YANGON UNIVERSITY OF ECONOMICS

DEPARTMET OF MANAGEMENT STUDIES

MBA PROGRAMME

THE EFFECT OF BRAND IMAGE AND PRODUCT ATTRIBUTES ON REPURCHASE INTENTION OF IPANEMA

HAYMAN KYAW

MBA II – 28

MBA 23rd BATCH

DECEMBER, 2019

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Academic Year (2017-2019)

Supervised By: **Submitted By:**

Daw Kay Thi Soe   Hayman Kyaw

Associate Professor   MBA II - 28

Department of Management Studies   MBA 23rd Batch

Yangon University of Economics   2017 – 2019

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**THE EFFECT OF BRAND IMAGE AND PRODUCT
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A thesis submitted to the Board of Examiners in partial fulfillment of the
requirements for degree of Master of Business Administration (MBA)

Supervised By:	**Submitted By:**
Daw Kay Thi Soe	Hayman Kyaw
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Yangon University of Economics	2017-2019

ACCEPTANCE

This is to certify that the thesis entitled **"The Effect of Brand Image and Product Attributes on Repurchase Intention of Ipanema"** has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

Board of Examiners

....

(Chairperson)

Dr. Tin Win

Rector

Yangon University of Economics

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(Supervisor)	(Examiner)
....	………………………
(Examiner)	(Examiner)

DECEMBER, 2019

ABSTRACT

This study aims to evaluate the effect of brand image and product attributes on customer satisfaction and repurchase intention of Ipanema. Analytical research method is used to explore the objectives of the study. The structured questions are asked to 126 respondents who purchase Ipanema shoes from Myanmar Plaza, Hledan, Junction Square, Dagon Centre, Junction Mawtin, Junction City, Sein Gay Har, City Mall, Yankin Centre in Yangon. The results show that brand image and product attributes of design, durability, comfort and price significantly influence on customer satisfaction of Ipanema. Furthermore, customer satisfaction has a positive effect on repurchase intention to Ipanema. Therefore, Ipanema marketers should build positive brand image and provide better product attributes to increase customer satisfaction and to promote repurchase intention on Ipanema.

ACKNOWLEDGEMENTS

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CHAPTER 1

INTRODUCTION

Nowadays, competition in business world becomes extremely intense. Businesses intend to retain their customers as long as possible. It is hard to maintain clients by traditional ways. Many firms emphasize on building long-term relationship with their customers in order to receive repurchase intention.

Repurchase intention is an interesting issue to investigate especially these days because competition in business world becomes extremely intense. Business intends to retain their customers and clients if possible. Repeat purchase intent is the reason of the behavior so it will build input for the owners or marketers to develop the proper marketing strategy so as to increase the customer's intention to repurchase the offered product so that in the end it will improve profitability and sustainability of the company.

Establishing consumer perceptions to improve repurchase intentions should be done well so that customers are interested in repurchasing. A consumer is willing to repurchase the same brand or product because there is a good experience or a level of expectation that met. Consumer satisfaction appears because of the previously good experience.

Happy customers can still make purchases on the business entity. Without satisfaction, it can lead to customers moving on to other products. After making a purchase, the consumer will evaluate the post-purchase evaluation in which factors affecting the post-purchase evaluation affect the interest of repeat purchase of the customer.

These unstable sales are triggered by a growing number of emerging competitors that give customers another choice in shopping. The number of shoe providers in Myanmar is growing rapidly due to the high demand of young people in fulfilling their lifestyles. Therefore, many emerging shoe brands are becoming competitors of Ipanema. The competition among distributions is getting tighter to attract the hearts of new customers and retain the existing customers for long-term business survival.

1.1   Rationale of the Study

In today's business, brand image and product attributes become important and it is essential to know how these factors can be executed in practical world. In Myanmar, many firms fail to care about customer satisfaction. Thus, customers feel very easy to switch to other firms where can satisfy them. Consequently, repurchase intention by customers only occurs at these firms. This is the reason why most firms in Myanmar cannot be sustainable.

In 2019, competitions among quality shoe providers are more and more turbulent especially in Yangon market. After that, competition in the market has extremely bloomed and has reached to the peak. Customers can choose a variety of shoe brands in the market. Shoe providers get an opportunity to communicate all the people in the market by marketing storming activities to maintain the market share. This competition enhances customer experience and customer satisfaction for shoe providers. But sometimes, customer experience and customer satisfaction alone are not able to win the market. To win market, shoe providers need to reinforce the repurchase intention of customers.

This study develops the influencing factors of customer satisfaction on repurchase intention toward the products of Ipanema. In addition, this also provides Ipanema to get more awareness about its brand image and product attributes. Then, Ipanema can pursue the repurchase intention and taste of local people which are important for the firm to sustain in the market.

1.2   Objectives of the Study

The study is intended for two main objectives. They are:

1. To examine the effect of brand image and product attributes on customer satisfaction of Ipanema
2. To analyze the effect of customer satisfaction on repurchase intention of Ipanema

1.3   Scope and Method of the Study

The research of the study uses both primary and secondary data. Primary data is collected with structural questions. The questionnaire is set and distributed to respondents. The sample size of the study is 126 respondents who purchase Ipanema shoes from Myanmar Plaza, Hledan, Junction Square, Dagon Centre, Junction Mawtin, Junction City, Sein Gay Har, City Mall, Yankin Centre in Yangon. Customers from these shops are targeted. Time period of the study is from June 2019 to October 2019. Online survey questions are analyzed for the study. Descriptive research and quantitative method are applied. Secondary data is gathered from textbooks, websites, international research papers and other local MBA research papers from library.

Nowadays, the customers wear Ipanema shoes because it is high quality and easily accessible in Yangon. Although customers have various influencing factors in choosing shoes, only the effect of brand image and product attributes on repurchase intention of Ipanema is specialized in this study.

1.4   Organization of the Study

This study is combined with five chapters. The first chapter is introduction of the study which includes the rationale of the study, objectives of the study, scope and method of the study and organization of the study. The second chapter describes theoretical background of brand image, product attributes, customer satisfaction and repurchase intention. The third chapter describes customer perception on brand image and product attributes on repurchase intention of Ipanema. It also includes the brief profile of Ipanema, demographic profile of the respondents. The fourth chapter consists of analysis on the effect of brand image and product attributes on repurchase intention of Ipanema. The final chapter is conclusion which consists of findings and discussions, suggestions and recommendations, and limitations and needs for further research

CHAPTER 2

THEORETICAL BACKGROUND

This chapter consists of six parts regarding to brand image, product attributes, customer satisfaction, repurchase intention, previous studies and conceptual framework of the study.

2.1 Brand Image

Brand image is the perception of the brand in the mind of the consumer. It is a combination of trust, ideas, and impressions that a consumer holds regarding the brand. Brand image can develop over time. The consumers form an image based on its interactions and experience with the brand. These interactions take place in many forms and not necessarily involve the purchase or use of products and services. It is thought because the perception or mental picture of a brand formed and held in customers' mind, through customers' response, whether or not rational or emotional (Dobni & Zinkhan, 1990). According to (Gronroos, 2000), a brand is not first built and then perceived by the customers. The developing a brand relationship with customers is based on a series of brand touchpoints experienced by customers (Gronroos, 2000).

A brand can be perceived differently by different consumers. Then, the formation of a consistent brand image is a huge task for any business. Every company strives to build a strong image as it helps in fulfilling its business motives. A strong brand image has following advantages –

1. More profits as new consumers are attracted towards the brand.
2. Easy to introduce new products under the same brand.
3. Boosts the confidence of existing consumers. Helps in retaining them.
4. Better Business-Consumer relationship.

Business spends most of its time, efforts and resources in building its brand image. They decide how its brand will look, how the customer should feel when they contact with the brand, where the brand should be in consumers' mind (brand propositioning), and other

interrelations. This all when summed up, gives rise to a brand personality which eventually gives rise to the brand image when the consumer interacts with this brand.

Moreover, brand image develops and conveys the product's character in a unique manner different form its competitor's image. The whole brand image consists of assorted associations in consumers' mind – attributes, advantages and attributes. Brand attributes are the functional and mental connections with the brand that customers have. Benefits are the rationale for the purchase decision. Brand attributes are the overall assessment of a brand by the customers. Positive brand image exceeds the customers' expectations.

Brand image can be interchangeably used with brand identity or can be completely opposite. The ideal scenario is that the brand image should be positive and what the company or the manufacturer wants it to become. Every company wants to position its brand in a certain which it deems is the best way for it to be seen by the customers.

