YANGON UNIVERSITY OF ECONOMICS

DEPARTMENT OF MANAGEMENT STUDIES

MBA PROGRAMME

BRAND RESONANCE AND CONSUMER REPURCHASE INTENTION ON SHAYI WOMEN-WEAR CLOTHES

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MBAII - 33

MBA 23rd BATCH

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ACADEMIC YEAR (2017-2019)

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A Thesis submitted to the Board of Examiners in partial fulfillment of the requirements for the degree of Master of Business Administration (MBA).

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ACCEPTANCE

This is to certify that the thesis entitled "**Brand Resonance and Consumer Repurchase Intention on Shayi Women-Wear Clothes"** has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

Board of Examiners

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ABSTRACT

This study seeks to investigate factors that influence brand resonance of Shayi Women-Wear Clothes and to analyze the impact of brand resonance on the consumer repurchase intention of Shayi Women-Wear Clothes. Data is collected from Shayi's 390 sample respondents using structured questionnaires. Research shows that perceived brand quality, brand image and brand experience have a positive impact on brand loyalty of behavioral loyalty, attitude attachment and community consciousness. Among these three factors, perceived brand quality and brand image have a positive effect on the brand resonance of active participation. It has also been found to have a positive effect on repurchase intentions in four dimensions: brand resonance, behavioral loyalty, attitude attachment and community consciousness. Finally, companies need to focus on better quality products and customer engagement in order to maintain their brand image and retain their existing customers. Companies need to create more attractive marketing programs.

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LIST OF ABBREVIATIONS

AMA	American Marketing Association
ASEAN	Association of Southeast Asian Nations
CBBE	Consumer Based Brand Equity
SACICT	Support Arts and Crafts International Center of Thailand

CHAPTER 1

INTRODUCTION

One of the older and simpler definitions of brand was the one coined by David Ogilvy, Brand is living with the people choice their choices. Brand is living with the people choice their choices. Many factors associated with consumer behavior are covered by the brand's echo. Therefore, brand resonance is important for marketing professionals to allow them to develop a long-term relationship with consumers through their brands. of trademark and attractive packaging (Fullerton, 1998), which can look as a guarantee of authenticity (Feldwick, 1991). Brand commitment studies had gained considerable attention in today's marketing practices. Brand commitment studies had gained considerable attention in today's marketing practices.

Brand loyalty, brand attachments, brand community, and brand commitment are the four factors that build a brand's echo. Creating a brand echo in a competitive market can play an active role in modern marketing. Resonance is the intensity of the customer's psychological association with the brand and randomness to remember the brand in different consumption situations. Echo brand focuses on differentiation points and identification points that suggest a sustainable competitive advantage for the company and business. With brand-appropriate resonance, consumers express a high degree of loyalty to the brand, so they are enthusiastically searching for ways to integrate with the brand and set their experiences. Today, companies and businesses are recognizing that strong brand resonance creates a competitive advantage in the market and generally increases their reputation and credibility. Recent trends in modern marketing are changing dramatically, and studying brand resonance has become increasingly important in responding to this change. The purpose of the brand is to attract and retain customers to learn about the success of the brand and products (Zavattaro et al., 2015). Strong brand resonance affects buyback intention. Adoption is defined as the mental process through which an individual pass from first hearing about an innovation to final adoption (Rogers, 1983). In this definition, final espousal incomes that the consumer chooses to make full and unvarying use of the product. In today's society, there is a major emphasis on beauty and physical attractiveness. Most of the people become concerned about the "Fashion". Among them, clothing industry is a very profitable, innovative, and fast growing industry. Marketing managers need to understand the continuous changes in customers' purchase behavior. Customers today are more aware and therefore have many demands of the manufacturers' products. Changing

the people life styles and the weather, Myanmar women become wear the traditional cotton dresses. Achieving brand resonance creates repurchase intention which is the main reason for a company's sustainability.

It also needs to build brand resonance during a competitive environment. The study aims at investigating factors affecting brand resonance on repurchase intention. Every consumer has different mind and attitude towards purchase and consumption. The study of brand resonance is important for any organization to generate the products or services that satisfy the needs and wants of consumers, to understand the factors that affect brand resonance, and to successfully implement the specific marketing strategy. There may be a number of steps to be initiated over a period of time. It should be noted that a brand builds up brand resonance over time and that this cannot be built overnight (Kumar, 2006).

Brand development is a process that involves identity, meaning, reaction and relationship, but it helps consumers adhere to the brand (Keller, 2001). Research on brand relationships has shown that strong brand relationships are a key factor in promoting tolerance to negative brand information. According to previous research, if a seller wants to convert negative brand information into positive, the consumer brand relationship is the best way to convert that information (Swaminathan, Page and GurhanCanli, 2007).

1.1 Rationale of the Study

Every customer believed that a strong relationship with consumer brands supports the persistence and tolerance of the relationship as the brand emerges from negative situations (Ahluwalia et al., 2000). According to Fournier (1998), consumers saw the brand as a relevant partner. There is another way for consumers to achieve this understanding of the brand. One way is to animate, humanize or personalize your brand. The author also described a process of brand animation that promotes other spirits, past or present, through the complete anthropomorphism of the brand, using the person's association with the brand. Brand relationships also depend on the consumer's life experience. Define the level of brand relationship. These relationships provide meaning to consumers, some functional and practical, some psychological or emotional (Fournier, 1998).

Today, Myanmar women are busy and work hard. They are educated and aware of the lifestyle and fashion they need at work. Myanmar fashion trends, ready-made clothes are the most popular among women. They don't spend time in dresses. Therefore, they

choose a smart, comfortable and ready-to-use fabric. In the ready market in Myanmar, Shayi is a famous brand. The brand is unique with the high quality and average prices of local and market-leading cotton dresses. With the increase in personality formation and the acquisition of knowledge, women value their beauty. The resonance of the brand is also essential for Shayi to establish long-term relationships with customers throughout the brand. People's consumption constantly changes according to trends. People can easily buy clothes at local stores. Customer consumption is very important for any marketer or business manager. Therefore, if a business manager or marketing executive knows the awareness of the brand, the brand image and the factors in which the brand experience affects the resonance of the clothing brand, he or she will direct the products to a specific group of people or individuals, you can determine the correct strategy. Advertise your products efficiently and get more market share.

1.2 Objectives of the Study

There are two objectives in this study. These are:

(1) To examine factors affecting brand resonance of Shayi Women-Wear Clothes

(2) To analyze the effect of brand resonance on consumer repurchase intention of Shayi Women-Wear Clothes

1.3 Scope and Method of the Study

This study focuses on the brand resonance of clothing company Shayi Women-Wear. There are over 354,040 followers on the official Shayi Facebook page. In this study, from sample 384, 349 customers are actual Shayi customers. As a limitation, the search is done only for customers who actually buy Shayi products by following the Facebook page. Sample size is calculated using the Sample Size Calculator (Raosoft). Online questionnaires are used in this study. To find out the factors that affect brand resonance and how brand resonance is linked to repurchase intent, a structured questionnaire with a five-point Likert scale method was created. The strength of relationships was measured by the linear regression model. This study uses primary and secondary data. Primary data were obtained from the sample respondents through a structured questionnaire. Secondary data were collected from textbooks, Internet sites, previous research papers and international research papers. This survey is conducted between November and December 2019. To

collect primary data, a simple random sampling method is practiced. Academic research papers, textbooks and web pages are used as secondary data sources.

1.4 Organization of the Study

The study is organized in five chapters. Chapter one includes the introduction, justification of the study, objectives, methodology and data sources, the scope and limitation of the study and the organization of the article. In chapter two, the theoretical framework referring to the study is presented. In chapter three, the resonance of Shayi's brand and women's clothing profile is explained. Chapter four describes the factors that affect the resonance of the brand and the effect of the resonance of the brand on Shayi's intention to repurchase. Chapter five is the conclusion by presenting key findings and discussions, suggestions and recommendations, and additional research needs.

CHAPTER 2

THEORETICAL BACKGROUND

This chapter describes most of the sections. Good faith; Attitude to inclusion The impact of the brand's impact on the brand and its customers' intent on customers, through the perspective of community and active commitment. The next section is the concept framework of the studio.

2.1 Affecting Factors of Brand Resonance

Theoretical background of factors affecting brand resonance are explained. There are different variables which affect the consumer's brand resonance about a brand which are: 1) perceived brand quality, 2) brand image, and 3) brand experience.

2.1.1 Perceived Brand Quality

Perceived consumer quality has a major impact on brand success and company success (Aaker, 1991). He plays a key role in maintaining a warm and trusting relationship with customers. So watch how quality gets stronger and stay away from competitors. Pappu, Quester and Cooksey (2006) have developed parameters for measuring the quality of durable goods. In their opinion, easy access, ease of maintenance, durability, performance and excellent characteristics determine the quality for regular customers of the brand. Observed quality is defined as the consumer's opinion of the overall superiority or superiority of the organization (service) (Zeithaml, 1987). Rowley (1995) argues that service quality in the service sector is a kind of attitude, but unlike satisfaction, it acts as a perception of their expected performance. Perceived brand quality enhances a company's profitability by influencing brand resonance and increasing customer satisfaction (Apéria & Back, 2004). A certain quality (2002) is the general knowledge and experience used when making a purchase with such functions as product advantage, durability, reliability, and product functionality. Aaker (1996) distinguishes between quality and real quality. This is due to the fact that customers will still be affected by a poor product image. Moreover, consumers will not trust the same product, although quality will improve later.

Consumers examine product quality based on prior knowledge and experience, which leads to subjective consumer opinions on product quality (Holbrook & Corfman, 1985).

2.1.2 Brand Image

Brand image is the perception of customers reflected in the various associations they think about the brand (Keller, 1993). Keller also points out that the image was created by the brand association, which is the perception in the customer's memory. Images are ideas that consumers think of the brand that pops into their heads (Keller, 1993). Brand image is a key factor that enables an organization to successfully market its products and services (Coulter & zaltmen, 1994). According to Roth (1992), brand image is the value that consumers associate with the product.

