPPO for their next smartphone purchase. OPPO smartphones are frequently among the top considerations when planning a purchase, reflecting the brand's favorable position in the minds of consumers. Positive perceptions of OPPO significantly increase the intention to buy, and the brand is often preferred when consumers are considering smartphone upgrades. Additionally, advertising exposure plays a key role in enhancing consumers' willingness to purchase OPPO devices. Competitive pricing further motivates purchase consideration, demonstrating that both

promotional efforts and value for money contribute to OPPO's attractiveness in the market.

4.5 Correlation Analysis of Factors Affecting Consumer Purchase Intention Toward OPPO Smartphones

The correlation study between brand image, product attributes, product pricing, advertising, and social impact and customer purchase intention is shown here.

This study determines the intensity and direction of each factor's purchase intention link. The degree of linear association between variables was measured using Pearson's correlation coefficient. The findings reveal which variables most influence Yangon customers' OPPO smartphone purchases.

Table (4.11) Correlation Analysis of Factors Affecting Consumer Purchase Intention

No.	Description	Person Correlation Coefficient	P-Value
1	Brand Image	0.613**	0.003
2	Product Features	0.624*	0.045
3	Product Price	0.626**	0.001
4	Advertising	0.622	0.063
5	Social Influence	0.618**	0.006

* Correlation is significant at the 0.05 level (2-tailed).

** Correlation is significant at the 0.01 level (2-tailed).

Source: Survey Data, 2025

Table (4.10) shows that various major factors positively affect customer purchase intention for OPPO smartphones. Brand image, product features, product price, and social influence all show statistically significant correlations with purchase intention, indicating that improvements in these areas are likely to increase consumers' willingness to buy OPPO devices. Although advertising also demonstrates a positive correlation with purchase intention, its p-value suggests this relationship is not statistically significant at the conventional level, implying that its impact might be less direct or influenced by other factors. Overall, the findings highlight the importance of

maintaining a strong brand image, offering appealing product features at competitive prices, and leveraging social influence to effectively drive consumer purchase intention.

4.6 Multiple Regression Analysis of Factor Affecting Purchase Intention Toward OPPO Smartphone

This section presents the results of the regression analysis conducted to determine the extent to which each factor has brand image, product features, product price, advertising, and social influence are individually influences consumer purchase intention toward OPPO smartphones.

Table (4.12) Multiple Regression Analysis of Factor Affecting on Consumer Purchase Intention

Variable	Unstandardized		Standardize d	t	Sig.	VIF
	Coefficient		Coefficient			
	B	Std. Error	Beta			
(Constant)	3.944	0.211		18.649	0	
Brand Image	0.322*	0.049	0.336	6.58	0.054	5.830
Product Features	0.314** *	0.053	0.34	6.477	0	7.317
Product Price	0.417**	0.055	0.444	7.594	0.006	7.774
Advertising	0.303*	0.05	0.305	6.03	0.058	3.123
Social Influence	0.216*	0.046	0.218	4.676	0.074	1.012
R	0.839					
R ²	0.705					
Adjusted R Square	0.704					
F Value	232.118					

* p < 0.05; ** p < 0.01; *** p < 0.001

Source: Survey, 2025

According to Table (4.12), the regression analysis evaluates the influence of five key factors Brand Image, Product Features, Product Price, Advertising, and Social Influence on consumer purchase intention toward OPPO smartphones. The model's

constant is statistically significant, indicating a baseline level of purchase intention even in the absence of the predictor variables. The overall model fit is strong, suggesting that approximately 70.5% of the variance in consumer purchase intention is explained by the model. Furthermore, the F-value is highly significant, confirming the model's overall predictive validity.

The Adjusted R Square value of approximately 0.704 indicates that around 70.4% of the variance in purchase intention is explained by this model. This is a substantial proportion, reflecting that the selected variables collectively provide a strong explanatory power for understanding consumer behavior toward OPPO smartphones. Additionally, the overall F-statistics are highly significant, demonstrating that the model reliably predicts the outcome variable better than a model with no predictors.