If the positive brand image is constructed, the product will end in a lot of sales. A positive brand image is surpassing the customers' expectation and built when customers will recall the brand its unique points in terms of the offered value proposition, relate to the organization's means of business and its key values. Positive brand image enhances the goodwill and whole worth of a company. Negative brand image will lead to opposite results. Therefore, the brand image is vital as it is totally formed on its own in customer's mind and cannot be measured quantitatively.

2.2   Product Attributes

Another factor that is also important for increasing satisfaction and repurchase intention is product attributes. Product attributes are elements of products that are considered important by consumers and used as a basis for purchasing decisions. These attributes are in the form of brands, packaging, purchase of labels, complementary services, and guarantees (Tjiptono, 2007). The elements of product attributes are product label, brand, product design, product quality, product packaging, , color and product service (Stanton, 2009). Product attributes include brand, packaging, labeling, complementary services, and warranty (Guntur, 2010). Attributes as factors that are considered by the buyer when buying a product include price,

quality, completeness of function, design, after-sales service, and others (Simamora, 2008). Product attributes consist of product quality, design, and product features (Kotler & Armstrong, 2007). Developing a product includes the application of benefits to be delivered by the product. Products have a significant effect on customer satisfaction, a statement from the results of the study (Dimyati, 2012). In this study, product attributes such as design, color, durability, comfort and price are explored.

2.2.1   Design

The packaging design of the product can be perceived as a more ruthless design sector than others, as ultimately it has to result in generating sales and making money for the client, that is what they essentially expect to result from the design and is usually their main objective for manufacturing a product. Packaging design needs to literally deliver the goods, or a product is highly probably to fail (Ambrose & Harris, 2011). The main driver when designing package for solo product is comparatively simple, in that there is something which stands out from other alternative products in the target of the market within which it will be positioned and next to which it will be physically displayed (Ambrose & Harris, 2011).

Simplicity in the design of package can facilitate a brand to face out among its competitors. Simplicity involves reducing copy and highlighting only specific product features or values or making a cleaner design with fewer graphic devices in order to streamline the communication. Developing minimalist designs of white space and sparse typography can also be considered as both low-cost and generic. However, there is danger in taking the choice for white space a small amount literally, assert Young and Asher. Hence, it is important to balance the use of background space with the strong utilization of color and dynamic visuals. Creating designs that have simplicity can be achieved by focusing on specific elements (Ambrose & Harris, 2011).

2.2.2   Color

Colors have their symbolic value and different cultural meanings. For example, the show of red, white and blue evokes feelings of patriotism for each British and French people.

Such powerful cultural meanings create color a central perspective of many marketing strategies. Color selections are made concerning packaging, advertising, and even shop fittings (Solomon, Bamossy, Askegaard , & Hogg, 2006). Colors even have totally different meanings in numerous cultures. As an example, in Egypt, the country's national color of green is considered unacceptable for packaging as religious leaders once wore it. In Japan, black and white are colors of mourning should not be applied on a product's package. (Keillor, 2007) says this about the utilization of color. If all competitors are dark blue, the label should be red and white. It is not easy to go wrong with light and bright. Different and appealing are an absolute must.

According to (Ambrose & Harris, 2011), color is an essential part of branding and establishing the brand statement. Color decisions have to be taken into account the colors used by competitors and whether the aim is to fit in or stand out. The power of color plays an important role for brand recognition because consumers usually use it as a short cut when purchasing products; they often search a familiar red and yellow bottle, for example, instead of reading the labels of products on the shelf. It is for this reason that "me-too" brands usually feature labels in similar colors to the market leader so as to profit from such familiar associations. The effective use of color in packaging design can be a highly involved decision due to the various connotations, associations and messages that colors can send out. There are wide and varied color meanings which are perhaps most significantly culturally dependent. Certain packaging colors refer to tastes or qualities, with pink and red indicating sweetness for example, while white and blue suggest purity and refinement. Green generally refers to mint flavoring or organic manufacture, whereas to draw in attention to new or improved products or formulas, designers often apply red and yellow. The current study aims to test whether the colors of Ipanema shoes may influence the customer satisfaction and repurchase intention.

2.2.3   Durability

Durability can be defined as the ability to exist for a long time without any significant deterioration in product quality or value. Durability is when something lasts a long time. The durability of shoes keeps them from wearing out even when walking many miles in them..

Durability can be used to describe the quality of performance or strength that keeps something working or holds it together.

Durability is that the ability of a physical product to stay functional, while not requiring excessive maintenance or repair, once faced with the challenges of traditional operation over its style time period. There are many measures of durability in use, as well as years of life, hours of use, and range of operational cycles. In economic science, products with an extended usable life are mentioned as durable consumer goods.

2.2.4 Comfort

Being comfortable describes something that makes people feel relaxed, like a comfortable couch that makes you want to curl up on it and take a nap. In describing things that feel good, like shoes that do not hurt the feet, comfortable can mean "feeling free from feet pain." Comfort is a fundamental need of all people for ease, relief, or transcendence arising from stressful health care situations.

Comfort (or being comfortable) is a sense of physical or psychological ease, usually characterized as an absence of hardship. A degree of psychological comfort can be achieved by recreating experiences that are associated with enjoyable memories, such as engaging in familiar activities, maintaining the presence of familiar objects, and consumption of comfort foods. Comfort is a specific concern in health care, as providing comfort to the sick and injured is one goal of healthcare, and can facilitate recovery. People who are surrounded with materials of psychological comfort can be described as being "in their comfort zone". Psychological comfort is highly subjective because of the personal nature of positive associations.

2.2.5 Price

Price is that the quantity charged for a product or service. Apart from monopoly firms, all firms are in competitive market. They have to differentiate its products with quality, benefits and price. Setting prices is very tricky for organization. Setting prices require considering many factors such as competitors' price, industry price, customers' ability to buy, cost of organization, government restrictions. Organization require to set price in care because price

setting is directly related with business profitability and reversely related with market demand. Price is set by (5) major objectives for profit-oriented organizations such as

1. Survival – Survival is major objective of a business. As long as business covers its cost, it can survive in the market to continue business. Though survival is important for a business, it should be short-term objective of business. For long-run, business should think about how to add value or face extinction.

2. Maximum current profit – Maximum current profit is where companies with weak competition set a high price that produces the most cash flow or return on investment.

3. Maximum market share – Maximum market share utilizes a market-penetration pricing strategy, in which a higher sales volume will lead to lower unit costs and higher long-run profit.

4. Maximum market skimming – Maximum market skimming is where a company sets a high price to capture those customers who are willing to pay more for a product. This is skimming the cream off the top of the market, and it works well with a newly creative technology product.

5. Product-Quality leadership – Product-quality leadership is where a company aims to provide the best quality product in the market, and therefore charges more than its competitors. These companies are usually market leaders.

In non-profit, they may have other objectives as per organizational aim.

(Abdullah & Rozario, 2009) have also explained that price has widely been accepted as an important marketing factor that influences consumer behavior. Customers do not know or remember the actual price of a specific product/service, but they encode the price in ways that are meaningful to them (Zeithaml,1988). The price refers to the monetary value of a product or a service. It is a obvious competition tool and important factor which influences the customers' choice. Price can provide company to know the value of product or service in customers' mind.

2.3 Customer Satisfaction

Customer Satisfaction is a level of feeling where a person expresses the results of a comparison of the performance of the product (service) received and expected (Kotler, 2008). Customer satisfaction points out the fulfillment that customers gain from doing business with a firm. Customer satisfaction is a term used to describe an outline when an exchange meets the needs and expectations of its user. It captures the provision of goods and services that fulfill the customers' expectations in terms of quality and service in relation to the price paid.

Satisfaction is defined as an overall evaluation dependent on the total purchase and consumption experience of the target product or service performance compared with repurchase expectations over time (Fornell, 1992). Satisfaction was reviewed as pleasurable fulfillment which is sensed by customers I the consumption (Oliver, 1997). It can only be accomplished if the customer has an overall experience of goods and services. In today's competitive business marketplace, customer satisfaction is an important performance critic and basic differentiator of business strategies. Hence, the more the customer satisfaction, the more the business and the establishment wit customer relations is.

Customer satisfaction is a part of customer's experience that reveal a business' behavior on customer's expectation. It additionally depends on how efficiently it is managed and how responsively services are provided. This satisfaction could be associated with several business aspects such as marketing, product manufacturing, engineering, quality of products and services, responding customers' issues and queries, completion of project, post delivery services, complaint handling. Customer satisfaction is a consumer's perception of how well an organization has delivered on its communicated value proposition. Then, customer satisfaction is the perception of a customer, it is primarily based on two top-level factors that name expected value versus delivered value. The organization contributes to the consumer's level of expectation through its communicated value proposition that is product quality, price, benefits, service and so on.