Brand image is an important part of the judgment and correct evaluation of a product or service, which affects the resonance of the brand (Chen & Myagmarsuren, 2001). In addition, brand image enhances followers' attitude and response. Brand images are defined as brand perceptions that are reflected by brand associations stored in the user's memory (Lee H, Lee. C & Wu.C, 2011). The authors further state that consumers often mix the distinctive and intangible features of a brand through their feelings and thoughts. And positive feelings and attitudes toward the brand lead to product purchase (Lee H, Lee C & Wu C, 2011). The main feature of the brand image is its uniqueness compared to competing products. Product privileges may differ from one another in color, packaging, weight, design, texture and so on.

The brand image reflects the overall image and impact of the brand in the customer's memory (Upamannyu & Mathur 2012). In addition, brand images display brand content, such as reputation, functionality, brand name and shared values (Upamannyu & Mathur 2012). Brand image plays an important role in the purchase of a product, unlike its competitors, it enhances brand loyalty to its customers (Aaker, 1991). Quiz (2007) concludes that brand image is the most important variable that enhances brand loyalty to a product or service. Lazarevich (2011) states that brand image is the most attractive indicator for achieving brand resonance goals. Therefore, positive brand image encourages firms to offer their customers' brand value, which increases brand resonance.

2.1.3 Brand Experience

Packaging, communications, and environments (Brakus et al., 2009). According to the author, the consumer experience is generated from the interaction of consumer between tangible or intangible brand that arises as consumer responses after consuming a brand. They further classify brand experience into four major dimensions; sensory, affective, intellectual and behavioral. The brand experience is the main motivating factor for brand repurchase (Brakus et al,2009). The brand experience is generated after the consumption of the product, taking about the brand resulting the promotion and other marketing activities (Ambler et al., 2002). The brand experience in the service sector is created by the perception of the customers at every touch point after being directly involved with the services or through any kind of advertisement (Alloza,2008). The major elements influencing brand loyalty are brand name, design, symbols, materials, packaging, environment and others (Shim,2012).

The brand experience reinforces positive feelings and sentiments of their customers towards the brand, so it is considered to be valuable driving factor for brand loyalty (Brakus et al,2009). The consumers having a positive brand using experience, acknowledge the brand and supplier and these positive factors may lead to the re consumption of the same brand (Goodson, 2011). The importance of brand experience is that it not only increases the willingness to consume the brand again, but also influence the willing, to try for its brand line extensions (Kim&sullivan,1998). These brand extensions are the different products, but produced by the same brand of company. These researchers conclude that there exists a strong relation between brand experience and brand loyalty. The brand experience can be positive as well as negative and the positive and the pleasant brand experience leads towards the customer satisfaction and brand resonance (Brakus et al,2009). A customer having strong and positive brand experience will be reminded by the customer and it may result in repurchase of the brand (Houch & Deighton,1989). Therefore, a pleasant and memorable brand experience will develop the trust and warm relationship with the customer.

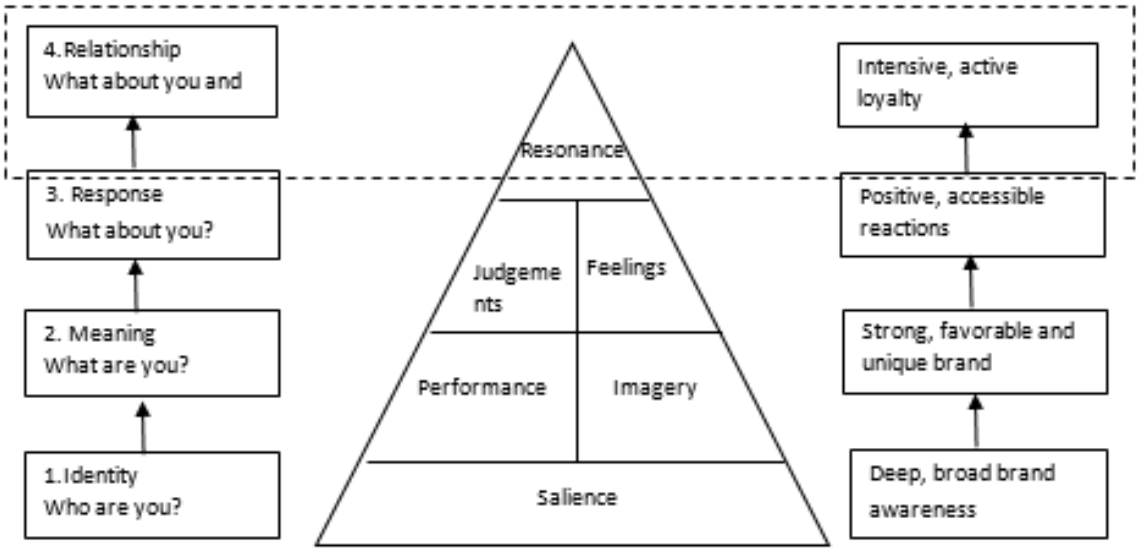
2.2 Concept of Brand Resonance

Communicating with consumers on a personal emotional level is seen as a way to build strong relationships with the brand (Hirschman & Holbrook, 1982; Mowen, 1988; Aaker, 1992; Keller, 2009). Companies can create a competitive advantage in an active industry by creating more emotional relationships with consumers than competitors. Apple and Harley Davidson are examples of business models that take advantage of this strategy (Keller, 2013; Mohammed, 2017). Emotional communication with the consumer is unlikely to make the brand less competitive. High prices may be encouraged. Brands are not able to adversely affect their brand without loyalty or loyalty. You can also create additional purchases and positive rumors. Market success will depend entirely on brand level. This is due to the fact that relations with the brand positively reflect the results of the company (Ambedkar et al., 2016; Akgyun et al., 2013). As mentioned in the introduction, the brand must have a strong influence on the brand in order to create an emotional connection with the consumer. Brand Resonance is a customer introduced by Keller in 2009, and many customers find it compatible with their brand (Keller, 2013, p. 120). In addition, the influence is characterized by the intensity and depth of the brand and the emotional connection of the client, as well as the level of activity that results from this loyalty (Keller, 2013, p. 120). Companies that receive high brand appreciation are called “strong brands” and can benefit from this success (Keller, 2009).

Trademark infringement is closely related to the trademark model (CBBE), which is a continuation of this old concept. Many authors say that marketing is designed to create a CBBE. This is a consequence of the consumer’s perception of the brand in terms of consumer reactions to market influence on the brand (Aaker, 1992; Keller, 2009). The brand strength in the CBBE model is in the mind of the customer. The degree of brand influence is determined by consumer perception of the brand (Aaker, 1992; Akgün, et al., 2013; Keller, 2009). Branding is the main goal of brand building and the last step in creating a strong brand (Ambedkar, et al., 2016; Keller, 2009). According to Keller (2009), branding can be created in a rational or emotional way, which leads to deep connections between the brand and the consumer (Figure 2.1). The top line consists of specific construction work. This part 1 enhances brand awareness in a product class or segment. 2. The brand value is embedded in the consumer's mind, and this design is divided into two categories depending on the brand or the brand's reasoning. On the emotional side, emphasis is placed on brand performance and on how well the brand meets the needs of the client and the brand image. How consumers are attracted to a brand with a physical or social

need. 3) Customer feedback on the brand (emotional) and emotional (psychological) assessment, and 4) strong customer service. To form active loyalty; The highest level of the pyramid can only be obtained by adjusting the building blocks. Both paths ultimately lead to brand influence (Keller, 2009).

Figure (2.1) Brand Resonance in CBBE Brand Resonance Pyramid



Source: Keller, 2009

The Keller brand resonant pyramid (2009) is the only theoretical basis for brand impact. Keller is a trademark of a brand. Brand value; Brand reviews and brand relationships. These four designs consist of six "brand blocks" combined into his brand pyramid. The main reason for the model is that the advantage of the brand is that the customer learns about the brand, Sensory Look and Listening. Branding is the culmination of the brand's pyramid. According to Keller (2001), there is a six-month building block: brand identity, often called product brand performance (2), in relation to product needs and (3) brand image. regarding the external characteristics of the product. (4) brand decisions based on personal opinions and consumer ratings; (5) Emotional responses and customer feedback on the brand, customer emotional response to the brand and (6) brand relationship with the brand (Keller, 2001) (Keller, 2008), with brand and customer relationship.

2.2.1 Dimensions of Brand Resonance

Theoretical background for dimensions of brand resonance which are behavioral loyalty, attitudinal attachment, sense of community and active engagement are explained.

(a) Behavioral Loyalty

Behavioral loyalty means that consumers buy several times based on quantity (purchase volume) and frequency (purchase frequency). It is important to note that loyalty behavior alone cannot be considered as an indicator of brand impact. Compared with competing brands (Keller, 2009), it is available to consumers under current purchasing conditions. To be loyal to a brand about loyalty, consumers must go beyond their behavior. Because repeat purchases are just a habit (Burgess & Spinks., 2014). Company loyalty is very important for company performance. This is because it directly reflects the profitability of sales and long-term market share (Mascarenhas, et al., 2006).

(b) Attitudinal Attachment

Attitudinal Attachment refers to the level of personal attachment of a product from consumers. This exceeds the ideal status of the owner in terms of product type (Keller, 2009). The presence of an attachment contains two osep. 2) Annotation created by Consulate observation and brand influence 2 Mix That Unique Product. I mean a strong emotional bond and a non-reversible mark. This kind of emotional and emotional bonding and emotional attachment (Mascarenhas, et al., 2006) is a powerful influence on the social and cultural experiences of consumers. Therefore, marketers need to be aware of which influence or how they can be created.

Interest that can produce many company benefits; Examples include customer advocacy; Improving purchase objectives; Product approval or protection products; Pricing motives are high and added to the Brand Community (Thompson), 2006; : Park, et al, 2010; Burgess & Spinks, 2014).

