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**CUSTOMER PURCHASE INTENTIONS AND BUYING
BEHAVIOR AT OPPLE LIGHTING PRODUCTS**

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CUSTOMER PURCHASE INTENTIONS AND BUYING BEHAVIOR AT OPPLER LIGHTING PRODUCTS

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ABSTRACT

The main objectives of this study are to find out what makes customers want to buy something at Oppl Lighting and how that affects what they do when they go to buy something there. We used both first-hand and second-hand information. Cochran's (1977) method says that a sample size of 385 customers was chosen at random, and 377 of those 385 customers gave feedback. Online, a structured form was filled out. Six factors, such as product, company image, promotions, place, social influence, and perceived price, are looked at to see how they affect the decision. All of the factors except perceived price have a big effect on the decision to buy. The study found that a brand's image is the most important factor in a customer's decision to buy. It was also found that a person's plan to buy has a big impact on how they buy Oppl lighting goods. To improve its brand image, Oppl should come up with more unique product designs (such as a name, a wordmark on the box, etc.) and features that make its products stand out in a market full of competition. By figuring out what the market wants, Oppl should sell a wide range of lighting goods, from small home appliances to larger scales. Officials should set up live sales with celebrities every month to raise customer recognition and sales. Oppl Lighting Company should make its goods and services available to a wider range of people and use more authorized sales agents to make sales.

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CHAPTER 1

INTRODUCTION

Modern living depends on the crucial service that the global electric power sector offers. The whole of a consumer's views, interests, intentions, and decisions surrounding how they will behave in the marketplace while making a purchase of a good or service is known as consumer buying behavior. Purchase intention has a favorable impact on consumers' decisions to buy green items. The marketing mix is a group of tools that assist marketers in turning their marketing strategy into actions that will draw in and keep customers (Bennett, 1997).

Consumer behavior is the study of how a person or group selects, purchases, uses, and discards goods and services to meet their requirements (Solomon et al., 2002). The study of consumer behavior will assist marketers in better understanding both the things that consumers would purchase and the factors that would influence those decisions (Aaker, Kumar, & Day, 2004). Kotler and Keller (2016) list a number of consumer traits and psychological variables that can affect purchasing decisions. Further evolved into cultural, societal, and personal factors are the consumer characteristics. The three factors, as well as a psychological factor, may have an impact on consumers' purchasing intentions (Achmad, 2012).

Price, brand perception, perceived quality, or value may all have an impact on how consumers feel about making a purchase. The buying process is also influenced by the internal and external incentives of the buyer (Gogoi, 2013). The majority of businesses today attempt to use purchase intention to boost profit levels by strengthening their long-term relationships with clients (Giovanis et al., 2013). consumer perceived quality is one of the important variables that affects consumer purchase intention (Tsotsou, 2006). Customer impression of a product's quality serves as a proxy for consumers' overall opinions of that product (Zithaml, 1998). However, the researcher's interpretation and analysis of the material or stimulus will determine how accurate the perception is.

Brand image plays a significant part in how consumers choose which products to buy. Understanding how customers make decisions and identifying factors that influence product purchases are critical business skills (Cravens & Nigel, 2003). Branding is more

than just a sign; it can also imply that a product is of a certain caliber or value (Pepadri, 2002). It is well known that one of the major issues that inexperienced entrepreneurs faced was understanding customer buying intentions. The low degree of client purchase intention might be described by the low quantity of future profits realized; this could prevent the business from expanding.

With the help of social media sites like YouTube, consumers today have more information available to them than ever before (Yung-Shen, 2014). Thus, this has been having an increasing impact on businesses. Consumers are not the only ones with varied demands and preferences. Countries can differ from one another in a wide range of aspects, such as culture, values, beliefs, economic systems, families, educational attainment, religion, language, politics, social control, technology, infrastructure, and institutional design. All of these factors, whether directly or indirectly, have a significant impact on customers' buying decisions and intentions (Gong et al., 2014). As a result, consumer behavior is not a result of chance. Numerous internal and external factors influence customer behavior (Klemencic et al., 2012).

The highly varied and one of the most thriving industries is electrical equipment. With the development of novel technologies and a steadily growing customer preference for more advanced and secure electrical items, this industry has been expanding quickly over the past few years. One of the top producers of retail lighting equipment, Farmer Lighting Co., Ltd. also owns some of the most renowned brands with the intention of offering the greatest lighting options across the nation. There are many different CCTV, lighting, electrical, and security systems available from Farmer Lighting Co., Ltd.

1.1 Rationale of the Study

All of today's top-performing businesses share one thing in common: They take marketing very seriously and place a significant emphasis on their customers. Consumer behavior is the study of how a person or group selects, purchases, uses, and discards goods and services to meet their requirements (Solomon, 2013).