Therefore, in straightforward terms, once considering this definition of customer satisfaction, it is simple to visualize why it is vital to many companies – as it indicates how well the firm is delivering on its promises to its target market. Customer satisfaction is a feeling of satisfaction in which the performance of products, services, or experiences received higher

than expected. Satisfaction is very important because customers are willing to pay for its satisfaction, if the brand provides what customers need and want, based on its satisfaction level, the brand will have the number of customers, consequently enjoying the share of the market.

2.4   Repurchase Intention

Purchase intention is part of consumer behavior related to the attitude of consuming and tendency to act before a purchase decision is actually made (Kinnear & J.R. Taylor, 1991). It is the main concern for marketers to determine customer purchase intention in a product, so that both marketers and economists use purchase intention variable in predicting consumer behavior in the future.

Repurchase is defined as a consumer's actual behavior resulting in the purchase of the same product or service on more than one occasion. The majority of consumers' purchases are potential repeat purchases (Peyrot & Doren, 1994). Customers purchase similar products repeatedly from similar sellers, and most purchases represent a series of events instead of one isolated event. Retention is another common term for repurchase (Zineldin, 2006), which is considered to be one of the most important variables in relationship marketing (Fullerton, 2005). Two forms of repurchase are identified: the intention to re-buy (repurchase), and the intention to engage in positive word-of-mouth and recommendation (referral) (Zeithaml, Leonard L, & A. Parasuraman, 1996).

Repurchase intention is possible with establishing and managing relationships with customers through adapting organizations' offering and through constantly providing value and enhancing satisfaction. To boost repurchase intentions, organizations should focus on not only on mere repeated buying through different promotional activities but try to provoke in customers a commitment and preferable attitude towards its organization. Repurchase intention is the individual's judgement about repeating purchase again in the same firm. The reason why customers decide to select the same service provider and purchase the same service is on the basic of its previous experiences.

Indeed, customer repurchase intention relies upon the value obtained in its past transitions like appropriate performance criteria (benefits), competition, and cost

considerations. Future purchase intentions additionally have a significant relationship with customer satisfaction. Overall, customers perform future purchase intentions based on the value gained from the past experiences or contacts, with relationship benefits being an intermediary for expectations of future benefits.

2.5   Previous Studies

There are many international researchers who conducted the study of the importance of brand image and product attributes that effect on repurchase intention. For review of this study, two conceptual models of previous studies are found.

The first one is developed by (Waqas & Owais, 2015) and the title is "Impact of Customer Satisfaction, Service Quality, Brand Image on Purchase Intention" in the mobile phone market. The objectives are (1) to know the relationship between customer satisfaction and purchase intention, (2) to know the relationship between service quality and purchase intention, and (3) to know the relationship between brand image and purchase intention. Figure (2.1) shows the conceptual framework of first paper which is the base for this study's conceptual framework.

Figure (2.1) Impact of Customer Satisfaction, Service Quality, Brand Image on Purchase Intention
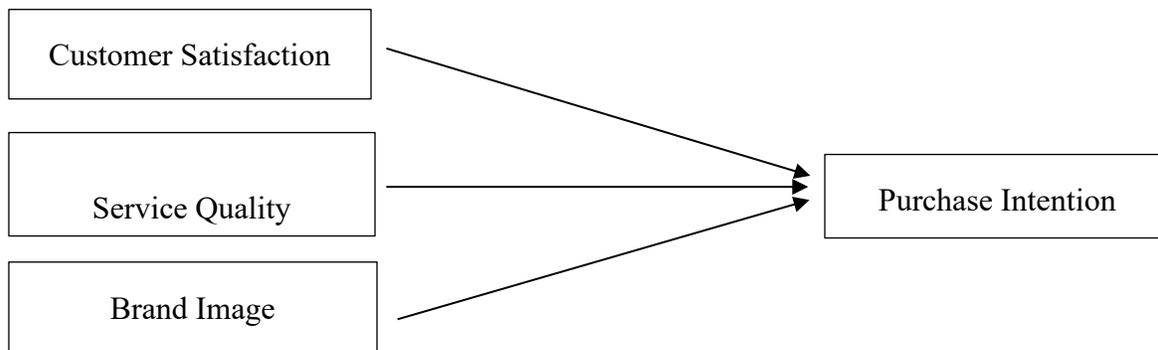
Source: Waqas Mehmood and Qwais Shafiq (2015)

The findings of the study are that all variables have a positive and significant relationship. For brand image, it has the positive relationship towards the purchase intention. And purchase intention has positive relation towards brand image and customer satisfaction, and highly positive significant towards service quality. Customer satisfaction has positive

relation towards purchase intention and brand image, and highly positive significant towards service quality. Service quality has positive relation towards customer satisfaction and highly positive significant with brand image and purchase intention. These findings show that customer satisfaction has direct impact on purchase intention. Customers tend to make purchase if they are satisfied with the quality of the brand. Plus, brand image has a favorable effect on purchase intention. Therefore, mobile phone companies and marketers should specialize in generating positive brand image and better service quality to satisfy customers then they will intend to make purchase decisions.

The second conceptual framework of previous study is proposed by (Indarto, Suroso, Sudaryanto, & Qomariah, 2018) and the title is "The Effect of Brand Image and Product Attributes on Customer Satisfaction and Customer Loyalty". This study aims to determine the effect of product image and product attributes on customer satisfaction and loyalty of CIMA Niaga Xtra savings at CIMB Niaga Situbondo. Figure (2.2) shows the conceptual framework of second paper which is also the base for conceptual framework of this study.

Figure (2.2) Factors Affecting Customer Satisfaction and Customer Loyalty
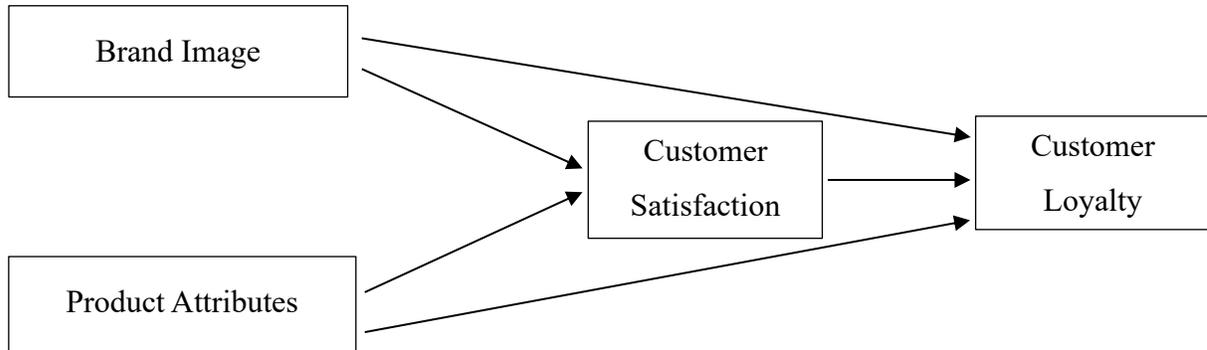
Source: Erik Wahyu Indarto, Imam Suroso, Sudaryanto, Nurul Qomariah (2018)

The results show that product image, product attributes significantly influence customer satisfaction of Bank CIMB Niaga Situbondo. This means that the better the product image and product attributes of the bank, the better the customer satisfaction of the bank. The product image does not have a significant impact on customer loyalty of Bank CIMB Niaga Situbondo. This means that product image does not directly affect the customer loyalty of the bank. Product attribute significantly influences customer loyalty of Bank CIMB Niaga Situbondo.It means that the better the product attributes, the better the customer loyalty of the bank. Customer satisfaction significantly affects upon customer loyalty of Bank CIMB Niaga

Situbondo. This means that if customer satisfaction gets better, that will increase customer loyalty.

2.6　Conceptual Framework of the Study

It is taking a clue from the above two previous researchers' conceptual frameworks. This study framework starts from the independent variables of brand image and product attributes (design, color, comfort, durability and price). Then, dependent variables of the research are customer satisfaction and repurchase intention. The conceptual framework of the study is shown in Figure (2.3).