(c) Sense of Community

Social feelings are defined as feelings of friendship or customer interaction with consumers of other brands, employees who represent the brand or other people associated with the product (Keller, 2009). The community consists of "members who have a relationship with each other, a sense of belonging and shared interests that unite them" (Burgess & Spinks, 2014, p. 40). Digital transformation has increased community participation, because they are no longer limited by the physical environment (McAlexander, et al., 2002). The main benefit of the public mindset of the company is the high exit barriers for consumers who are part of the working community. Social interaction

brings a large amount of intangible value to consumers and emphasizes consumer loyalty and repeat purchases (Burgess & Spinks, 2014; McAlexander, et al., 2002).

(d) Active Engagement

Active engagement occurs when consumers are willing to put money, money and other resources in addition to the amount needed to buy and consume a product. Active engagement is the deepest level of brand loyalty, where consumers become supporters of the brand and help build brand relationships with other consumers (Keller, 2009). Active engagement requires intellectual and participatory bonding, without the purchase or use of products or services (Burgess & Spinks, 2014). According to Keller (2013), it needs to be attached to emotional states and emotions as part of social identity in order for consumers to actively engage with the product.

In addition, affected consumers are more likely to pay higher interest rates and have less desire to compete than consumers with lower engagement (Keller, 2009; Brodie, et al., 2011; Keller, 2013; Burgess & Spinks, 2014). In the article by Keller (2009), it was argued that to build brand resonance, companies need a strong product base. This includes building brand awareness, brand identity, and product associations before enabling customers to sell a brand, so that the brand is high on the CBBE model and reaching the requirements, previous building blocks should be achieved (Keller, 2009; Keller, 2013).

2.3 Repurchase Intention

According to Cronin and Morris (1989) and Cronin and Taylor (1992), the goal of relapse refers to the psychological commitment to a product or service that arises after use, leading to the idea of continued use. Jones and Sasser (1995) found that retrieval goals are essential for business profits and evaluations. The purpose of buying back refers to the extent to which consumers are willing to buy a product or service again, and this is the expected convenience, purpose, and purchasing behavior (Seides et al., 2005). Wolfer and Bienstock (2006) also show that the purpose of buying back not only is the tendency to buy products, but also can serve the purpose of recommending them to family and friends. Repeated purchases are very important for successful e-commerce.

Customer retention is a means of gaining competitive advantages in the market

(Tsai & Huang, 2007). The purpose of buying back is the process of buying individual goods or services from the same company (Helder, Geursen, Carr, & Rickard, 2003), and the reason for the purchase is based mainly on past experience. Customers develop a strong intention to repurchase after receiving a value (notable in hedonists) and are satisfied with previous purchases by the same seller (Park & Kim, 2003).

2.4 Previous Studies

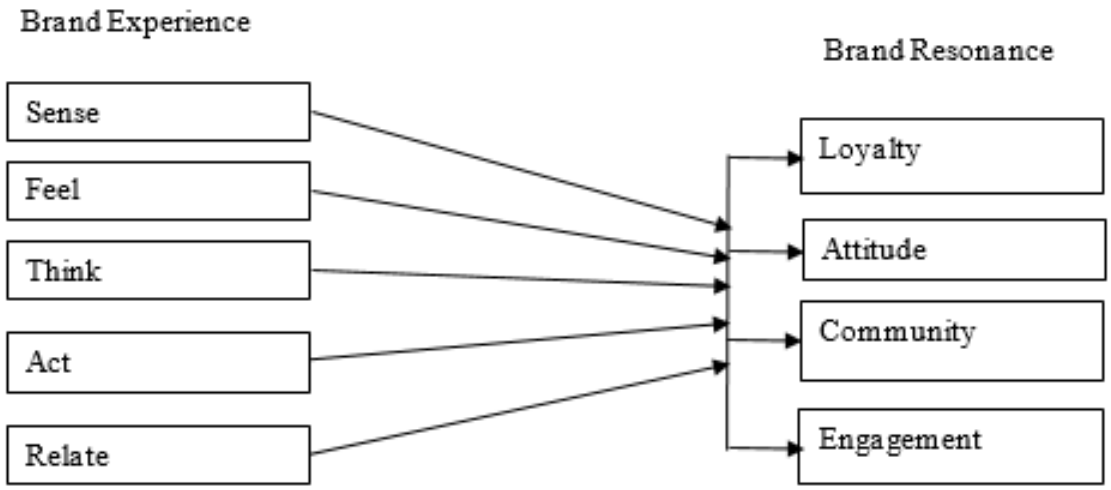
Brand resonance is closely linked to CBBE theory. Technically, all of the articles reviewed presented CBBE ideas at some level and were the only antecedents found to build brand resonance (Jung Jung et al., 2013; Huang, et al., 2014; Sandhe, 2015; Kumar, 2016) And An. There are two major scientists who have built a theoretical framework for the consumer-based brand equity model (Aaker, 1992; Keller, 1993). Aaker (1992) was one of the first scholars to create a CBBE framework. He pointed out that market capital is built on five assets: 1) brand loyalty, 2) brand awareness, 3) observed market quality, 4) brand associations other than observed quality, and 5) other exclusive brands. He did not accept the idea of brand resonance as such, but added much importance to brand loyalty, which is the most important aspect of CBBE because it allows for long-term profitability for the company (Aaker, 1992). Aaker (1992) CBBE has many similar ideas and concepts for brand resonance.

Fire resonance can be useful to characterize two dimensions: intensity and activity. Intensity refers to the strength of the brand connection with the brand and the brand community with others. In other words, how deeply is brand loyalty felt? What is the depth of the psychological relationship that clients have with the company behind the brand and other brand users? Activity refers to the change in behavior that results from this loyalty. How often do you buy and use brands? How often are customers involved in other activities that are not related to purchase or consumption? In other words, how many different ways does brand loyalty manifest in everyday consumer behavior? For example, to what extent do clients see brands, events and other loyal customers? Fire resonance is positioned as a result of a sequence of steps, a process in which each step is dependent on successful reaching of the previous step. Each step involves the realization of certain goals with clients - both existing and potential. In short, brand resonance emphasizes the importance of understanding the cognitive, affective and conative consequences of brand relationships -

how consumers think, feel and act - to guide research and planning for market traders. It also emphasizes the hierarchy in brand development and the importance of the sequential steps in brand building (Keller, 2012).

In previous research, Iiris Varjonen (2018) studied Building Brand Resonance through brand experience - a fashion brand perspective. In this study, the relationship between marker experience and brand resonance was investigated. This study investigated the impact of brand resonance on consumer choice of fashion apparel of men and women from different regions in Karachi and Lahore, collected a total of 225 frozen. For earlier research documents, those surveyed asked from various age groups, income classes, and occupations. The majority of respondents are women, between the ages of 18-27 and having a bachelor's background. The complete questionnaire was designed and distributed to measure various factors that influence purchasing decisions, namely brand association, brand awareness, brand quality and brand loyalty. The results of correlation analysis and multiple regression show that most employee experience of the brand experience is the predictor variable to explain brand resonance, which means that the majority of respondents believe that their brand experience leads to brand resonance. As the results of this study show, adjustments to the brand experience have a significant impact on the brand resonance. Prior research on the effect of brand experience on brand resonance recognizes the potential effects of consumer-based brand equity (CBBE) on various consumer businesses. Therefore, loyalty, connection, community and commitment are considered components of brand resonance.

Figure (2.2) Conceptual Framework of Iiris Varjonen

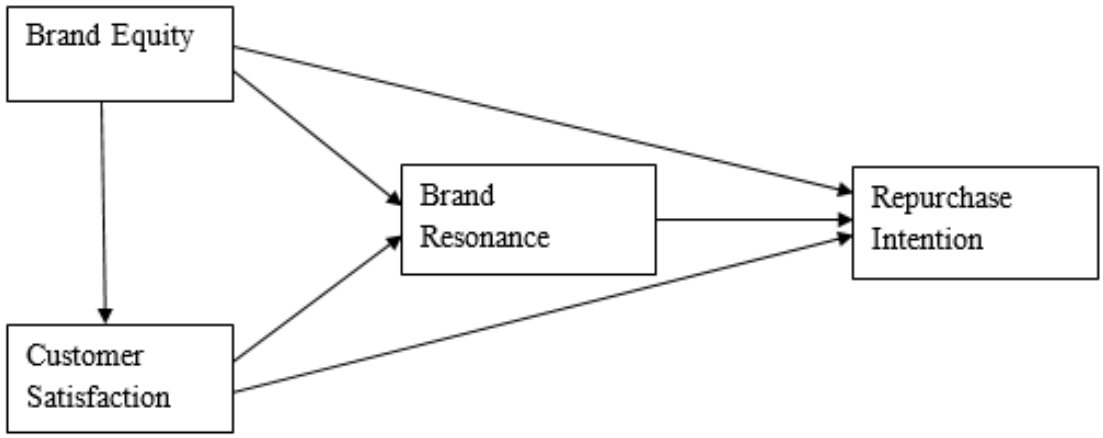


Source: Iiris Varjonen (2018)

The results show that gender reduces the relationship between brand experience and brand resonance. In addition, it should be noted that there is no significant difference between the averages of the male and female sample, indicating that they feel the same brand-based experience with consumers, but that the impact of components on the brand resonates.

A study by Chen-Yi Liu (2014) explores the relationship between brand equity, customer satisfaction, and brand resonance when buying Taiwanese cultural and creative industry intentions. This study uses a local specialty, the Pili Doll Show, to try to understand the impact of brand equity and customer satisfaction on Pili Doll Exhibition fans on brand resonance, brand equity, customer satisfaction, and customer satisfaction. Acknowledge the brand resonance theory of shopping intentions. The results of this study are as follows: 1) Two dimensions of brand equity and customer satisfaction can increase consumer branding for these products, and the impact of customer satisfaction on brand resonance is greater. as market capital; 2) The three dimensions of brand equity, customer satisfaction, and brand resonance influence direct consumer buying intentions; 3) Market resonance has a partial effect of mediation on the effect of market capital on purchase intentions, and market resonance has a full effect of mediation on the effect of customer satisfaction on purchase intentions.