The study of customer behavior will aid marketers in understanding both the products that consumers would purchase and the factors that would influence those decisions (Aaker et al., 2004). To improve market share, customer satisfaction, and brand

loyalty, corporate image is crucial to marketing strategy. Additionally, the stronger a person's intention to buy a goods is, the better their impression of the price is.

An item of high quality can influence consumer preferences and draw in more potential customers. Additionally, with promotions, a business or online store can draw in new clients, persuade existing clients to try novel products, and motivate clients to make larger purchases. It has long been believed that social and personal aspects affect how buyers decide whether or not to make a purchase. Understanding it would assist businesses in marketing their goods at the appropriate moment, to the appropriate audience, and in the appropriate manner.

Marketing managers often gauge and include purchase intentions into choices about both new and existing goods and services. Therefore, in order to increase their market share, corporations concentrate on how consumers perceive electric items. Measurements of purchase intentions are useful when creating marketing campaigns, promotions, or enhancing brand recognition.

It can be quite simple to precisely determine what kind of material should be displayed in an advertisement based on a customer's buying intention. According to Brown (2003), clients who show that they have no intention of purchasing a product will exhibit lower buying rates than those who do. One of the most effective methods to change consumer behavior is to comprehend client purchase intention and know how to monitor and apply it.

Therefore, businesses must recognize and appreciate the demands and desires of their clients. The manufacturing and distribution of electric products is now booming. The majority of Farmer Lighting Co., Ltd.'s income and profits come from diverse items. Even though Farmer Lighting Co., Ltd. spends a lot of money on marketing and is still the market leader in Myanmar, the company has had to contend with more fierce competition and must keep its wholesalers, merchants, and customers happy. As a result, the purpose of this study is to determine how customers perceive Farmer Lighting Co., Ltd., as well as their purchasing intentions and buying patterns.

1.2 Objective of the Study

The main objectives of this study are

- (i) To identify the influencing factors on purchase intention of Opplé lightings
- (ii) To analyze the influence of purchase intention on buying behavior at Opplé lightings

1.3 Scope and Method of the Study

This study focuses only on the examination of customer purchasing intentions and buying patterns pertaining to Opplé lighting products. This study employs a combination of descriptive and quantitative research methodologies. In order to examine the impact, researchers employ both primary and secondary data. The primary data collection approach employed in this study involves the utilization of a structured questionnaire with a 5-point Likert scale. The computation using Cochran's (1977) sample size approach, with a 95% confidence interval, which yielded a sample size of 385 customers of Opplé illumination. A total of 377 out of 385 participants contributed their input. The initial phase of primary data collection occurred in June 2023 through the utilization of a Google form. The survey data is subjected to analysis through the utilization of a linear regression model. Secondary data refers to several sources of information that have been previously published or collected by others. These sources may include the records of Opplé Lighting, previously published articles, older research papers, relevant textbooks, and global studies received from websites.

1.4 Organization of the Study

The work is structured into five main chapters. The introduction of the study, which is described in Chapter 1, encompasses the study's motivation, objectives, scope, methodology, and organizational structure. The second chapter provides an examination of the theoretical foundations of the marketing mix, planned behavior theory, consumer decision-making, earlier research, and the conceptual framework employed in this study. The third chapter provides an in-depth analysis of Farmer Lighting's marketing methods and presents a comprehensive company biography. In Chapter 4, an analysis is conducted on the purchasing behavior and intentions of clients at Opplé Lighting. Chapter 5 provides a comprehensive overview of the findings and associated discussions, while also presenting suggestions and advocating for further investigation.

CHAPTER 2

THEORETICAL BACKGROUND

The background theories, including the marketing mix theory, the theory of planned behavior, and Consumer Decision-Making, are presented in this chapter first. It also includes earlier research that is pertinent to this subject. Finally, the study's conceptual framework is offered.

2.1 Importance of Marketing

The significance of marketing involves the identification and fulfillment of consumer requirements and desires through the provision of appropriate products and services, hence maximizing customer happiness. Marketing is a fundamental element within the realm of commercial operations. A prevalent fallacy exists wherein marketing is erroneously perceived as encompassing just communication-oriented endeavors such as public relations, advertising, and personal selling. Ferrell and Hartline (2005) define marketing as the systematic process of strategizing and implementing the development, pricing, promotion, and distribution of ideas, goods, and services in order to facilitate exchanges that fulfill the objectives of both individuals and organizations. The term "Marketing" is widely recognized as a fundamental component within the realm of business intelligence. Marketing plays a crucial role inside an organization and contributes to enhanced outcomes through many means. The field of marketing have the capability to modify the fundamental structure and essence of an organization's business model.