Figure (2.3) Conceptual Framework of the Study

```
┌─────────────────────┐
│    Brand Image      │
└─────────────────────┘
                          ┌──────────────┐         ┌──────────────┐
┌─────────────────────┐   │   Customer   │         │  Repurchase  │
│  Product Attributes │   │ Satisfaction │ ──────► │  Intention   │
│                     │   └──────────────┘         └──────────────┘
│     Design          │
│                     │
│     Color           │
│                     │
│     Durability      │
│                     │
│     Comfort         │
│                     │
│     Price           │
└─────────────────────┘
```
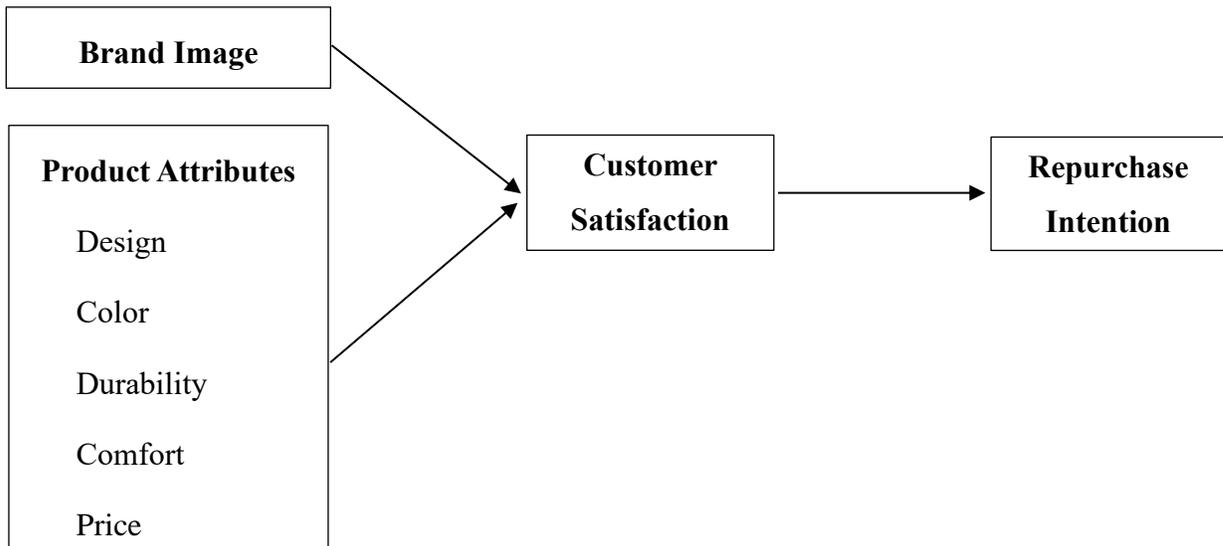
Source: Own Compilation (2019)

The conceptual framework introduces with three phase model of brand image, product attributes, customer satisfaction and repurchase intention. In this paper, brand image, product attributes, customer satisfaction and repurchase intention will be studied. The ultimate result of this study is to analyze the effectiveness of brand image and product attributes provided by Ipanema on the repurchase intention of its customers in term of customer satisfaction.

CHAPTER 3

CUSTOMER PERCEPTION ON BRNAD IMAGE AND PRODUCT ATTRIBUTES OF IPANEMA

This chapter aims to study customer perception on brand image and product attributes of Ipanema. It starts with the profile of Ipanema. Then, the profile of the respondents is described and the factors (brand image and product attributes) are examined.

3.1   Profile of Ipanema

Ipanema is a stylish, colorful and fun Brazilian created sandal and flip flop collection named after one of the most exotic and notable beaches in the world. Using the spectacular coastal neighborhood of Ipanema in Rio de Janeiro, Brazil, as the backdrop and inspiration, Ipanema was created as the footwear collection to be the perfect blend of a relaxing seaside lifestyle with the sophistication of city glamour.

Sold in nearly 100 countries around the world including Myanmar, Ipanema's designs reflect the brand's laid-back Brazilian roots while using innovative materials and staying connected to current fashion trends. Ipanema combines the sense of fashion with features that make the sandals and flip flops unique, including multiple sole shapes for better comfort, durable and fit, "360 degree" prints that wrap around the sole, and amazing strap details and overlays that make people notice Ipanema's styles when they are on the feet.

Ipanema started importing and selling by Blazon Group in Myanmar in 2013 with a few shops in Yangon. Since then, they are growing rapidly and opening several branches in major cities across Myanmar such as Yangon, Mandalay, Naypyidaw, progressively. There are 19 branches – Myanmar Plaza, Bogalayzay Gamone Pwint, Tamwe Orange, Thaketa Capital, Yuzana Plaza, Sule, North Dagon Dynamic, Latha, Hledan, Hlaing, Junction Square, Dagon Centre, Super One, Junction Mawtin, Junction City, Sein Gay Har, City Mall, Yankin Centre, Thanlyin Orange in Yangon and 4 branches – Sky Walk, The One Shopping Centre, Central Point, 62nd Rd branch in Mandalay covering almost all the area of the town.

With a fast-growing presence in the closets and on the feet of Hollywood's elite, Ipanema can even be seen on celebrities such as Angelina Jolie, Halle Berry, Kate Hudson, Ashton Kutcher and so many others. Ipanema is additionally proud to be the Official Footwear Sponsor of Mercedes-Benz Fashion Week Swim held in each July at Miami Beach.

Ipanema sandals and flip flops are changed into their creative and comfortable styles made using super soft and durable Flexpand 100% recyclable plastic. With eyes on the environment and the future, the Ipanema collection is manufactured by using at least 30% recycled materials, while 99% of all factory waste is recycled or reused. Ipanema are constantly striving to find new ways to minimize their impact on their environment.

3.2   Reliability Test

Reliability is related with the internal consistency of the items. Hair et al. (2007) defined reliability as the extents to which a variable or a set of variables is consistent in what it is extended to measure. As the current study uses multiple items in all variables, internal consistency analysis was carried out through Cronbach alpha reliability tests. Duffy and Kilbourne (2001) asserted that, Cronbach's alpha measures the consistency with which participants answers items within a scale are measuring the same construct. The findings of the reliability analysis are in the following Table.

Table (3.1) Reliability Analysis

Factor	No. of items	Alpha Value
Brand Image	5	.857
Design	5	.860
Color	5	.889
Durability	5	.880
Comfort	5	.790
Price	5	.889
Customer Satisfaction	5	.935
Repurchase Intention	5	.916

Source: Survey Data (2019)

According to Nunnally (1978) and Malhorta (2004), the standard minimum value of Alpha is 0.7. Thus, the Alpha values described in Table (3.1) are sufficient for the confirmation of internal consistency and data reliability of the variables.

3.3 Demographic Profile of the Respondents

For the study, survey questions are created electronically using Google form and distributed via digital platform such as social media and SMS. Incomplete survey forms and late submission are removed and took a total of 126 respondents. In study, descriptive research method and quantitative method are applied. The following Table shows the most relevant demographic factors of the respondents.

Table (3.1) shows that the profile of 126 respondents. There are three parts in the primary questionnaire: demographics, brand image and product attributes, customer satisfaction and repurchase intention. The questionnaire is composed of five parts and total 47 statements. The first is about demographic characteristic with 6 questions which are gender, age, marital status, education, occupation, monthly income. These questions are more specific to know about respondents that help to define targeted market. The second part consists of all seven variables in the research model. Most of the questions are constructed and developed by previous research and relevant literatures. All questions are measured by using Likert's five points scales of 5 strongly agree to 1 strongly disagree.

Table (3.2) Profile of Respondents

Sr. No	Particular	No. of Respondents	Percentage (%)
	Total	**126**	**100.0**
1	**Gender**		
	Male	16	12.7
	Female	110	87.3
2	**Age**		
	Under 21 years	5	4.0
	21 – 30 years	88	69.8
	31- 40 years	29	23.0
	41 years and above	4	3.2
3	**Marital Status**		
	Single	103	81.7
	Married	22	17.5
	Divorced	1	0.8
4	**Education**		
	Undergraduate	7	5.6
	Bachelor degree	39	31.0
	Master degree	76	60.3
	Ph.D	4	3.2
5	**Occupation**		
	Student	48	38.1
	Government Staff	23	18.3
	Company Staff	36	28.6
	Self-employed	19	15.1
6	**Monthly Income**		
	Under 300,001 Ks	36	28.6
	300,001 – 500,000 Ks	49	38.9
	500,001 – 700,000 Ks	13	10.3
	700,001 – 900,000 Ks	7	5.6
	900,001 Ks and above	21	16.7

Source: Survey Data (2019)

As seen in Table (3.1), 87.3 % of the respondents were female respondents and 12.7% are male respondents. The female respondent's ratio is larger than male ratio in the sampling. This result shows that the women buy more Ipanema shoes than the men.