Figure (2.3) Conceptual Framework of Cheng-Yi Liu



Source: Chen-Yi Liu (2014)

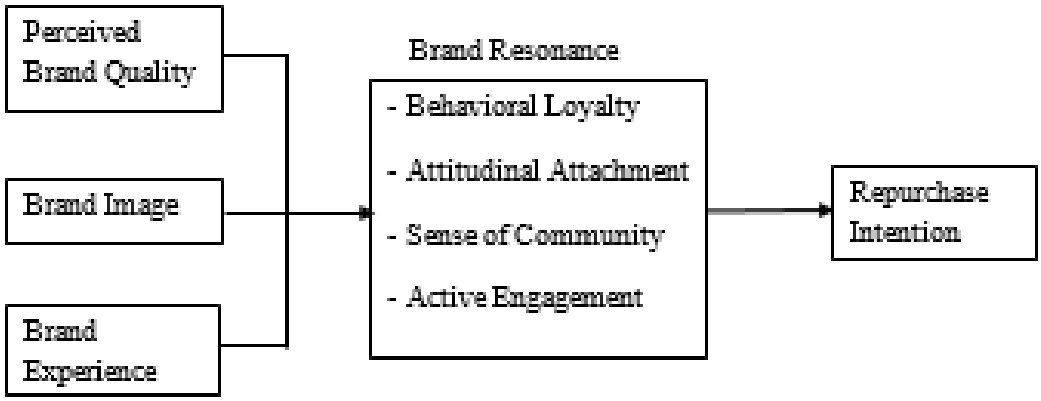
This study found that market resonance is an intermediary of the market with overlapping strategies and irrelevant factors, or whether the market influence affects buying intentions through resonance market. Additionally, resonance registrations are the mediator

between sales and the intention to repurchase complete media coverage, or whether customer satisfaction through resonance will influence sales. procurement process.

2.5 Conceptual Framework of the Study

And in order to study the impact of marketing mix elements of brand resonance by the four elements of the code faith quality connections, and active commitment to the Community meaning the impact on the brand RMN mind when consumers are trained to factors. It will be independent variable marketing activities, which ought to be respected brand, brand image and brand experience behavior TWO variables that are profitable trades code and Community meaning active involvement in the dependent variable in this research that consumers ritual in mind. The relationship between these four independent variable is a conceptual framework for credit to the feeling of involvement city and the dependent variable, consumer repurchase intention. In this study is to figure out conceptual framework (2.4) Fourth points.

Figure (2.4) Conceptual Framework of the Study



Source: Own Compilation (2019)

With regard to this concept framework, brand RMN - about natural feelings, behavioral loyalty, state sentiment and active engagement - is an important factor affecting the brand, brand image and brand experience, and ultimately this end goal. In a nutshell, has this study investigated the pain associated with these intentional brand echoes for brand resonance, what is known to be a correctly rescued style?

CHAPTER 3

PROFILE AND BRAND BULIDING ACTIVITIES OF SHAYI

This chapter contains information about Shay Woman-Wear, as well as brand activities. Later, the following sections describe and analyze survey studies — study design, reliability analysis, survey profiles, and descriptive descriptions of variables.

3.1 Profile of Shayi Women-Wear Clothes Firm

The women of Myanmar are currently busy and working. They become educated and aware of the lifestyle and fashion they need in the workplace. Due to the level of personality preparation and the level of knowledge acquisition, your stations are beginning to take care of your beauty and to be interested in your lifestyle. Made in Myanmar fashion, ready-made clothes are among the most popular in summer. They choose wonderful, comfortable and well made clothes. They also want to reduce the waiting time for clothes. In Myanmar's clothing market, Shi is a well-known brand.

In 2005, Shai was founded by Senator Bauk Rar, designer of Kachin Lady. Shayi is a Kachin word that a girl loves dearly. He has become widely known as one of the leading experts in the production of cotton fabrics. After launching his first fashion show in 2005, Shai received praise from the public, featuring designers of a medium-priced, high-quality brand. The San Bahak rar produced unique costumes. All of the founder's dresses are influenced by Kachin's culture and style. The Founder uses traditional Kachin clothing to design modern fabrics. The design of this brand is very innovative.

The Founder attracted international attention and won the Design Award at ASEAN Elections 2016 Awards at the Saam Muse Ziam of Bangkok. The ASEAN Election Exhibition represented all designers from across the ASEAN region from August 15-21. San Bok Rar has been recognized by nine other designers from Thailand, the Philippines, Malaysia, Indonesia, Singapore, Brunei, Vietnam, Cambodia and Laos. The exhibition, organized by the Secret Queen of Thailand and the Thai International Center for Sport and Craft (Sect), aims to preserve and develop traditional art. This brand is unique and market leader in local cotton fabrics. This brand manufactures traditional Burmese clothing, skirts, blouses, triers, dresses, mini dresses, scarves and purses. Shai currently has five stores in

Yangon and one in Mandalay. They also serve an online store for their customers via Facebook and Instagram.

3.2 Brand Resonance Activities of Shayi

Shayi brand is a good quality and good in the Myanmar fashion industry. This brand is highly innovative and differentiates its competitor. The brand stands out as a market leader in the local fashion industry. It offers a wide range of traditional styles including traditional Burmese dresses, skirts, skirts, blouses, dresses, dresses, mini dresses, scarves and purses. The company uses 100% cotton to make clothes. This cotton is found with natural herbs and flowers. They also manage the clothing, such as not using harmful and harsh detergents; Do not water for a long time before washing, do not apply long sun; And be careful how they blend the deep cloth with the clothes. They are mostly based on Kachin culture. They mix Myanmar culture with Kachin culture.

Your fashion trends are drawn to customers. Customers are always waiting and looking for their new launch products. They also use handmade materials for their clothes. The color of their clothes is very modern and fashionable. They also make bags made from sugar. These bags are very luxurious for the customer. Most Myanmar celebrities are loyal customers. This brand offers convenience and comfort. Brand design is unique when compared to other local logos. For those who wear this brand, it looks elegant and classic. Depending on the quality of the product, customers are satisfied with the cut and feel comfortable, and can also use up to three seasons in Myanmar. While the fashion industry is rapidly changing, they can produce modern and up-to-date fashion products. Customers have high trust when they use this brand. Depending on the ready-to-spend brand, customers can reduce the lead time for consumption. This brand provides convenience and comfort to the customers. Customers never miss product. In addition, Shai always strives to be the best, and she has to celebrate fashion shows by promoting sales programming, creating gift shows, and always brand. her latest design. When using social media, they must always keep up with the trend and constantly update product news and program posts. Brands need more advertising programs and fashion shows to capture consumers' attention.

3.3 Research Design

The purpose of this study is to investigate the factors that influence the restoration of the Shay brand. One study involved investigating the factors that influence brand reorganization and examining the effects of brand repositioning on the redemption purpose. To achieve these objectives, primary and secondary data were used in this study. Secondary statistics were taken from textbooks, articles from international journals, previous research papers and websites. The sample size of this study is 95% confidence level, with a total population of 354,040 on the Facebook page. To obtain the preliminary data, 384 respondents were invited to participate, but 349 respondents completed the survey by measuring the sample size as a rosoft computer. SPSS (the statistical package for social scientists) is a data management and statistical analysis tool that has very versatile data processing capabilities.

After collecting the survey data, these results are assigned to the SPS to analyze the results and to perform the reliability analysis. This study used a descriptive and analytical approach. The purpose of descriptive research is to describe the quality of a user, to estimate a percentage of a given population that has a certain type of behavior and to calculate the frequency of consumer behavior. There are three main parts of the survey questions used for this study; (1) demographic information, (2) relocation of shay brand, (3) intention to buy shay again. There are partially closed questions and this is the answer to which one or more of the answers must be selected. The questions in sections 2 and 3 are calculated using the five points of the Likert scale which vary from "strongly agree".

3.4 Reliability Analysis

Reliability testing was performed to test the degree of variability in the questionnaire. Cronbach's alphabet is a measure of the safety of the questionnaire. Cronbach's alphabets were chosen to perform the confidence test, as many of the common methods of maintaining statistical consistency were mental states. Reliability testing is the process of measuring continuous balance. Cronbach alpha test to see if multiple choice multivariate estimates are reliable. These questions measure many variables - hidden or ambiguous, such as: knowing someone, forgetting. Cronbach's alpha will indicate that the test accurately measures the level of interest. (Twakol & Danick, 2011)

Table (3.1) Reliability Analysis

Category	Cronbach's Alpha	No of Items	Interpretation
Perceived Brand Quality	0.821	5	Good
Brand Image	0.714	5	Good
Brand Experience	0.791	5	Good
Behavioral Loyalty	0.741	5	Good
Attitudinal Attachment	0.793	5	Good
Sense of Community	0.652	5	Questionable
Active Engagement	0.772	5	Good
Repurchase Intention	0.777	7	Good

Source: Survey Data (2019)

Table (3.1) shows that the Cronbach's alpha of all factors is greater than 0.7, so it can be interpreted that the data is reliable and accurate.

3.5 Demographic Factors of the Respondents

According to the survey data, the demographic profile of the respondents was based on age, ethnicity and gender. Education There are four types of employment and income. All of these are discussed in the following table. As shown in the table below, the information will be presented in numerical and percentile format.

According to Table 3.2, these respondents are buyers of Shayi. This fashion brand is for women only. All respondents are women. For the age group of 20 to 50 years and older, the largest supplier provider is respondents aged 21 to 30, resulting in young people paying more attention to fashion and young people paying more attention. More emphasis on fashion and age groups can confirm that this brand wants to wear more than just kids and adults, aged 31 to 40, ranking second. In the third and fourth places, respondents aged 20 to 41 and 50 years, the smallest distribution is among the groups older than 50 years.

About the study, nearly 121 respondents surveyed in the following colleges. University students and undergraduate students of minority studies are high school students. Most

Shayi customers are graduates because they have extra income from buying many fashion brands.