Among the independent variables, Product Price emerges as the most influential predictor, demonstrated by its highest standardized coefficient and a significant t-value. This highlights that consumers place great importance on affordability and perceive good value for money as a primary factor when deciding to purchase an OPPO smartphone. Competitive pricing strategies thus remain critical for OPPO to attract and retain customers within the Myanmar market.

Product Features also exert a positive effect on purchase intention, indicating that consumers value the technical specifications, performance, and innovative attributes of OPPO smartphones. This suggests that continuous investment in product development and feature enhancements can further enhance consumer appeal and strengthen purchase motivation.

Brand Image, Advertising, and Social Influence exhibit positive but less pronounced effects on purchase intention. Brand Image, although having the smallest standardized coefficient, still contributes to consumers' favourable perceptions, which can reinforce loyalty and trust over time. Advertising efforts, while marginally significant, play a supportive role in raising awareness and maintaining brand visibility. Social Influence, encompassing peer recommendations and social trends, influences consumers to some degree, indicating that word-of-mouth and social validation are relevant but not dominant factors in this context.

The findings emphasize the multifaceted nature of consumer purchase decisions, where tangible product attributes and pricing take precedence, complemented by image, communication, and social dynamics. For OPPO Myanmar,

this means that while maintaining competitive prices and superior product features should be the core focus, strategic advertising and social engagement remain important to sustain brand presence and encourage consumer advocacy.

In conclusion, the regression analysis provides actionable insights that can guide OPPO's marketing and product strategies. Prioritizing affordability and continuous innovation, alongside targeted promotional efforts and social influence campaigns, will be key to strengthening consumer purchase intention and driving market growth in Myanmar. Future research could explore additional factors such as after-sales service, brand loyalty programs, and evolving consumer preferences to further enhance understanding of purchase behaviour in this dynamic market.

CHAPTER V

CONCLUSION

This chapter provides the findings and discussions derived from the analysis presented in the previous chapter, followed by recommendations based on these findings, suggestions and recommendations for further studies.

5.1 Findings and Discussions

Our study aimed to identify and evaluate the factors influencing consumer purchase intention toward OPPO smartphones, focusing on brand image, product features, product price, advertising, and social influence. We adopted a quantitative approach, collecting primary data from 385 respondents through a systematic sampling method. The demographic profile of the respondents revealed a well-balanced distribution across various categories, including gender, age, education, occupation, and income, providing a comprehensive view of the target audience. Females constituted the majority of the sample, with a notably higher proportion of female respondents compared to male respondents. The age distribution was quite diverse, showing substantial representation across various age brackets, notably those between forty-five and fifty-four years old, individuals under eighteen years old, and those between 45-54, under 18, and 35-44 age groups. providing insights from both younger and older smartphone users. Brand Image, Product Features, and Product Price showed excellent internal consistency, while Advertising and Purchase Intention exhibited acceptable to good reliability. Social Influence, though slightly lower, still maintained an acceptable level of consistency.

When analysing the factors affecting consumer purchase intention, all factors—Brand Image, Product Features, Product Price, Advertising, and Social Influence—received a "High" rating, indicating their significant role in influencing purchase intention for OPPO smartphones. Specifically, respondents generally held a favourable view of OPPO's brand image, with the highest-rated item indicating that OPPO is widely regarded as a reliable smartphone brand. However, brand recognition within Myanmar received relatively lower scores, suggesting room for OPPO to enhance its local presence and visibility.

For Product Features, the sleek design of OPPO smartphones and their ability to meet diverse consumer needs received the highest ratings. Conversely, battery performance meeting consumer expectations received the lowest rating among product attributes, pointing to a potential area for improvement. An analysis of Product Price showed that promotional discounts and installment payment options were strong aspects of OPPO's pricing strategy, and the importance of price in purchasing decisions was also highly rated. However, perceived affordability and overall value for money received relatively lower ratings, indicating these aspects might not resonate as strongly with consumers.