In terms of age, the respondents' age level is classified based on four groups. The result shows that 88, the highest number of respondents, is within 21-30 age group. The 21-40 age group represents the second highest number of respondents. And the age group of under 21 years represents 4%. The least ratio of the respondents is the age group of 41 years and above. It can be concluded that middle aged people buy more Ipanema shoes than the younger and older people.

In this research study, the majority of the respondents is Single by 103 respondents and followed by Married and Divorced which take 22 respondents and 1 respondent respectively. Therefore, it can be concluded that the respondents who are single have high purchase intention of Ipanema shoes than other groups.

The majority of the education level of respondents is Master degree by 76 respondents followed by Bachelor Degree and Undergraduates which take 39 and 7 respondents respectively. Minority education level is Ph.D which takes only 4 respondents. It can be verified that most of the Ipanema users are graduated.

The occupation of the respondents is divided in four groups as shown in the Table (3.1). Th majority of the respondents is Student by 48 respondents of total respondents followed by Company Staff and Government Staff which take 36 and 23 respondents respectively. The minority is Self-employed by 19 respondents only. The reason is that most respondents are attending university and other respondents have some amount of income to buy Ipanema shoes.

As per income level, the result showed that the range between 300,001 and 500,000 Ks are most frequently chosen by 49 respondents while 36 respondents chose under 300,001 Ks. 21 respondents selected 900,001 Ks and Above and 13 respondents achieved the amount between 500,001 and 700,000 Ks. The least income group is between 700,001 and 900,000 Ks. Therefore, it can be concluded that most Ipanema users are middle class and others come from different types of income levels.

3.4   Customer Perception on Brand Image of Ipanema

In this study, 126 of Ipanema users are surveyed. The result of analysis on their perception on brand image of Ipanema is shown in Table (3.2). Mean scores were computed for each statement and summarized in the following Table. There are five questions related with the brand image to figure out the customer perception on brand image of Ipanema.

Table (3.3) Customer Perception on Brand Image

Sr. No	Particular	Mean	Standard Deviation
1	A well-established brand in Myanmar market	3.83	0.87
2	A reliable brand	3.80	0.79
3	One of the leading shoe brands in Myanmar market	3.69	0.95
4	Having good reviews	3.78	0.82
5	Positive perception about Ipanema's brand image	3.86	0.87
	Overall Mean	**3.79**	

Source: Survey Data (2019)

This study finds out that customers accept the idea of being well-established by Ipanema in Myanmar Market, its reliability and having good reviews. Customers have highly positive perception on Ipanema's brand image. The finding also confirms that customers are convinced that Ipanema is one of the leading shoe brands in Myanmar market. According to the overall mean result of 3.79, customers strongly believe that Ipanema's brand image is good and positive.

3.5   Customer Perception on Product Attributes of Ipanema

In this survey, total of 126 respondents answered the questions of product attributes (design, color, durability, comfort, price). Each question has a scale of 1 to 5 (1= strongly

disagree to 5 = strongly agree). Therefore, if the score is greater than 3, there is a relationship between customer perception and product attributes. The higher the score returns, the stronger relationship between customer perception and marketing mix.

3.5.1 Customer Perception on Design

In this study, 126 of Ipanema users are surveyed. The result of analysis on their perception on brand image of Ipanema is shown in Table (3.3). Mean scores were computed for each statement and summarized in the following Table. There are five questions related with the design to figure out the customer perception on design of Ipanema.

Table (3.4) Customer Perception on Design

Sr. No	Particular	Mean	Standard Deviation
1	Using designs properly	3.56	0.88
2	Simply attractive shoe looks	3.87	0.92
3	Shoe with good designs	3.71	0.93
4	Providing trendy designs	3.60	0.90
5	Having unique designs and features	3.63	0.94
	Overall Mean	**3.67**	

Source: Survey Data (2019)

The findings confirm that customers mostly agree that Ipanema designs and features are unique and different from others. Customers highly accept that Ipanema has simply attractive looks. Respondents are convinced that Ipanema shoes have got good designs. Although providing proper designs meets the customers' needs, Ipanema needs to produce more creative and innovative designs to increase customer satisfaction. Overall, customer assume that Ipanema's design meets their expectation with the result of overall mean value 3.67.

3.5.2 Customer Perception on Color

In this study, 126 of Ipanema users are surveyed. The result of analysis on their perception on color of Ipanema is shown in Table (3.4). Mean scores were computed for each statement and summarized in this Table with the overall mean result of 3.61. There are five questions related with the color to figure out the customer perception on color of Ipanema.

Table (3.5) Customer Perception on Color

Sr. No	Particular	Mean	Standard Deviation
1	Having customer's likeable colors	3.85	0.85
2	Attractive colors to buy	3.71	1.06
3	Preferable colors than other shoe brands	3.33	1.07
4	Having proper shoe colors	3.59	0.85
5	Feeling stylish with Ipanema shoe colors	3.56	0.98
	Overall Mean	**3.61**	

Source: Survey Data (2019)

The findings confirm that customers are convinced Ipanema has attractive and stylish colors which make buyers to buy. Compared to other shoe brands, there is a room to improve for Ipanema in choosing colors. This study also finds out that it is better for Ipanema to provide more color choices to compete the competitors. As overall mean value is 3.61, customers have a good point of view on Ipanema colors but not very good.

3.5.3 Customer Perception on Durability

In this study, 126 of Ipanema users are surveyed. The result of analysis on their perception on durability Ipanema is shown in Table (3.5). Mean scores were computed for each statement and summarized in this Table. There are five questions related with the durability to figure out the customer perception on durability of Ipanema.

Table (3.6) Customer Perception on Durability

Sr. No	Particular	Mean	Standard Deviation
1	Having longer-lasting shoe life than expectation	3.87	1.00
2	Much durability than other shoes	3.86	0.96
3	Being not easily worn out	3.56	1.08
4	Being suitable to use in all kinds of seasons	4.00	0.97
5	Long-term durability of the shoe as one of the key drivers to buy	3.91	0.99
	Overall Mean	**3.84**	

Source: Survey Data (2019)

The findings confirm that customers are strongly convinced Ipanema shoes are suitable for all kinds of seasons. They believe that Ipanema shoes are more durable than others and the shoe life lasts longer. This study also finds out that durability is one of the strengths of Ipanema to attract customers to buy. Respondents agree that Ipanema shoes are not easily worn out, compared to other shoes. Ipanema needs to maintain the quality of durability. Overall, customers have very good perception on Ipanema shoe's durability with the overall mean result of 3.84.

3.5.4 Customer Perception on Comfort

In this study, 126 of Ipanema users are surveyed. The result of analysis on their perception on comfort of Ipanema is shown in Table (3.6). Mean scores were computed for each statement and summarized in this Table. There are five questions related with the comfort to figure out the customer perception on comfort of Ipanema.

Table (3.7) Customer Perception on Comfort

Sr. No	Particular	Mean	Standard Deviation
1	Being comfortable to wear	4.11	0.86
2	Comfortability as a drive to buy the shoe	4.01	0.83
3	Light enough shoe weight to wear	4.08	0.79
4	Having the varieties of shoe heights based on needs	3.56	0.96
5	No experience of foot pain with Ipanema shoes	3.76	1.08
	Overall Mean	**3.90**	

Source: Survey Data (2019)

The findings confirm that customers accept Ipanema shoes are comfortable to wear. Respondents prefer that Ipanema shoe weight is also light enough. Customers accept that there are varieties of choices concerning shoe heights based on customers' needs. This study also finds out that being comfortability is one of the strengths of Ipanema to attract customers to buy. Overall, customers strongly believe Ipanema shoe's comfort with the overall mean result of 3.90.

3.5.5 Customer Perception on Price

In this study, 126 of Ipanema users are surveyed. The result of analysis on their perception on price of Ipanema is shown in Table (3.7). Mean scores were computed for each statement and summarized in this Table. There are five questions related with the price to figure out the customer perception on price of Ipanema.

Table (3.8) Customer Perception on Price

Sr. No	Particular	Mean	Standard Deviation
1	Above average price of Ipanema that suggests high quality shoe materials	3.66	0.85
2	Appropriate pricing compared to the received benefits	3.52	0.99
3	Acceptable price of Ipanema	3.42	0.97
4	Attractive pricing policies of Ipanema shoes	3.23	0.97
5	Continuing to buy Ipanema unless the price is significantly higher for the same quality	3.49	1.11
	Overall Mean	**3.46**	

Source: Survey Data (2019)

The findings confirm that the customers believe that the price is acceptable compared with the high quality of Ipanema and its benefits. However, compared with the competitors, Ipanema needs to practice setting more attractive and competitive pricing. As the overall mean value is 3.46, customers' perception on price of Ipanema slightly meets their satisfaction.