Table (3.2) Demographic Factors of Respondents

Demographic Factors	Description	No of Respondents	Percentage (%)
	Total	349	100
Age (Years)	Under 20 years	76	21.7
	21-30 years	148	42.4
	31-40 years	81	23.2
	41-50 years	41	11.7
	Above 50 years	3	1.00
Occupation	Students	164	47.0
	Employees	72	20.6
	Government Employees	30	8.60
	Own Business	78	22.4
	Others	5	1.40
Monthly Income (MMK)	Below 300,000 MMK	88	25.3
	300,001-400,000 MMK	92	26.4
	400,001-500,000 MMK	98	28.0
	500,001-600,000 MMK	50	14.3
	Above 600,000 MMK	21	6.00
Educational Background	High School	36	10.3
	University	107	30.7
	Graduated	121	34.7
	Post Graduated	85	24.3

Source: Survey Data (2019)

Average monthly income is the highest percentage of respondents from 4,0001 to 500,000 and the largest respondents. The second largest group has a monthly income of K - from 30,000 to 400,000 K. The third largest group has a monthly income of less than 300,000 Kyat. 000 has the smallest distribution. Shayi middle class customers

According to professional groups, the largest professional respondents are students from 164 respondents, 78 respondents have their own establishments and 72 private employees, 5 civil servants. Therefore, most Shaya customers are university students. Since the Shayi brand is targeting low- and middle-income buyers, they use lower and lower-middle income.

CHAPTER 4

ANALYSIS ON THE EFFECT OF BRAND RESONANCE ON CONSUMER REPURCHASE INTENTION OF SHAYI WOMEN-WEAR CLOTHES

In this chapter, three factors that determine brand quality, brand image, and brand experience are measured and analyzed using standard tools and tradeoffs. The sign echo in this questionnaire is measured and analyzed using the standard and standard deviation of each dimension, consisting of loyalty, behavior, attachment, attitude, community feeling and participation, which is the concept of Kevin Len. Keller He also analyzes the relationship between resonance and consumer repurchase using regression analysis.

4.1 Analysis of the Factors Influencing Brand Resonance

In this study, factors influencing Shai's brand resonance were analyzed. In this analysis, the three variables of influencing factors were seen as brand quality, brand image, and brand experience. It is used as independent variables. Behavioral loyalty, attitude, community feeling and active engagement are all dimensions of brand resonance that serve as the dependent variable. The results of the analysis are shown in the following tables. The measurement is based on a five-point Likert scale and uses descriptive metrics such as mean and standard deviation.

4.1.1 Perceived Brand Quality, Brand Image and Brand Experience

(a) Perceived Brand Quality

The following table (1.a) gives the value of the brand and the standard deviation of the quality of the brand affecting the trading resonance of the branch. For a perceived brand quality factor, there are five questions to analyze and all information is collected from 349 respondents. The Data Likert Scale is collected using the five-point questionnaire and a descriptive. gang is used to analyze the data.

Table (4.1) Perceived Brand Quality

No	Description	Mean	Standard Deviation
1	Producing varieties of products meet customer's expectation	3.93	0.56
2	Meeting with customers' requirements	4.00	0.76
3	Product design as compared with other brands	3.85	0.58
4	Product appearance as compared with other brands	3.90	0.62
5	Customers' complaint about the quality	3.87	0.63
	Overall Mean	3.90	

Source: Survey Data (2019)

As indicated in Table (4.1), the respondents agree with all the statements of the brand's quality factor and the total value is greater than 3.5. Of. means of meeting the needs of the customer, indicating that the respondents are actually satisfied with the product. Respondents' needs actually meet the brand's products. The true value of producing a variety of fashion products is the second highest score of 3.93 to meet customer expectations. It can be said that the respondents believe that the brand manufactures a variety of products that are actually provided to the customers. Customers believe that the firm can deliver a variety of products that are satisfactory to them. The lowest value of 3.85 is higher than other brands of product design. This may explain why the brand should create a more outdated design according to trends. It can be concluded that the total value of the product quality factor is value.9 This means that the perceived factor of the brand's quality has a positive effect on Shai's brand resonance.

(b) Brand Image

Branch's brand resonance is the entirety of the phase-in-question questions from 349 respondents from the Shai tourists in the affected brand image factory. Table (2.2) refers to brand image factor mean value and standard deviation sign. The five point Likert volumes should have a administrative data base and a descriptive method for analysis.

Table (4.2) Brand Image

No	Description	Mean	Standard Deviation
1	Reputation about quality of products	3.83	0.60
2	First priority of decision to buy this brand	3.52	0.56
3	Matching product price with quality	3.38	0.55
4	Well-known and prestigious	3.81	0.57
5	Good impression	3.84	0.66
	Overall Mean	3.67	

Source: Survey Data (2019)

Table (2.a) shows that the actual values are between 84.8484 and 38.3838, with the total mean point above 3.5. The highest value is the good value. It seems that respondents believe that this brand can make consumers feel good about the impact. The second best comes from the well-known and prestigious factor that indicates that respondents believe they are proud of the brand. Consumers believe that this brand is very popular in Myanmar and that most women are aware of it. The lowest average score of 3.38 corresponds to the product price with the quality. This may explain why the users are not very satisfied with the prices. This brand is a little more expensive than other local brands. The brand needs to redesign the pricing strategy. It can be concluded that the overall average value of the brand image factor is 3.67, which means that the brand image factor has a positive impact on the brand environment of the brand.

(c) Brand Experience

The brand experience factor that affects Shi's brand resonance has been explored by five questions that address 349 respondents to Shai customers. Table (3.3) shows that brand experience factors mean value and result of standard deviation. The Data Likert Scale is collected using the five-point questionnaire and a descriptive .gang is used to analyze the data.

Table (4.3) Brand Experience

No	Description	Mean	Standard Deviation
1	Satisfaction of the cutting of the dresses	3.86	0.63
2	Feeling Comfortable	3.91	0.60
3	Never disappoint about the brand	3.47	0.71
4	Making positive feeling and sentiments	3.59	0.67
5	Suitable for all three seasons of Myanmar weather	3.81	0.60
	Overall Mean	3.72	

Source: Survey Data (2019)

According to the results of the survey shown in Table (3.3), the highest score of 3..91 is to feel confident. This may explain that consumers' beliefs about products are very high. The satisfaction of the laundry is actually the second highest score of 3.86. This may indicate that the customers are satisfied with the product of the brand. The least common change in terms of the disappointment of a consumer's brand is not. There is a need to take care of the negative experiences of the respondents. It can be concluded that the total value of the brand experience factor is 72.72২, which means that the brand experience factor has a positive effect on the brand echo of the brand.

4.1.2 Brand Resonance

Brand resonance was measured in this questionnaire by four aspects - behavioral loyalty, attachment to attitude, sense of community community and active involvement. And the qualities and assumptions are measured on a five-point Likert scale (completely disagree, disagree, neutral, agree, and strongly agree). So the higher the higher the higher the higher the reaction, the opposite was true.

(a) Behavioral Loyalty

The result of the analysis is shown in Table (4.4), which represents the true value and standard deviation of behavioral loyalty affecting Shai's brand resonance.

Table (4.4) Behavioral Loyalty

No	Description	Mean	Standard Deviation
1	Purchase this brand in next time	3.93	0.53
2	Intention of keep purchasing this fashion brand	3.88	0.59
3	Consideration of loyalty to this fashion brand	3.94	0.62
4	Recommending to family and friends	3.96	0.60
5	Willing to pay higher price	3.63	0.64
	Overall Mean	3.87	

Source: Survey Data (2019)

According to Table (4.4), the total value of behavioral loyalty for all five questions is seven. Is greater than the neutral score of. Average total loyalty of the breast is neutral. which is neutral. Is higher than the neutral score of. It can explain behavioral loyalty. Shi is high. As a result, consumers believe that Shai is a unique brand and wants to be loyal to its brand. The value of these items ranges from 3.63 to 3.96. The highest value is recommended by family and friends. This means that consumers' brains are influenced by this brand. Although the results are different, the value of these five questions is not different from the seven values. The average of 63 stain prices 3.63 who are willing to pay a higher price is that consumers are not ready to pay for the products of this brand at a higher price than other fashion brands. As a result, the brand should change the pricing strategy for best results.

(b) Attitudinal Attachment

In the questionnaire, respondents were asked to relate to the five relative questions, and a 5-point Likert scale was used to answer. The results of the analysis are shown in Table (4.5), which represent the true value of the behavior and the standard deviation that influences the business echo of the firm.

Table (4.5) Attitudinal Attachment

No	Description	Mean	Standard Deviation
1	Specialization	3.83	0.71
2	Feel proud compared with other brands	3.86	0.63
3	Emotionally attached as a part of life	3.79	0.65
4	Love this brand	3.73	0.56
5	More than a product	3.59	0.68
	Overall Mean	3.76	

Source: Survey Data (2019)

According to Table (4.5), the total average value of the attached appendix is for all five questions. Is greater than the neutral number of. Shay is high. As a result, consumers have a strong connection to this brand. The actual value of this article is between 3.59 and 3.86. Compared to other brands, pride value is the highest value of 3.86. This can explain how the brand makes customers feel proud compared to other brands. The actual value of this brand is more than the product for me at the lowest price of 3.59. Consumers understand that a brand is just a product to them that is nothing more than a product. This may explain why a brand is not so important in their lives.

(c) Sense of Community

In the questionnaire, respondents were asked about the five. comity sentiment with five questions and a 5-point Likert scale was used as the answer. The results of the analysis are shown in Table (4.6), which represents the value and standard deviation of the community sentiment that influences the firm's brand resonance.