In terms of Advertising, the highest-rated statement indicated that advertising clearly communicates OPPO's key product features, highlighting the effectiveness of their marketing efforts. Digital advertising, while still viewed positively, received the lowest rating among advertising statements, suggesting it might be slightly less impactful compared to other promotional strategies. For Social Influence, community acceptance and friends' usage of OPPO smartphones were highly rated as significantly shaping positive impressions and consideration of the brand. Interestingly, online reviews had the lowest rating among social influence factors, suggesting they might have less impact compared to interpersonal and social influences.

Regarding Purchase Intention, the highest-rated statement revealed that OPPO is a preferred brand when considering smartphone upgrades, indicating strong brand loyalty and intent to purchase. Conversely, the likelihood of choosing OPPO for the next smartphone purchase and the impact of brand image received relatively lower ratings, suggesting these areas may hold slightly less influence on future buying decisions compared to others.

Multiple regression analysis was conducted to understand the individual predictive power of each factor on consumer purchase intention. This analysis revealed that all independent variables—Brand Image, Product Features, Product Price, Advertising, and Social Influence—have positive and statistically significant relationships with consumer purchase intention. Social Influence emerged as the most powerful predictor of purchase intention, underscoring the critical role of social factors such as peer recommendations and community acceptance in consumer purchase intention. Product Features, Advertising, and Product Price also had meaningful positive effects on purchase intention, contributing significantly to the model. Brand Image, while having a positive effect, showed a comparatively smaller influence on

purchase intention, suggesting that while a favourable perception of the brand is important, its direct impact on the decision to purchase is less pronounced than that of social factors or product attributes. The model demonstrated strong explanatory power, indicating that a substantial portion of the variance in purchase intention can be accounted for by the factors included in the study.

In summary, while all five factors play a significant role in influencing consumer purchase intention for OPPO smartphones, Social Influence is the most dominant driver. Product Features, Advertising, and Product Price also have a considerable effect, with Brand Image contributing positively, though to a lesser degree. This indicates that for OPPO, fostering robust social engagement and maintaining high product quality and clear communication of value are essential for driving purchasing behaviour in the Myanmar market.

5.2 Suggestions and Recommendations

Based on the study's findings regarding factors affecting consumer purchase intention towards OPPO smartphones in Myanmar, several strategic recommendations can be made for OPPO to enhance its market position and boost consumer purchase intention.

Since social influence emerged as the most significant factor impacting purchase intention, OPPO should strategically prioritize initiatives in this area. This can be achieved by actively fostering and supporting the development of robust user communities, both online and offline, where satisfied customers can organically share their positive experiences. Furthermore, collaborations with a diverse and broader range of local influencers and technology reviewers should be expanded to reinforce OPPO's brand presence and credibility within relevant social circles. Additionally, OPPO should consider implementing referral or reward programs designed to incentivize existing users to recommend the brand to their networks. The integration of authentic user testimonials and compelling social proof into marketing efforts should also be emphasized to leverage the power of peer validation.

Product attributes continue to play a crucial role in shaping consumer intentions, and specific attention should be paid to areas identified with lower satisfaction. OPPO should prioritize improving battery performance and overall energy efficiency in its future smartphone models to address consumer feedback. Simultaneously, the brand

should continue to advance and highlight its existing strengths, such as high-quality camera functions and fast charging technology. Developing new models that are meticulously designed to reflect the specific needs and preferences of Myanmar's diverse consumer segments should also be a key strategy to maintain and enhance OPPO's competitive edge.

Although OPPO is perceived as competitively priced, there remains an opportunity to strengthen the perceived value for money among consumers. It is imperative for the brand to clearly and consistently communicate how its products deliver excellent quality and features commensurate with their price range. Continuing to offer appealing promotional discounts and accessible installment payment options should be maintained as these strategies demonstrably improve affordability and appeal to budget-conscious consumers.