Table (3.9) Overall Mean Scores of Product Attributes

No.	Particular	Mean
1.	Design	3.67
2.	Color	3.61
3.	Durability	3.84
4.	Comfort	3.90
5.	Price	3.46

Source: Survey Data (2019)

To summarize the customer perception on product attributes, overall mean values of design, color, durability, comfort and price are 3.67, 3.61, 3.84, 3.90 and 3.46 respectively. Among them, comfort has the highest mean value and price is the lowest. It shows that customers strongly accept the comfort of Ipanema shoes, but for price, Ipanema needs to review and reconsider about their pricing strategies to satisfy the customers. It is also found that Ipanema customers have a very good perception on durability of the shoe. It is beneficial for Ipanema to make more creative shoe designs and give more color choices in order to have better customer perception.

CHAPTER 4

ANALYSIS ON THE EFFECT OF BRAND IMAGE AND PRODUCT ATTRIBUTES ON CUSTOMER SATISFACTION AND REPURCHASE INTENTION OF IPANEMA

This chapter includes two main parts. The first part explores brand image and product attributes of Ipanema users in Yangon. The second part analyzes the effect of customer satisfaction and repurchase intention of Ipanema users in Yangon.

4.1 Customer Satisfaction on Ipanema

Customer satisfaction is the main driven force to make customers repurchase in the firm for a longer period. Satisfied customers are more likely to buy again to the firm. Especially for a shoe provider like Ipanema Myanmar, unsatisfied customers may switch more easily to the competitors. To explore the customer satisfaction, 5 categories of area are explored. Respondents are asked to rate on a five-point Likert scale (1-Stongly Disagree to 5-Stongly Agree). The results from survey on customer satisfaction of 126 respondents are shown in Table (4.1).

Table (4.1) Customer Satisfaction

Sr. No.	Particular	Mean	Standard Deviation
1	Fulfilling the expectations	3.51	0.85
2	Being satisfied with the performance of the shoe	3.65	0.79
3	Being pleased with the decision of buying Ipanema	3.67	0.88
4	Happiness with the brand image and product attributes	3.66	0.95
5	Overall, being satisfied as a customer of Ipanema	3.75	0.86
	Overall Mean	**3.65**	

Source: Survey Data (2019)

As shown in Table (4.1), customer satisfaction mean value is higher than the average, meaning that Ipanema can fulfill customer's expectation. Customers are happy with shoe performance and they believe the decision of buying Ipanema is right. Overall mean value is 3.65 which refers that customer satisfaction for brand image and product attributes practiced by Ipanema are satisfying to the respondents.

4.2   Repurchase Intention to Ipanema

Returning customers can bring financial growth for the firm and these customers have relatively low intention to move to the competitors of the firm. To retain those customer needs less effort than to gain new customers. Therefore, obtaining repurchase intention is one of the important factors for a firm. To explore repurchase intention, 5 categories of area are explored. Respondents are asked to rate on a five-point Likert scale (1-Stongly Disagree to 5-Stongly Agree). The result from survey on repurchase intention of 126 respondents are shown in Table (4.2).

Table (4.2) Repurchase Intention

Sr. No	Particular	Mean	Standard Deviation
1	Willingness to buy Ipanema again in the future	3.83	0.93
2	Willingness to say positive things about Ipanema to others	3.74	0.89
3	Choosing Ipanema even when having other alternative brands in the future	3.39	1.07
4	Recommending Ipanema to friends and others	3.70	0.94
5	Making the right choice by buying Ipanema	3.67	0.93
	Overall Mean	**3.67**	

Source: Survey Data (2019)

In the above Table, overall mean value for repurchase intention is 3.67 that shows the respondents will repurchase Ipanema shoes in the future higher than average level. If there are any alternative brands that can compete with Ipanema, the respondents' intention to repurchase slightly decreases because its mean value decreases to 3.39 compared to other mean values. Respondents are willing to say positive things about Ipanema and usually recommend others to buy Ipanema. They believe buying Ipanema is a right choice.

4.3   Analysis on the Effect of Brand Image and Product Attributes on Customer Satisfaction

This section analyzes the effect of brand image and product attributes on customer satisfaction. The regression results show the effect of brand image and product attributes on customer satisfaction and the findings are presented in the following Table.

Table (4.3) Effect of Brand Image and Product Attributes on Customer Satisfaction

Variables	Unstandardized Coefficients		t	Sig.	VIF
	B	**Std. Error**			
(Constant)	-.124	.275	-.451	.653	
Brand Image	.081**	.085	.957	.034	1.862
Product Attributes	.937***	.095	9.812	.000	1.862
R	.790				
R Square	.625				
Adjusted R Square	.619				
F Value	102.382***				
Durbin-Watson	1.784				

Source: Survey Data (2019)

Notes: *** Significant at 1% level, ** Significant at 5% level, * Significant at 10% level

The above Table (4.3) shows that the significant values of brand image and product attributes are less than 0.05 and 0.01 respectively and unstandardized coefficient values are 0.081 and 0.937 respectively, meaning that there is a positive relationship between brand image and customer satisfaction at 95% confidence interval, between product attributes and customer satisfaction at 99% confidence interval. The increase of 1 unit in brand image may result 0.081 unit increase in customer satisfaction, and 1 unit increase in product attributes may lead to 0.937 unit increase in customer satisfaction.

R value is 0.790 in the Table, which means brand image, product attributes and customer satisfaction are strongly correlated. R square value 0.625 is about the variance of dependent variable, in this study, customer satisfaction. Adjusted R square is 0.619, that refers to that the model could explain 61.9% about the variance of the independent variables (brand image and product attributes) and dependent variable (customer satisfaction).

The overall significance of the model, F Value is highly significant at 99% confidence interval, and the model is found to be valid. Moreover, t-value for brand image is greater than 0, that refers to that all the null hypothesis showing there is no significance among brand image, product attributes and customer satisfaction of Ipanema are rejected. Durbin-Watson value is nearly close to 2 (1.784). Therefore, there is no autocorrelation in survey process. And there is no significant multicollinearity problem in the study because VIF value shows less than 10. Therefore, brand image and product attributes have positive impact on customer satisfaction, and they are strongly correlated.

The result shows that brand image has a significant effect on customer satisfaction of Ipanema. This means that the better the brand image of Ipanema, the better the customer satisfaction of Ipanema. Brand image can be seen through that customers strongly accept that brand image of Ipanema is well established, reliable, positive and has good reviews in Myanmar market. However, product attributes are more important to consider than brand image for improving customer satisfaction Comparing brand image and product attributes, product attributes have much more significant effect and influence on customer satisfaction than brand image. Customers feel that Ipanema designs are simply attractive, trendy and unique. Customers accept that Ipanema shoe life lasts longer than expectation, comfortable to wear, and has acceptable and attractive pricing. Hence, product attributes such as design,

durability, comfort and price need to be focused first to increase customer satisfaction. After that, brand image should be considered. This means that if the product attributes are better, that will increase customer satisfaction of Ipanema.

4.4. Analysis on the Effect of Product Attributes on Customer Satisfaction

Multiple linear regression model is applied to analyze the relationship between independent variables (product attributes – design, color, durability, comfort and price) and dependent variable (customer satisfaction) regarding to Ipanema's customers in Yangon. Statistical regression represents how well these product attributes have impact on customer satisfaction of Ipanema's customers. The statistical results are shown in the following Table.

Table (4.4) Effect of Product Attributes on Customer Satisfaction

Variables	Unstandardized Coefficients		t	Sig.	VIF
	B	Std. Error			
(Constant)	.079	.236	.334	.739	
Design	.143*	.082	1.749	.083	2.607
Color	-.079	.067	-1.168	.245	2.133
Durability	.176***	.059	3.004	.003	1.705
Comfort	.240***	.085	2.823	.006	2.389
Price	.495***	.065	7.615	.000	2.064
R	.852				
R Square	.726				
Adjusted R Square	.714				
F Value	63.444***				
Durbin-Watson	1.821				

Source: Survey Data (2019)

Notes: *** Significant at 1% level, ** Significant at 5% level, * Significant at 10% level

According to the Table (4.4), the significant values of durability, comfort and price are less than 0.01, meaning that there is relationship between these three attributes and customer satisfaction at 99% confidence interval. There is a positive relationship between these three attributes and customer satisfaction because unstandardized coefficient values for durability, comfort and price are 0.176, 0.240 and 0.495 respectively, meaning that if 1 unit of durability, comfort and price increase, there will be 0.176, 0.240 and 0.495 unit of customer satisfaction increase accordingly. For design, the significant value is 0.083 which is less than 0.1, meaning that there is relationship between design and customer satisfaction at 90% confidence interval. There is a positive relationship between design and customer satisfaction because unstandardized coefficient value for design is 0.143 meaning that if 1 unit of design increase, there is 0.143 unit increase of customer satisfaction. The significant value of color is greater than 0.1, therefore there is no relationship between color and customer satisfaction at 99%, 95% and 90% confidence interval.