Table (4.6) Sense of Community

No	Description	Mean	Standard Deviation
1	Identification with other people who use this brand	3.76	0.67
2	Belonging to a club with others who wear this brand	3.99	0.52
3	Joining communities who are interested of this brand	3.94	0.46
4	Talking about the problems with members of this brand	3.95	0.48
5	Similar needs, priorities, and goals	4.01	0.42
	Overall Mean	3.93	

Source: Survey Data (2019)

According to Table (4.6), the overall mean of the sense of community for all five questions is greater than the neutral score of 3. The significance of the communities of Nitty is 9.93. It is greater than the neutral score of 3. It shows that the community's sense of Shi is good. Miles values for items are between 4.01 and 3.76. The value of equality of needs, priorities and goals is the highest, with a real value of 4.01. This means that this community has the same concept and purpose for its brand. In this community of community, Shay brand enthusiasts discuss their needs, preferences, and goals for this brand. The lowest average score of the 3.76 score is to identify other people using this garment. It goes without saying that consumers do not have to identify with other people who carry this brand. This means customers are not interested in what other people wear with this brand.

(d) Active Engagement

The questionnaires were asked by the respondents whether they were actively involved with five related questions, and were rated on a 5-point Likert scale. Present the true value and standard of dynamic engagement that influence the outcome of the analysis, reflecting on the brand. It is shown in Table 4.7.

Table (4.7) Active Engagement

No	Description	Mean	Standard Deviation
1	Learning more about this brand	3.94	0.56
2	Explaining the benefits of this brand	3.89	0.54
3	Following news about this fashion brand from social media and newsletters	3.98	0.55
4	Feel proud to have others knowing use this fashion brand	3.97	0.54
5	Seeking information of this fashion brand	3.93	0.57
	Overall Mean	3.94	

Source: Survey Data (2019)

The average value of active participation for all five questions is as per Table 4.7. Better than the neutral point. The total active engagement was 3.94. Much better than the neutral point of 3 is that the exposure to Shayi is good. Price range is between 3.89 and 3.98. The following information is posted on social media and newsletters at the following prices: 3.98. Customers want to look forward to the latest news on social media and newsletters and the latest news about this fashion brand. The lowest average rating of 3.89 is with someone about this fashion brand. If there is a negative comment, I will explain the benefits of this brand.

4.1.3 Factors Influencing Brand Resonance

This study examines the effects of factors that influence Shi's brand resonance. In this analysis, three variables were used for the independent variable and the dependent variable, each of which was used as the independent variable. The results of the analysis are shown in the table below.

(a) Factors Influencing Behavioral Loyalty

According to Table (4.9), this is an analysis of the influence of the dependent variable (behavioral loyalty) using the multiple regression method of the dependent variable (behavioral brand quality, brand image and brand experience).

Table (4.9) Factors Influencing Behavioral Loyalty

Model	Unstandardized Coefficients		t	Sig.	VIF
	B	Std. Error			
(Constant)	0.419	0.153	2.745	0.006	
Perceived Brand Quality	0.450***	0.036	12.529	0.000	1.382
Brand Image	0.098***	0.036	2.688	0.008	1.204
Brand Experience	0.350***	0.035	10.104	0.000	1.493
R	0.802				
R Square	0.643				
Adjusted R Square	0.639				
F Value	206.750***				
Durbin Watson	1.747				

Source: Survey Data (2019)

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

According to the results shown in Table (4.9), R squared and adjusted R squared are .3 64.3% and.963.9%, respectively. This indicates that the model interprets most variations of the response data associated with its average seven values. All three variables are very important, as shown in the regression analysis table. Brand perception quality, image and brand experience factors are a positive indicator and a significant factor of 1%, respectively. It shows that brand quality, brand image, and brand perception factors promote behavioral loyalty. Each increase in perceived brand quality, brand image, and brand reputation factor helps to increase behavioral loyalty by 0.036, 0.036, and 0.035, respectively.

In addition, the model suggests that three factors have a good effect on behavioral loyalty because the assessment revealed positive characteristics and very important coefficients expected for all three factors in this study. In addition, according to the regression coefficient (beta), perceived brand quality factor is primarily a factor of behavioral loyalty, and brand image is the ultimate factor. According to the results of T-Text, which explains the importance of the story, the brand's perceived behavior has the most positive effect on behavioral loyalty.

From this we can conclude that all three variations: perceived brand quality, brand image and brand experience influence behavioral loyalty. This is due to the fact that customers learn about the quality of the products, the company's reputation and the brand. These reasons can increase customer loyalty.

(b) Factors Influencing Attitudinal Attachment

According to Table (4.10), it uses independent regressions (dependent brand quality, brand image and brand image), using several methods of regression of the dependent variable (attention attachment). Concerned.

According to the results shown in table (4.10), R squared and adjusted R squared are 41.2% and 40.7%, respectively. This indicated that the model interpreted most of the variability of the response data around its value. All three variables are significant, as indicated in the regression analysis table. According to the regression table, the perceived quality of the brand, the brand image and the factor of its perception are positive signs and significant multiplication at the level of 1%. This indicates that these three factors increase attachment. Each element enhances the perceived quality of the brand, brand image and brand perception factors, which help to increase self-esteem by 0.053, 0.054 and 0.051, respectively.

In addition, all three factors have a significant positive effect on attitude in this study. The emotional connection of customers depends on the perceived quality of the brand, the brand image and the brand experience. In addition, according to the regression coefficient (beta), the brand image in the first place influences the factors that influence the attitude, and the brand experience is the last. According to the T-Text result, which explains the importance of the story, the brand image factor has the most positive effect on Shee's attitude. From this we can conclude that all three variables: brand quality, brand image and brand experience influence its attitude. This is due to the good quality, brand image and positive experience, which can lead to a positive attitude towards the brand. This allows users to be strongly connected to this brand.

Table (4.10) Factors Influencing Attitudinal Attachment

Model	Unstandardized Coefficients		t	Sig.	VIF
	B	Std. Error			
(Constant)	0.306	0.225	1.362	0.174	
Perceived Brand Quality	0.287***	0.053	5.435	0.000	1.382
Brand Image	0.408***	0.054	7.605	0.000	1.204
Brand Experience	0.223***	0.051	4.386	0.000	1.493
R	0.642				
R Square	0.412				
Adjusted R Square	0.407				
F Value	80.624***				
Durbin Watson	2.056				

Source: Survey Data (2019)

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

(c) Factors Influencing Sense of Community

According to the Table (11.oit), this is due to the analysis of the influence of continuous variables (perceived emotions) on dependent variables (perceived brand quality, brand image and brand experience). According to the results shown in table (11.a), R squared and adjusted R squared are 0.8.8.8% and 0.22.3%, respectively. This indicated that the model interpreted most of the variability of the response data around its value. All three variables are significant, as indicated in the regression analysis table. Brand image and experience factors have positive signs and significant coefficients, respectively, at the level of 1%. Positive indicators of estimated brand quality indicators and significant ratios at the level of 10%. This suggests that brand quality, brand image and perceptual factors enhance the sense of community. Brand quality, brand image and perception factors contribute to an increase in the number of communities by 0.040, 0.040 and 0.038, respectively.

In addition, the model shows that the factors that influence the sense of community are good, because the evaluations gave positive signs and very important factors for all factors in this study. In addition, according to the regression coefficient (beta), the brand perception factor is at the forefront of factors influencing the community spirit, and the

perceived channel of brand quality is the last. According to T-Text's results, which explain brand quality, brand experience has the most positive effect on the sense of community.

It can be concluded that all three parameters, brand quality, brand image and brand experience affect the sense of community of consumers. This affects the community's sense of community due to perceived brand quality, brand image, and positive experience. When people truly satisfy a brand, they attract users of that brand. Social connections bring enormous intangible value to users.

Table (4.11) Factors Influencing Sense of Community

Model	Unstandardized Coefficients		t	Sig.	VIF
	B	Std. Error			
(Constant)	1.956	0.169	11.548	0.000	
Perceived Brand Quality	0.070*	0.040	1.753	0.081	1.382
Brand Image	0.205***	0.040	5.068	0.000	1.204
Brand Experience	0.254***	0.038	6.628	0.000	1.493
R	0.563				
R Square	0.318				
Adjusted R Square	0.312				
F Value	53.505***				
Durbin Watson	1.890				

Source: Survey Data (2019)

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

(d) Factors Influencing Active Engagement

In this area of research, it refers to the analysis of the impact of independent variables (affected brand quality, brand image and brand experience) on continuous change (active participation) using multiple regression methods. Linear regression models were used by interviewing five questionnaires for 349 respondents. And the result is shown in Table (4.12) below.

Table (4.12) Factors Influencing Active Engagement

Model	Unstandardized Coefficients		t	Sig.	VIF
	B	Std. Error			
(Constant)	1.316	0.181	7.278	0.000	
Perceived Brand Quality	0.582***	0.042	13.716	0.000	1.382
Brand Image	0.082*	0.043	1.903	0.058	1.204
Brand Experience	0.013	0.041	0.317	0.751	1.493
R	0.677				
R Square	0.458				
Adjusted R Square	0.453				
F Value	97.229***				
Durbin Watson	1.939				

Source: Survey Data (2019)

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

According to the results shown in Table (4.12), the R squared and adjusted R squares are 45.8% and 45.3%, respectively. This indicates that the model interprets most variations of the response data associated with its average seven values. Two of the three variables are significant, as shown in the regression analysis table. The perceived brand quality factor has a positive quality and a significant value of 1%. This indicates that the perceived quality of the brand enhances active participation. The increase in brand perception per unit helps to increase active participation by 0.042. The brand image has a positive sign and a significant 10% value. This suggests that every increase in brand image promotes active participation. An increase in brand image coefficients by a unit helps increase active participation by 0.043. The brand is a positive indication of the factor of experience, but it is not significant at the 10 percent level, because the level of significance has increased by more than 0.10. Positive relationships mean that increasing the brand's experience increases the relationship with Shi'a's active participation. If there is an increase in the load fraction by 1 unit, it will also increase the active interaction effect by 0.041 units.

In addition, all three factors have a significant positive effect on active participation in this study. According to the regression coefficient (beta), the perceived brand quality factor is the first place that influences active participation, and the brand experience factor

is the last one. According to T-Text, which points to the importance of od tags, the perceived factor of brand quality has a very positive impact on active participation.