Advertising remains a key driver of purchase intention, particularly through digital channels. OPPO should focus on producing more engaging and interactive digital content tailored to appeal specifically to younger audiences, utilizing platforms that are highly popular within Myanmar. Concurrently, ensuring strong consistency and synergy between online and offline advertising campaigns is essential to deliver a cohesive and memorable brand message. Marketing communications should continue to clearly and effectively emphasize OPPO's key product advantages and unique selling propositions.

While OPPO currently enjoys a good brand reputation, there is still considerable scope to increase its overall brand visibility and recognition within the Myanmar market. This can be achieved by developing marketing campaigns that genuinely reflect local culture and values, which should foster a deeper emotional connection with consumers. Additionally, organizing community events, strategic sponsorships, and collaborations with local partners should be pursued to further strengthen OPPO's physical presence and brand recognition throughout the local market.

5.3 Need for Further Research

This study focuses only on factors affecting consumer purchase intention toward OPPO smartphones. It was conducted with potential customers who visited the Mya Ni Gone branch and examined brand image, product features, product price, social influence, and advertising as the affecting factors. Therefore, further research should

make other economic and personal factors and be conducted with a broader scope. Moreover, comparative studies with other leading smartphone brands in Myanmar should be undertaken to provide a more comprehensive understanding of OPPO's competitive advantages and areas for improvement relative to its rivals. Additionally, consumer buying behaviour toward OPPO smartphones should be examined in future studies. Future research should explore whether social influence acts as a mediator between relative advantage and smartphone purchase intentions. The factors impacting satisfaction toward smartphone among Generation Z should be explored for further study.

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APPENDICES

Appendix I: Survey Questionnaire

Dear Respondents,

I am a master's student majoring in Marketing Management at Yangon University of Economics. As part of the requirements for the completion of my degree, I am conducting research on "FACTORS AFFECTING CONSUMER PURCHASE INTENTION TOWARD OPPO SMARTPHONES" This survey is part of my master's thesis.

I kindly request your participation in completing this questionnaire. It will take approximately Five to Ten minutes of your time. Please note that this research is conducted solely for academic purposes, and all your responses will be kept strictly anonymous and confidential.

Thank you very much for your valuable time and support.

Aung Myo Set

MMM II – 2

MMM 3rd Batch

SECTION A: Demographic Profiles of Respondent

Demographic Factors:

I. Gender

- ☐ Male
- ☐ Female

II. Age Group

- ☐ Under 18
- ☐ 18–24
- ☐ 25–34
- ☐ 35–44
- ☐ 45–54
- ☐ 55 and above

III. Education Level

- ☐ Below High School
- ☐ High School Graduate
- ☐ Diploma / Technical Certificate
- ☐ Bachelor's Degree
- ☐ Master's Degree or Higher

IV. Occupation

- ☐ Student
- ☐ Government Employee
- ☐ Private Sector Employee
- ☐ Business Owner / Self-employed
- ☐ Unemployed
- ☐ Others (Please specify)

V. Monthly Income (in MMK)

- ☐ Below 200,000
- ☐ 200,000 – 399,999
- ☐ 400,000 – 599,999
- ☐ 600,000 – 799,999
- ☐ 800,000 and above

VI. Current Smartphone Brand

- ☐ OPPO
- ☐ Samsung
- ☐ Xiaomi / Redmi
- ☐ Huawei
- ☐ Apple (iPhone)
- ☐ Others (Please specify)

VII. Previous Experience with OPPO Smartphones

- ☐ Currently using
- ☐ Used in the past
- ☐ Never used

SECTION B: To identify the factors affecting consumer purchase intention toward OPPO smartphones.

Based on your opinion, please indicate the most appropriate response with the scale given below.