According to Urban and Star (1991), the achievement of long-term competitive advantage and financial objectives is contingent upon the fulfillment of customers' needs through effective marketing strategies. The plan may include one or more marketing programs. Each program consists of two essential elements: a target market and a marketing mix. To attain distinct competitive advantages over other firms, a business must carefully select the suitable target market(s) and marketing mix while formulating its marketing strategy (Ferrell & Hartline, 2005).

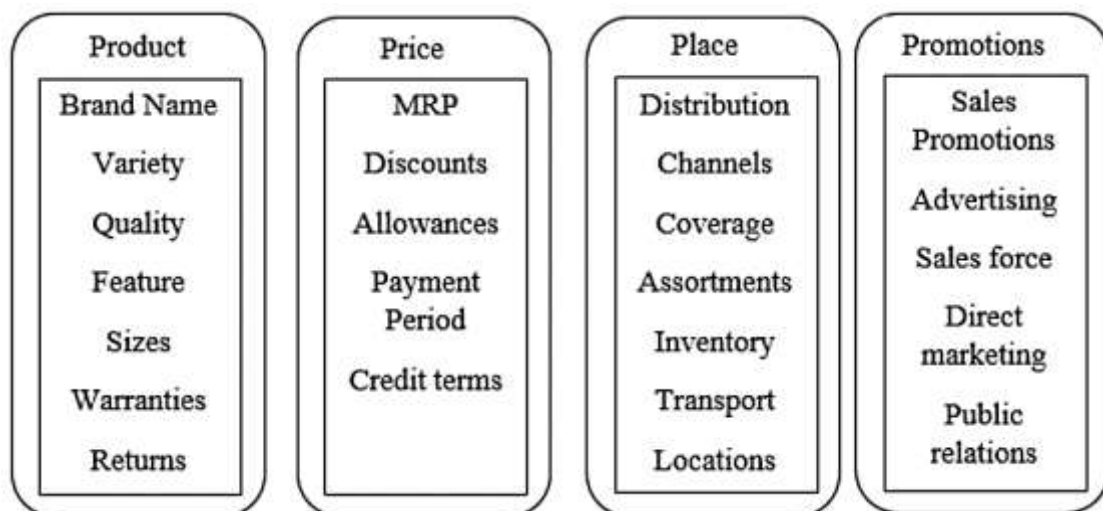
2.1 Related Theories

It is common practice to employ theories to develop a research topic, direct the selection of pertinent data, evaluate the findings, and offer explanations of the underlying influences or causes of observable events. This chapter includes several theories that help to explain this study.

(a) Marketing Mix Theory

According to Armstrong, Kotler, and Parment (2011), the marketing mix is by far the most well-known corporate strategy for influencing consumer demand for a product or brand. One of the most important ideas in current marketing understanding is the marketing mix. The marketing mix is made up of the four comprehensive components shown in Figure (2.1): product, price, venue, and promotion.

Figure (2.1) Marketing Mix 4Ps



Source: Kotler et al. (2008)

According to Armstrong, Kotler, and Parment (2011), the idea consists of a group of tactical marketing tools used to position and distinguish a company's market offering within a certain marketing segment.

Rathod (2016) proposes that the concept of the marketing mix serves as a valuable tool for businesses to assess and delineate significant considerations pertaining to the marketing of both tangible products and intangible services. These considerations encompass various elements, namely Product, Price, Place, Promotion, People, Process, and Physical Evidence. The service marketing mix, commonly known as the extended

marketing mix, is a vital element of a service strategy that plays a critical role in ensuring optimal service delivery. Assessing market competitiveness is a fundamental component of marketing strategy.

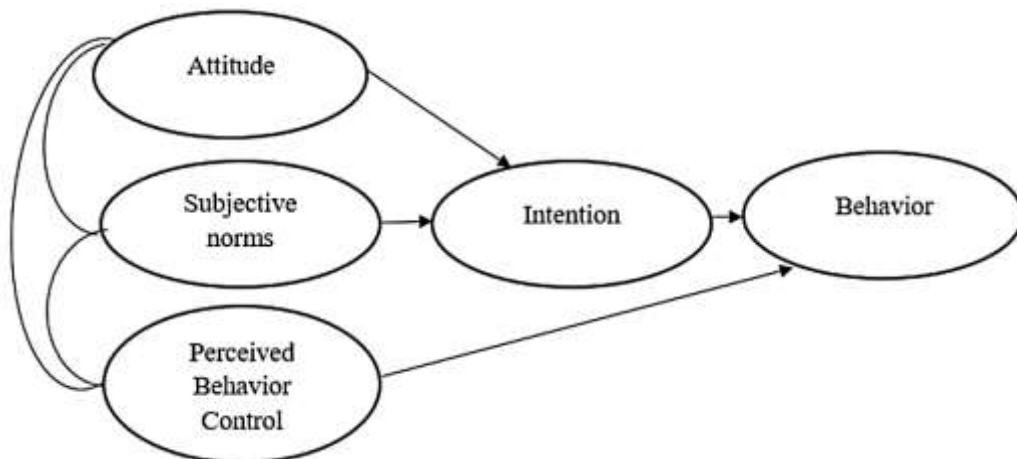
Abril and Cnov (2016) believe that the most effective marketing techniques for cultivating private label brand ownership are perceived pricing, in-store private label communication, and private label distribution intensity. Kwok et al. (2020) proposed an extension to the traditional 4 Ps model of marketing mix, incorporating three additional elements: Participant (or People), Physical Evidence, and a refined framework for evaluating the marketing mix of service offerings. The 7 Ps Model is a versatile marketing framework that can be applied in diverse sectors, including qualitative content analysis and big data analytics for business/marketing intelligence. Furthermore, it possesses the capability to assess the essential marketing elements of a service product.