From this we can conclude that many other factors, perceived quality and brand image, influence the active participation of consumers. This may be due to the fact that people learn about the quality of the product, and the brand image can play an important role in the proper evaluation and evaluation of the company's products.

4.2 Analysis on the Effect of Brand Resonance on Repurchase Intention

This study analyzes the brand’s influence on the purpose of buying shea. In this analysis, four aspects of brand resonance are used as independent variables, and buyback intent is used as a dependent variable. The results of the analysis are shown in the table below.

4.2.1 Repurchase Intention

The buyout intention is the individual's probability that the buyer will continue to buy or buy goods from the same seller (Rezae et al., 2014). In order to test the buyer's intent of the shoe, the questionnaires were designed to measure the objective of the buyers of a chef buyer. The questionnaire consisted of 7 questions, all of which used a five-point Likert scale. Data was obtained from 349 shay clients from a selected area using descriptive methodology, data was analyzed using SPSS, and reliability was established using appropriate statistical tools. The results are shown in Table (4.13).

Table (4.13) Repurchase Intention

No	Description	Mean	Standard Deviation
1	Making purchase again that products	3.89	0.45
2	Desire to buy the product after reading reviews and comments	3.64	0.61
3	Willingness to recommend others to buy this brand	3.77	0.55
4	Decision to buy this brand	3.97	0.65
5	Buying this brand rather than any other brand	3.91	0.58
6	First choice	3.69	0.63
7	Looking forward new outdated items	3.70	0.56
	Overall Mean	3.79	

Source: Survey Data (2019)

As indicated in Table (13.1313), the overall buyback intention is neutral for all seven issues. Beyond the neutral score of, the Buyback Payback Intent is 79.7979, which is higher than the neutral score of 3, indicating that consumers are ready to buy the Shi product. And have good intentions of buying. The cost of the goods varies from 3.64 to 3.97. The highest average Saturn 3.97 is the decision to buy this brand. He mentioned that if there was another alternative product, consumers would never change their decision to buy the product. It can explain that the brand has a deep connection with Shai customers. The second largest average of 3.91 is the purchase of this brand, not of any other available brand. It may explain why customers are loyal to this brand, and if there are more brands available; They love this brand more. The lowest average Saturn value of 3.64 is due to the fact that after reading the reviews / comments, I intend to buy a product. This means that Shay needs to create quality content on social networks and collect customer reviews and reviews that attract customers.

4.2.2 Effect of Brand Resonance on Repurchase Intention

Subsequently, according to Table (4.14), the influence of independent factors (brand resonance) was analyzed in the study of dependent variables (linear renewal), and linear regression analysis was carried out. The results of this analysis are shown in the table.

According to the results shown in the Table (14.1414), this model may indicate the intention to re-acquire Shai, since the values of category R and systematic category R are 0.8 37.8% and 0.1 37.1%, respectively. The value of the A-test, the overall significance of the models, was very significant at 1%. This fixed model can be called valid.

Table (4.14) Effect of Brand Resonance on Repurchase Intention

Model	Unstandardized Coefficients		t	Sig.	VIF
	B	Std. Error			
(Constant)	9.34	0.208	4.488	0.000	
Behavioral Loyalty	0.304***	0.507	5.317	0.000	2.190
Attitudinal Attachment	0.088*	0.048	1.844	0.066	2.015
Sense of Community	0.498***	0.062	8.037	0.000	1.661
Active Engagement	0.018	0.049	0.356	0.722	1.516
R	0.615				
R Square	0.378				
Adjusted R Square	0.371				
F Value	52.300***				
Durbin Watson	1.602				

Source: Survey Data (2019)

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

As can be seen from the table (14.1414), behavioral loyalty and a sense of community. Nationality is a positive sign of expected emotions and a very significant quality value of 1 percent. The attribute is a positive sign of the attachment factor and is a significant qualitative value at the level of 10%. This means that behavioral loyalty, pragmatic affection, and a sense of community reinforce the intention to redeem. Each unit of behavioral loyalty, behavioral attachment, and community feeling may be more positive with an increase of 0.507, 0.048, and 0.062 an increase in intention to re-purchase.

And it is a positive indicator of the factor of active participation, but it is not significant at the level of 10%, since the significance level exceeds 0.10. Positive relationships mean that an increase in active liabilities increases the likelihood of a relative bond purchase. If the smart component increases by 1 unit, it will also increase the buyback

intention by 0.049 units. General estimates show that the models well explain the influence of brand resonance on purchase intentions, since estimates do not provide the most likely indicators and significant coefficients for all three dimensions of brand resonance.

It can be concluded that other factors, loyalty to behavior, behavioral attachment and the mood of the community influence the intention of consumers to make a purchase again. This may be due to the strong attachment of loyal users to the brand. They should create communities of communities that are created by members who have a relationship with each other, a sense of unity and a common interest that unites them.

CHAPTER 5

CONCLUSION

This chapter summarizes all aspects of this research project, from the objectives of the study, problems, theoretical basis to the results of the study, the implications. The research problem investigated in this study was to analyze the influence of influencing factors on brand resonance and the effect of resonance on Shayi's buyback intent. This chapter is organized with conclusions and discussions, recommendations, and recommendations from the research article. This chapter also contains suggestions for exploring the needs of developing a management plan and building brand resonance.

5.1 Findings and Discussions

According to the profile of the interview, which includes age, education, profession and monthly income. Since this brand is intended only for women, this study applies only to female respondents. Young, young adults and middle-aged women would like to wear old people and children, as this is one of the fashionable items for them. Most consumers are university students, and they earn 3 to 5 lakhs.

The statements for measuring the resonance of a structure are taken from the articles described in the fire resonance model. The questions included in the questionnaire are of the Likert type with a five-point scale. In this survey, brand resonance was measured based on three factors, which included noted brand quality, brand image, and color factors. And the buyback intention is measured based on four elements of a brand resonance model. These aspects include behavioral loyalty, attitude, community value, and active participation. According to the survey, the perceived brand quality factor has the highest average among the three factors. The average value is more than neutral. The reason the average cost is high is because, because the company offers good quality, it attracts more consumers. The company mainly uses 100% cotton and natural herbs that are suitable for all three seasons in Myanmar. In addition, customers recognize that their products are of good quality. Brand quality is really important when we make a decision to buy products. Nowadays, people learn about brand quality. According to the trend, people want to buy branded items. In

addition, the brand image factor has the lowest average value. Regarding related data, the average of the four measurements is not much different.

According to the results of the study, all three factors that affect brand quality, brand image and brand experience positively affect behavioral loyalty. In addition, these three factors are positive for attitude and a sense of community. Only active participation is taken into account by a certain brand quality and brand image. This is due to the fact that people are aware of the quality of the product and the brand image as an important part of the correct judgment and evaluation of the company's products. According to the results, all four elements of the resonant brand influence the intention of the purchase. This study shows that the sin of the community has a strong influence on trading intentions. This is because the brand is closely connected with customers, creating groups through social networks. Social communication brings great intangible value to customers and emphasizes customer loyalty and re-purchase of this brand.

Behavioral loyalty is the second influence on purchase intent. This brand is truly differentiated among competitors. In addition, brand quality is really good. Shaya's customers do not want another brand quickly, and they are loyal. This could lead to a buyback. In accordance with the result, the attitude of the installation has a third effect on excessive intent. The reason is that Shayi customers are closely related to this brand. This emotional connection is highly dependent on consumer experience and social cultural background. In addition, active participation has a fourth effect on purchase intent. He mentioned that the Shayi brand offers good quality as its competitors, and the brand actively interacts with customers. Consumers are willing to invest time, money and other resources in excess of the amount necessary to purchase this brand. Since the Shayi brand always keeps up with consumers quickly and politely, with an informative and quick reaction to its subscribers on social networks, it remains an interested customer. As a general result, acquisition intentions are positively viewed by four dimensions of resonance. Perceived brand quality, brand image, and brand experience positively influence Shayi brand resonance. Thus, Shayi’s intention to return the buyer is determined by the resonance of the brand. Increasing brand resonance has a positive effect on consumer intent to buy back stocks.

5.2 Suggestions and Recommendations

With ever-increasing levels of competition and companies offering more than one similar product on the market, it has become necessary to label the product to distinguish it from others. So, brand resonance is very important for retailers of consumer goods and services. Brand resonance contributes to the effectiveness of the brand expansion and its presentation. Furthermore, consumer perceptions of different brands are critical to the prosperity or failure of a brand. Thus, a better understanding of brand perception of consumers is needed so that a company can improve its offerings to consumers. This observation is true for all industries, regardless of industry.

According to the data obtained, the brand image factor has the lowest average value among all influencing factors, but the average score is always higher than the neutral score. Thus, we can conclude that although a hallmark requires time and effort, it can be improved by adopting some strategies: (1) publish on many channels, (2) interact with people, (3) communicate with influencers, (4) addresses surveys and complaints, (5) optimizes ratings and (6) promotes content presented by the consumer. Attachment ratio has the lowest average between the four dimensions of brand resonance, but the average score is higher than the neutral score. The reason is that Shayi is a local brand, and when compared to high-end foreign brands, their image is not too strong. And most consumers rely on the quality and ingredients of foreign brands more than locally in the fashion industry. Especially in today's market, consumers tend to see the brand image as an integral part of the product or service they are buying. But we can say that the attitude to the brand can improve because of (1) achieving high, sustainable visibility with the target audience, (2) being the first and only brand that has a direct and physical relationship with customers, (3) something new in the history of the brand, (4) strengthening what the brand stands for, and (5) differentiating the brand in terms of method and value.

According to the findings, Shaya's behavioral loyalty is quite good. To increase customer loyalty, the company must retain its existing customers. The company should provide the best service to customers. They must also gather customer feedback and suggestions to provide customer satisfaction. The company must stay in touch with customers by making membership cards. It should offer more promotions and should respond quickly to customer requests. The company needs to build relationships with customers, serve more needs and desires of customers. The company must organize free programs so that customers are satisfied. According to the findings, the company should emphasize the brand experience.