(1) = Strongly Disagree, (2) = Disagree, (3) = Neutral, (4) = Agree, (5) = Strongly Agree

1. Brand Image

No.	Description	1	2	3	4	5
1	OPPO brand is recognized as a reliable smartphone brand.					
2	OPPO brand is associated with high-quality performance.					
3	The overall image of OPPO brand is positive in the smartphone market.					
4	OPPO brand is considered as innovative brand.					
5	OPPO brand evokes a strong emotional connection.					
6	OPPO brand is perceived as a premium and aspirational brand.					
7	The OPPO brand is widely recognized in Myanmar.					

2. Product Features

No.	Description	1	2	3	4	5
1	OPPO smartphones offer advanced camera capabilities.					
2	OPPO smartphones possesses high performance battery.					
3	The display quality of OPPO smartphones is highly rated.					

4	OPPO smartphones have competitive processing power and speed.					
5	ColorOS software of OPPO smartphones provides smooth and user-friendly experience.					
6	OPPO's fast-charging feature is a key consideration in purchasing decisions.					
7	Product specifications of OPPO smartphones meet diverse consumer needs.					

3. Product Price

No.	Description	1	2	3	4	5
1	OPPO smartphones offer good value for money.					
2	The price of OPPO smartphones is competitive compared to similar brands.					
3	OPPO smartphones are affordable price for consumer.					
4	OPPO frequently offers promotional discounts or price cuts.					
5	OPPO smartphones offer installment payment options					
6	The price of OPPO smartphones are reasonable and suitable for the Myanmar market.					

4. Advertising

No.	Description	1	2	3	4	5
1	OPPO Organize public events, or mall activations to demonstrate new products and directly engage with consumers.					
2	Celebrity partnerships strengthen OPPO's brand appeal.					

3	OPPO uses digital advertising to enhance the awareness.					
4	OPPO conducts social media campaigns.					
5	OPPO uses Offline advertisements (e.g., billboards, events).					
6	OPPO advertises its products with Brand Ambassador.					

5. Social Influence

No.	Description	1	2	3	4	5
1	Peer recommendations impact the choice of OPPO smartphones.					
2	Family opinions play a role in selecting OPPO smartphones.					
3	Online reviews affect perceptions of OPPO smartphone quality.					
4	Influencer endorsements contribute to brand trust for OPPO.					
5	Social trends influence interest in OPPO smartphones.					
6	Seeing friends use OPPO smartphones creates a positive impression.					

SECTION (C): Purchase Intention

Based on your opinion, please indicate the most appropriate response with the scale given below.

(1) = Strongly Disagree, (2) = Disagree, (3) = Neutral, (4) = Agree, (5) = Strongly Agree

No.	Description	1	2	3	4	5
1	Customers have a high likelihood of choosing OPPO for the next smartphone purchase.					
2	Customers consider OPPO as a top priority product when they plan to purchase smartphone.					
3	I intend to buy OPPO smartphone because of friends' positive opinions.					
4	Customers have a willingness to buy smartphone in near future.					
5	Customers intend to buy an OPPO smartphone because of its attractive product future.					
6	Customers plan on getting an OPPO phone soon.					

Appendix II: Statistical Output

SPSS OUTPUT

(Regression between Factor Affecting Consumer Purchase Intention)

Case Processing Summary

		N	%
Cases	Valid	385	100.0
	Excluded ^a	0	.0
	Total	385	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.929	7

Case Processing Summary

		N	%
Cases	Valid	385	100.0
	Excluded ^a	0	.0
	Total	385	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.936	7

Case Processing Summary

		N	%
Cases	Valid	385	100.0
	Excluded ^a	0	.0
	Total	385	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.925	6

Case Processing Summary

		N	%
Cases	Valid	385	100.0
	Excluded ^a	0	.0
	Total	385	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.841	6