Correlation coefficient (R) measures the liner relationship between the independent variables and dependent variable. The product attributes and customer satisfaction of Ipanema are strongly correlated because R value is 0.852 shown in the Table. The value of R square is 72.6%, that indicates the proportion of the variance among dependent variables accounted by the model. The value of adjusted R square is 0.714, i.e., the model could explain 71.4% about the variance of the independent variables and dependent variable.

The overall significance of the model, F Value is highly significant at 99% confidence interval, and the model is found to be valid. Moreover, t-values for all these attributes except color are greater than 0, that refers that all the null hypothesis showing there is no significance between product attributes and customer satisfaction of Ipanema are rejected. Durbin-Watson value is nearly close to 2 (1.821). Therefore, there is no autocorrelation in survey process. And there is no significant multicollinearity problem in the study because all VIF values show less than 10.

To summarize, among five product attributes practiced by Ipanema, design, durability, comfort and price have positive impact on customer satisfaction. Thus, these factors have significant influence on customer satisfaction. This mean that the better the design, durability, comfort and price of Ipanema, the higher the customer satisfaction. Out of the mentioned

product attributes, color has no relationship and no impact on customer satisfaction. As Ipanema designs also have effect on customer satisfaction, providing much better designs can satisfy the customer more. The improvement of the quality of durability, comfort and more effort on setting competitive price can create greater customer satisfaction.

4.5   Analysis on the Effect of Customer Satisfaction on Repurchase Intention

This section analyzes the effect of customer satisfaction on repurchase intention. The regression results show the effect of customer satisfaction on repurchase intention and the findings are presented in the following Table.

Table (4.5) Effect of Customer Satisfaction on Repurchase Intention

Variables	Unstandardized Coefficients		t	Sig.	VIF
	B	Std. Error			
(Constant)	.447	.201	2.227	.028	
Customer Satisfaction	.882***	.054	16.388	.000	1.000
R	.827				
R Square	.684				
Adjusted R Square	.682				
F Value	268.562***				
Durbin-Watson	2.216				

Source: Survey Data (2019)

Notes: *** Significant at 1% level, ** Significant at 5% level, * Significant at 10% level

The above Table (4.5) shows that the significant value of the customer satisfaction is less than 0.01, that means there is relationship between the customer satisfaction and repurchase intention at 99% confidence interval. The unstandardized coefficient value is 0.882,

that represents their relationship is positive and 1 unit increase in customer satisfaction results 0.882 unit increase in repurchase intention.

The value of R is 0.827, that means customer satisfaction and repurchase intention are strongly correlated. R square value 0.684 is about the variance of dependent variable, in this study, repurchase intention. Adjusted R square is 0.682, that refers that the model could explain 68.2% about the variance of the independent variable (customer satisfaction) and dependent variable (repurchase intention).

The overall significance of the model, F Value is highly significant at 99% confidence interval and the model is found to be valid. Moreover, t-value of customer satisfaction is greater than 0, that shows that all the null hypothesis showing there is no significance between customer satisfaction and repurchase intention of Ipanema are rejected. Durbin-Watson value is 2.216. Therefore, there is no autocorrelation in survey process. And there is no significant multicollinearity problem in the study because all VIF values show less than 10.

The analysis shows that there is a positive and significant relationship between customer satisfaction and repurchase intention. These two factors are strongly correlated with each other. This means that if customer satisfaction gets better, that will increase repurchase intention. Customer satisfaction aspects can be seen through customers feeling that Ipanema shoes fulfill the expectations, customers feel satisfied with the performance of the shoe, the decision of buying Ipanema and as a customer of Ipanema, customers will say positive things about Ipanema, provide good references and recommend to other people to buy Ipanema. Customer satisfaction is a very important part of repurchase intention. Thus, if customers are satisfied with brand image and product attributes, they will continue to buy the product, using it and even informing others about the advantages of the product based on customer experience in using the product.

CHAPTER 5

CONCULSION

This chapter describes the findings and discussions of the pervious chapter and the suggestions and recommendations for the marketers to understand the effect of brand image and product attributes on repurchase intention of Ipanema. The later portion of this chapter is about some limitations of this study and needs for further research.

5.1   Findings and Discussions

Long-term survival of a firm totally depends on the firm's ability to retain its customers. This paper was conducted to analyze the effect of brand image and product attributes on customer satisfaction and repurchase intention to Ipanema. The findings confirmed that brand image and product attributes except color (design, durability, comfort and price) are related with customer satisfaction. The effect of customer satisfaction is also correlated with repurchase intention. As per result, the more customers are satisfied with Ipanema, the more they buy Ipanema shoes. The population surveyed comprised of a total of 126 Ipanema users in Yangon. Based on the research study on demographic profile of consumer, the number of female respondents is higher than male respondent who like Ipanema. The respondents are primarily female, covering 87.3% of those sampled. Most respondents who agree and strongly agree are in the age group of 21 to 40 years. These people are more interested in Ipanema shoes than other age groups. Most of the respondents in the sample who like Ipanema have got master degree.

Finding upon product attributes state that Ipanema has got good score on brand image, design, durability, comfort and price. These all can be defined as the strength of Ipanema. Obviously, Ipanema brand image is well established. Though Ipanema is price taker stage, Ipanema users still accepts that price willingly. Reversely, although Ipanema users acknowledge that Ipanema shoes are good to buy, they do not agree on color. There is no relationship between the colors of Ipanema shoes and their customer satisfaction. According

to survey result, customer satisfaction of Ipanema users mainly depends on brand image and product attributes except color (design, durability, comfort and price).

The more satisfied the customers are, the more they will repurchase. The more customers repurchase, the more market share Ipanema achieve. At present, Ipanema may not have no.1 in terms of market share but Ipanema has returning customers. The study concludes that Ipanema is applying effective pricing, building good brand image and providing value-added product attributes to expand market share.

Findings also reveal that customer satisfaction and repurchase intention are directly and strongly correlated. It is obvious that only satisfied customers would like to be buy again in the future. Those customers can be regarded as loyal customers. On the other hand, to enhance customer satisfaction, it is essential to build good brand image and implement value added product attributes (design, durability, comfort and price) effectively. As mentioned above, all these product attributes except color have positive effect on customer satisfaction. Thus, brand image and the mentioned product attributes except color have a huge impact on repurchase intention for Ipanema. Besides, it can be figured out that brand image and price of Ipanema Myanmar are more sensitive than any other factors.

In summary, the study on brand image and product attributes of Ipanema points out that more effective tactics to build customer satisfaction and in turn repurchase intention. Surprisingly, color does not have significant impact on customer satisfaction.

5.2   Suggestions and Recommendations

Many businesses try to get customer retention. For the long-term survival, retaining customers is vital for every kind of business. Once the firm can attract the potential customers, it is more difficult to make sure them to repurchase again in the future. Based on the findings from this study, some useful suggestions and recommendations for obtaining repurchase intention for Ipanema are described in this section.

According to the analysis, it is found that most respondents who agree and strongly agree are 21 to 40 years old. To have more market share, Ipanema should focus on attracting other age groups with newly creative and innovative product ideas which have never been

provided before. The result for brand image reveals that Ipanema get positive impression from customers. It is suggested to maintain that good reputation by engaging and communicating with customers very well both online and offline channels. Brand image can also create better customer satisfaction. Hence, Ipanema should try to construct high reputation among its customers. Customer engagement programs and CSR programs can bring good reputation about the brand.

Satisfied customers have relatively high intention to stay in the firm for a longer period of time, that means those customers repurchase again in the future. The analysis proves that repurchase intention is usually related to customer satisfaction and there is a strong relationship between customer satisfaction and repurchase intention for Ipanema. Repurchase intention may be changed under the influence of customer satisfaction. Customer satisfaction is influenced by Ipanema brand image and its product attributes of design, durability, comfort, price except color.

Thus, in order to increase customer satisfaction, Ipanema marketers should provide better product attributes especially good designs, durability, comfort and acceptable pricing to Ipanema shoes. Creativity in Ipanema shoe designs can increase the market share. Also, the quality of durability and comfortability should be developed continuously so that customers will return to Ipanema for the good sake of quality control and assurance. Current pricing policy could be acceptable and reasonable for the customers. However, it is a usual problem when a competitor offers lower charges, customers tend to move to that firm. To prevent that issue, Ipanema should keep eyes to its competitors' pricing policies.