The brand experience can be enhanced by adopting these strategies (1) providing frontline workers with power and authority, (2) pursuing any common ground to ensure consistency, (3) creating regular posts for listeners, (4) focus on the solution, and (5) prepare for a (possible) upgrade of the brand. In addition, the company must increase active participation by following these strategies (1) to interact with people, (2) hold contests that people love, (3) increase the popularity of posts, and (4) videos on social networks.

Shayi is a local brand, and the products have their own culture, so they have to be in line with local preferences. A company can emerge and ensure the involvement of customers in the company so that they can establish themselves in the minds of customers, and drive customer loyalty to the company. The company should focus on attracting customers, such as fashion shows, to keep the brand image among the customers. The company should focus on advertising to increase sales, expand the market and increase reputation. Finally, when all is taken into account, we can say that if a company places more value on social activity and creates more attractive programs, they can attract a huge number of customers.

5.3 Needs for Further Research

This study focuses only on brand resonance dimensions as the indicator that would affect the repurchase intention. The study includes three factors that affect brand resonance which are perceived brand quality, brand image and brand experience. There may also be other factors that have effect on brand resonance of clothing brand. Moreover, the other thing is that further research could be directed at Shayi in the construct of customer satisfaction and the performance of brand as measured by market share. In this study, the analysis is conducted on the selected samples not on the whole population. Further research can be done on other cultural clothing brands to capture the repurchase intention of customers on the local cultural clothing. And besides, further research should also examine the comparative brand resonance value between Shayi and other major key competitors in fashion industry. Due to the reason that fashion industry is a constantly changing industry, further research will be necessary to attain comprehensive and thorough understanding on the repurchase intention of customers.

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APPENDICES
Appendix I: Survey Questionnaire

This questionnaire is a part of MBA program from Yangon University of Economic. This is designed for the study of the factors affecting brand resonance of SHAYI Women-Wear Clothes in Yangon. It is granted that your specific data will not be sold or announced to public.

There are 46 questions to answer. Please help to finish all questions and return the questionnaire to us. Your privacy data are fully secured with us. I am very thankful for your time and participation.

Section A: Demographic Factor

1. Age

   - Under 20 years
   - 21-30 years
   - 31-40 years
   - 41-50 years
   - Above 50 years

2. Occupation

   - Student
   - Employees
   - Government Employees
   - Own Business
   - Others

3. Monthly Income

   - No Income
   - Less than 100,000 kyats
   - 10,000 to 300,000 kyats
   - 300,000 to 500,000 kyats
   - 500,000 to 700,000 kyats
   - 700,000 to 1000,000 kyats
   - More than 1000,000 kyats

4. Educational

   - High School
   - University
   - Graduated
   - Post Graduated

Section (B) Factors Affecting Brand Resonance

Please describe your perception on the relevant box. Please tick under the scale number according to your perceptions.

Scales: 1- Strongly disagree, 2- Disagree, 3- Neutral, 4- Agree, 5-Strongly agree

No	**Influencing Factors of Brand Resonance**	1	2	3	4	5
	Measurement of Perceived Brand Quality					
1	This brand produces varieties of fashion products in meeting customer's expectation.					
2	Brands' products meet customers' requirements.					
3	This brand is better as compared to other brand(s) of the product in terms of the design.					
4	This brand is better as compared to other brand(s) of the product in terms of the appearance.					
5	Customers do not complain about the quality of the brand.					
	Measurement of Brand Image					
1	This brand has a reputation about quality of products.					
2	The brand comes to my mind at first when I decide to buy fashion costume.					
3	I feel that this product price match with quality.					
4	This brand is well-known and prestigious.					
5	The brand image gives me a good impression.					
	Measurement of Brand Experience					
1	When I wear this brand, the cutting of clothes make me satisfy.					
2	I feel that wearing this brand is comfortable.					
3	This brand never disappoints the customers.					
4	This brand make me positive feeling and sentiments.					

5	The brand is suitable for me to wear all three season of Myanmar weather.					
	Behavioral Loyalty					
1	Next time I am buying fashion items, I would purchase this brand.					
2	I intend to keep purchasing this fashion brand.					
3	I consider myself loyal to this fashion brand.					
4	I would recommend brand to my family and my friends.					
5	I am willing to pay a higher price for the items of this brand against other fashion brands.					
	Attitudinal Attachment					
1	This brand is special to me.					
2	Compared to how I feel about other brands, this brand is proud for me.					
3	I am emotionally attached to this fashion brand i.e., it feels like a part of my life.					
4	I really love this fashion brand.					
5	This brand is more than a product to me.					
	Sense of Community					
1	I really identify with other people who use the clothes from this brand.					
2	I feel like I belong to a club with others who wear clothes from this fashion brand.					
3	I would join communities formed by other people interested of this fashion brand.					
4	When I have a problem about the brand, I can talk about it with members of this community.					
5	People in this community have similar needs, priorities, and goals.					
	Active Engagement					
1	I am always interested in learning more about this brand.					

2	If someone makes a negative comment about this fashion brand, I would explain the benefits of this brand.					
3	I closely follow news about this fashion brand from social media and newsletters.					
4	I am proud to have others know I use this fashion brand.					
5	I actively seek information of this fashion brand or its products.					

Section (C) Buying Behavior

Please describe your perception on the relevant box. Please tick under the scale number according to your perceptions.

Scales: 1- Strongly disagree, 2- Disagree, 3- Neutral, 4- Agree, 5-Strongly agree

No	**Repurchase Intention**	1	2	3	4	5
1	I will make purchase again that products.					
2	After reading reviews/comments, it makes me desire to buy the product.					
3	I am willing to recommend others to buy this brand.					
4	If there will be another substitute products, my decision will never change to buy products.					
5	I would buy this brand rather than any other brands avaible.					
6	I would consider this brand as my first choice.					
7	I always look forward their new outdated items all the time to make purchase again.					

THANK YOU!

APPENDIX-II STATISTICAL OUTPUT

Regression Analysis on Affecting Marketing Factors (Perceived Brand Quality, Brand Image, and Brand Experience) and Dimensions of Brand Resonance (Behavioral Loyalty, Attitudinal Attachment, Sense of Community, and Active Engagement).

(1) Affecting Marketing Factors on Behavioral Loyalty

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.802[a]	.643	.639	.25164	1.747

a. Predictors: (Constant), PBQMEAN, BIMEAN, BEMEAN

b. Dependent Variable: BLMEAN

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.275	3	13.092	206.750	.000[b]
	Residual	21.846	345	.063		
	Total	61.120	348			

a. Dependent Variable: BLMEAN

b. Predictors: (Constant), PBQMEAN, BIMEAN, BEMEAN

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.419	.153		2.745	.006		
	mpbq	.450	.036	.474	12.529	.000	.724	1.382
	mbi	.098	.036	.095	2.688	.008	.830	1.204
	mbe	.350	.035	.397	10.104	.000	.670	1.493

a. Dependent Variable: BLMEAN

(2) Affecting Marketing Factors on Attitudinal Attachment

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.642[a]	.412	.407	.37003	2.056

a. Predictors: (Constant), PBQMEAN, BIMEAN, BEMEAN

b. Dependent Variable: AAMEAN

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.118	3	11.039	80.624	.000[b]
	Residual	47.238	345	.137		
	Total	80.356	348			

a. Dependent Variable: AAMEAN

b. Predictors: (Constant), PBQMEAN, BIMEAN, BEMEAN

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constan)	.306	.225		1.362	.174		
	mpbq	.287	.053	.264	5.435	.000	.724	1.382
	mbi	.408	.054	.345	7.605	.000	.830	1.204
	mbe	.223	.051	.221	4.386	.000	.670	1.493

a. Dependent Variable: AAMEAN

(3) Affecting Marketing Factors on Sense of Community

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.563[a]	.318	.312	.27900	1.890

a. Predictors: (Constant), PBQMEAN, BIMEAN, BEMEAN

b. Dependent Variable: SCMEAN

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.495	3	4.165	53.505	.000[b]
	Residual	26.856	345	.078		
	Total	39.351	348			

a. Dependent Variable: SCMEAN

b. Predictors: (Constant), PBQMEAN, BIMEAN, BEMEAN

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constan)	1.956	.169		11.548	.000		
	mpbq	.070	.040	.092	1.753	.081	.724	1.382
	mbi	.205	.040	.247	5.068	.000	.830	1.204
	mbe	.254	.038	.360	6.628	.000	.670	1.493

a. Dependent Variable: SCMEAN

(4) Affecting Marketing Factors on Active Engagement

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.677[a]	.458	.453	.29768	1.939

a. Predictors: (Constant), PBQMEAN, BIMEAN, BEMEAN

b. Dependent Variable: AEMEAN

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.848	3	8.616	97.229	.000[b]
	Residual	30.572	345	.089		
	Total	56.419	348			

a. Dependent Variable: AEMEAN

b. Predictors: (Constant), PBQMEAN, BIMEAN, BEMEAN

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constan)	1.316	.181		7.278	.000		
	mpbq	.582	.042	.639	13.716	.000	.724	1.382
	mbi	.082	.043	.083	1.903	.058	.830	1.204
	mbe	.013	.041	.015	.317	.751	.670	1.493

a. Dependent Variable: AEMEAN

(5) Dimensions of Brand Resonance on Repurchase Intention

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.615[a]	.378	.371	.30187	1.602

a. Predictors: (Constant), BLMEAN, AAMEAN, SCMEAN, AEMEAN

b. Dependent Variable: RIMEAN

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.064	4	4.766	52.300	.000[b]
	Residual	31.348	344	.091		
	Total	50.412	348			

a. Dependent Variable: RIMEAN

b. Predictors: (Constant), BLMEAN, AAMEAN, SCMEAN, AEMEAN

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constan)	.934	.208		4.488	.000		
	mL	.304	.057	.335	5.317	.000	.457	2.190
	mA	.088	.048	.111	1.844	.066	.496	2.015
	mC	.498	.062	.440	8.037	.000	.602	1.661
	mE	.018	.049	.019	.356	.722	.660	1.516

a. Dependent Variable: RIMEAN