Case Processing Summary

		N	%
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Cases

Valid	385	100.0
Excluded ^a	0	.0
Total	385	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.813	6

Case Processing Summary

	N	%
Cases Valid	385	100.0
Excluded ^a	0	.0
Total	385	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.924	6

Correlations

		TOTAL BRAND IMAGE	TOTAL PRODU CT FEATUR E	TOTAL PRODU CT PRICE	TOTAL ADVER TISING
TOTAL BRAND IMAGE	Pearson	1	.893	.883	.757
	Correlation				
	Sig. (2-tailed)		.000	.000	.000
	N	385	385	385	385
TOTAL PRODUCT FEATURE	Pearson	.893	1	.908	.779
	Correlation				
	Sig. (2-tailed)	.000		.000	.000
	N	385	385	385	385
TOTAL PRODUCT PRICE	Pearson	.883	.908	1	.818
	Correlation				
	Sig. (2-tailed)	.000	.000		.000
	N	385	385	385	385
TOTAL ADVERTISING	Pearson	.757	.779	.818	1
	Correlation				
	Sig. (2-tailed)	.000	.000	.000	
	N	385	385	385	385
TOTAL SOCIAL INFLUENCE	Pearson	.584	.463	.559	.719
	Correlation				
	Sig. (2-tailed)	.220	.215	.248	.007
	N	385	385	385	385
TOTAL PURCHASE INTENTION	Pearson	.613	.624	.626	.622
	Correlation				
	Sig. (2-tailed)	.003	.045	.001	.063
	N	385	385	385	385

Correlations

			TOTAL SOCIAL INFLUEN CE	TOTAL PURC HASE INTEN TION
TOTAL BRAND IMAGE	Pearson Correlation		.584	.613
	Sig. (2-tailed)		.220	.003
	N		385	385
TOTAL PRODUCT FEATURE	Pearson Correlation		.463	.624
	Sig. (2-tailed)		.215	.045
	N		385	385
TOTAL PRODUCT PRICE	Pearson Correlation		.559	.626
	Sig. (2-tailed)		.248	.001
	N		385	385
TOTAL ADVERTISING	Pearson Correlation		.719	.622
	Sig. (2-tailed)		.007	.063
	N		385	385
TOTAL SOCIAL INFLUENCE	Pearson Correlation		1	.618
	Sig. (2-tailed)			.006
	N		385	385
TOTAL PURCHASE INTENTION	Pearson Correlation		.618	1
	Sig. (2-tailed)		.006	
	N		385	385

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.839 ^a	.705	.704	.25489

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	84.038	5	26.008	232.118	.000 ^b
	Residual	1.624	379	.065		
	Total	24.662	384			

a. Dependent Variable: TOTAL PURCHASE INTENTION

b. Predictors: (Constant), TOTAL SOCIAL INFLUENCE, TOTAL ADVERTISING, TOTAL BRAND IMAGE, TOTAL PRODUCT FEATURE, TOTAL PRODUCT PRICE

Coefficients^a

Model		Collinearity Statistics
		VIF
1	(Constant)	
	TOTAL BRAND IMAGE	5.830
	TOTAL PRODUCT FEATURE	7.317
	TOTAL PRODUCT PRICE	7.774
	TOTAL ADVERTISING	3.123
	TOTAL SOCIAL INFLUENCE	1.012

a. Dependent Variable: TOTAL PURCHASE INTENTION

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
	B	Std. Error	Beta			Tolerance
1 (Constant)	3.944	.211		18.649	.000	
TOTAL BRAND IMAGE	.322	.049	.336	6.580	.054	.172
TOTAL PRODUCT FEATURE	.341	.053	.340	6.477	.000	.137
TOTAL PRODUCT PRICE	.417	.055	.444	7.594	.006	.129
TOTAL ADVERTISING	.303	.050	.305	6.030	.058	.320
TOTAL SOCIAL INFLUENCE	.216	.046	.218	4.676	.074	.588