It is undoubted that maintaining positive brand image and implementing better product attributes effectively can enhance repurchase intention. Ipanema marketing managers should also use repurchase intention as a leading indicator for future higher demand in their organization. As a shoe provider, Ipanema should take these factors into account to meet the dynamic changes of customers' needs and wants. Customer satisfaction of Ipanema users should be tracked, maintained and improved to survive for long run. Moreover, other than the findings from this study, Ipanema should conduct competitor analysis in order to get competitive advantage and then repurchase intention.

5.3   Needs for Further Research

In this study, there are some limitations throughout the progress of the analysis. Limitations are important for the future researchers to learn and acknowledge to improve the quality of the research. Due to the limited time and resource constraints, the survey questions were selected from only 126 respondents in Yangon Region. It is advisable to include other regions for further research. This will allow to obtain greater responses as well as wider perspectives. Therefore, this research cannot be used to generalize overall population in Myanmar.

This study focuses on brand image and product attributes of design, color, durability, comfort and price to examine customer satisfaction and repurchase intention. It is recommended to add other variables such as the marketing mix, customer relationship management, service quality and others. So that it can get better findings in explaining customer behavior and is useful for the development of science especially in marketing management. Hence, further study is needed to analyze all these factors to obtain more accurate and reliable results.

For repurchase intention, this study could only pay attention to customer satisfaction. This study cannot cover all the relationship quality such as customer loyalty, customers' trust, transaction intention and word of mouth. Therefore, further researchers should examine the full perception of repurchase intention.

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APPENDICES

APPENDIX (A)

QUESTIONNAIRE

MBA Thesis

The Effect of Brand Image and Product Attributes on Repurchase Intention of Ipanema

This survey is to investigate the Effect of Brand Image and Product Attributes on Repurchase Intention of Ipanema, to be submitted in a partial fulfillment of the requirement for MBA degree from Yangon University of Economics. The results of this survey will be used for academic purposes only. Kindly spare few of your time in filling up these questionnaires. All responses will be kept confidential. Your feedback is valued and very much appreciated.

Section A: Personal Information

The following questions are intended to know about the essential traits of respondents.

1. Gender

   ☐ Male

   ☐ Female

2. Age

   ☐ Under 21 years
   ☐ 21 – 30 years
   ☐ 31- 40 years
   ☐ 41 years and above

3. Marital Status
   ☐ Single
   ☐ Married
   ☐ Divorced

4. Education

☐ Undergraduate

☐ Bachelor degree

☐ Master degree

☐ Ph.D

5. Occupation

☐ Student

☐ Government Staff

☐ Company Staff

☐ Self-employed

6. Monthly Income

☐ Under 300,001 Ks

☐ 300,001 – 500,000 Ks

☐ 500,001 – 700,000 Ks

☐ 700,001 – 900,000 Ks

☐ 900,001 Ks and above

7. Is Ipanema one of your favorite brands?

☐ Yes (Continue to Section B)

☐ No (Questionnaire finish here)

Section B: Brand Image

Please select the number on the scale with 1=strongly Disagree, 2= Disagree, 3=Neutral, 4= Agree, 5= strongly Agree to represent your level of agreement for each statement below.

Brand Image	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. The brand 'Ipanema' is well established in Myanmar market.					
2. Ipanema is a reliable brand.					
3. I am convinced that Ipanema is one of the leading shoe brands in Myanmar Market.					
4. This brand has good reviews.					
5. I have a positive perception about Ipanema's brand image.					

Section C: Product Attributes

Please select the number on the scale with 1=strongly Disagree, 2= Disagree, 3=Neutral, 4= Agree, 5= strongly Agree to represent your level of agreement for each statement below.

Product Attributes (Design)	Strongly Disagree	Disagree		Neutral	Agree	Strongly Agree
1. Ipanema uses designs properly.						
2. The shoe looks simply attractive.						
3. Ipanema shoe designs look good.						
4. Ipanema has trendy designs.						
5. The brand has unique designs and features.						

Product Attributes **(Color)**	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. Ipanema has the colors that I like.					
2. The shoe colors attract me to buy.					
3. I prefer Ipanema colors compared to other shoe brands.					
4. Ipanema shoes use colors properly					
5. I feel that Ipanema shoe colors make me stylish.					

Product Attributes **(Durability)**	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. Ipanema shoe life lasts longer than I expected.					
2. I believe Ipanema shoes are more durable than others.					
3. Ipanema shoes are not easily worn out.					
4. Ipanema shoes are suitable to use in all kinds of seasons.					
5. I suppose its long-term durability is one of the key drivers to buy.					

Product Attributes (Comfort)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. Ipanema shoes are comfortable to wear.					
2. Being comfortable makes me to buy the shoe.					
3. The shoe weight is light enough to wear.					
4. I can choose the varieties of shoe heights based on my needs.					
5. I have never experienced foot pain related to Ipanema shoes.					

Product Attributes (Price)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. The above average price of Ipanema suggests to me that they use high quality shoe materials.					
2. Ipanema shoes' price is appropriate compared to the benefits I received.					
3. I can accept the price of Ipanema.					
4. The pricing policies of Ipanema shoes are attractive to customers.					
5. I will continue to buy Ipanema unless the price is significantly higher for the same quality.					

Section D: Customer Satisfaction

Please select the number on the scale with 1=strongly Disagree, 2= Disagree, 3=Neutral, 4= Agree, 5= strongly Agree to represent your level of agreement for each statement below.

Customer Satisfaction	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. Ipanema shoes fulfill my expectations.					
2. I am satisfied with the performance of the shoe.					
3. I am pleased with my decision of buying Ipanema.					
4. I am happy with the brand image and product attributes offered by Ipanema.					
5. Overall, I am satisfied as a customer of Ipanema.					

Section E: Repurchase Intention

Please select the number on the scale with 1=strongly Disagree, 2= Disagree, 3=Neutral, 4= Agree, 5= strongly Agree to represent your level of agreement for each statement below.

Repurchase Intention	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. I would like to buy Ipanema again in the future.					
2. I am willing to say positive things about Ipanema to others.					
3. I will probably choose Ipanema even if I have other alternative brands in the future.					
4. I would recommend Ipanema to my friends and others.					
5. I believe I made the right choice by buying Ipanema.					

APPENDIX (B)

STATISTICAL OUTPUT

Regression Analysis Results for the Effect of Brand Image and Product Attributes on Customer Satisfaction

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.790[a]	.625	.619	.47706	1.784

a. Predictors: (Constant), Product Attributes mean, Brand Image

a. Dependent Variable: Customer Satisfaction

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46.601	2	23.301	102.382	.000[b]
	Residual	27.993	123	.228		
	Total	74.594	125			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Product Attributes, Brand Image

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	-.124	.275		-.451	.653		
Image mean	.081	.085	.072	.957	.034	.537	1.862
Attributes mean	.937	.095	.740	9.812	.000	.537	1.862

a. Dependent Variable: Customer Satisfaction

Regression Analysis Results for the Effect of Product Attributes on Customer Satisfaction

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.852[a]	.726	.714	.41305	1.821

a. Predictors: (Constant), Price, Colors, Durability, Comfort, Design

b. Dependent Variable: Customer Satisfaction

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54.121	5	10.824	63.444	.000[b]
	Residual	20.473	120	.171		
	Total	74.594	125			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Price, Colors, Durability, Comfort, Design

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	.079	.236		.334	.739		
Design mean	.143	.082	.135	1.749	.083	.384	2.607
Colors mean	-.079	.067	-.082	-1.168	.245	.469	2.133
Durability mean	.176	.059	.188	3.004	.003	.586	1.705
Comfort mean	.240	.085	.209	2.823	.006	.419	2.389
Price mean	.495	.065	.523	7.615	.000	.484	2.064

b. Dependent Variable: Customer Satisfaction

Regression Analysis Results for the Effect of Customer Satisfaction on Repurchase Intention

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.827[a]	.684	.682	.46496	2.216

a. Predictors: (Constant), Customer Satisfaction

b. Dependent Variable: Repurchase Intention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	58.059	1	58.059	268.562	.000[b]
	Residual	26.807	124	.216		
	Total	84.866	125			

a. Dependent Variable: Repurchase Intention

b. Predictors: (Constant), Customer Satisfaction

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.447	.201		2.227	.028		
	Customer Satisfaction	.882	.054	.827	16.388	.000	1.000	1.000

a. Dependent Variable: Repurchase Intention