(b) Theory of Planned Behaviour

The theory of planned behavior explains and forecasts how decision-making processes work as well as the motivations behind people's actions. Attitude, subjective norms, and perceived behavioral control are independent variables that influence intention, which subsequently influences conduct (Ajzen, 1991). The planned behavior hypothesis is presented in Figure (2.2).

The thoughts and convictions a person holds about how their actions will turn out are known as their attitudes. A person's assessment of a conduct might be either favorable or negative. A person is more likely to engage in a behavior if they have a favorable attitude toward it (Ajzen, 1991).

Figure (2.2) Theory of Planned Behaviour



Source: Ajzen, 1991

George (2004) believes that an individual's attitudes are influenced by their beliefs, norms, and ideas. Ajzen (1991) posits that subjective norms can be conceptualized as an individual's perception of the social pressure exerted by their environment, influencing their inclination to either engage in or abstain from a specific behavior. Perceived behavioral control, as defined by Ajzen (1991), pertains to an individual's subjective assessment of their ability to effectively execute and manage a specific activity.

Intention refers to the underlying motivation and rationale that propels an individual's behavior. Motivation can be defined as an individual's willingness to engage in a particular behavior or action. According to Ajzen (1991), when the incentive behind a conduct is sufficiently strong, it might lead to motivation in the individual involved. Attitudes, subjective norms, and perceived behavioral control are influential factors that contribute to the formation and development of intentions (George, 2004). When an individual successfully executes their intended actions, the corresponding behavior is manifested. Nonetheless, due to occasional disparities between these two components, the translation of intentions into actions is not always achieved. The distinction is contingent upon the kind of behavior, the extent of an individual's attitude, their perception of behavioral control in a given situation, and their subjective norms, as well as the valence of the outcome resulting from these three factors (Ajzen, 1991).

The concept of planned behavior is a prominent hypothesis often utilized when examining purchasing intentions and buying habits. The theoretical framework elucidates the manner in which attitudes, arbitrary norms, and a perception of behavioral control exert an influence on individuals' intentions to engage in purchasing activities, as well as their subsequent actual buying behavior. Furthermore, due to its generic nature, the model does not encompass specific beliefs associated with a given conduct. The responsibility for determining those views lies with the researcher. According to George (2004), several studies have utilized the idea in order to understand the motivations and behaviors of consumers.

The Theory of Planned Conduct lays significant emphasis on the correlation between beliefs and conduct, and has been extensively employed to investigate the interrelationships among beliefs, attitudes, behavioral intention, and action. An individual's behavioral intention serves as an indicator of their readiness to engage in a particular behavior. The likelihood of individuals engaging in a certain action is contingent upon their subjective evaluation of their willingness to perform the behavior, their view of their ability to manage the conduct, and their overall attitude towards the behavior. Ajzen (1991) posits

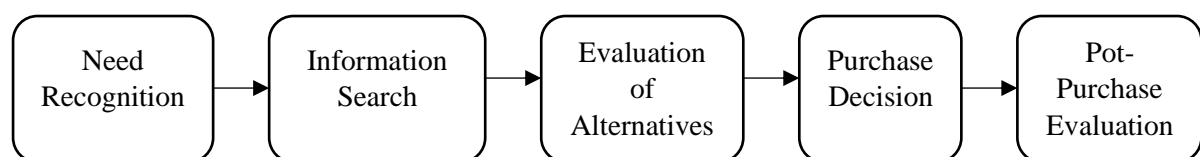
that behavior refers to the observable actions exhibited by an individual in response to a particular target inside a certain context.

(c) Consumer Decision-Making Process

Long before deciding to buy a product, the process of making a choice about it begins. The aforementioned truth is important for marketers to comprehend, and they should focus on the entire process rather than just the decision to buy anything or which product to choose, as this thesis suggests. (2006) Armstrong and Kotler There are five steps to the Consumer Decision-Making Process. Consumer decision-making begins when a consumer recognizes a need or issue that can be resolved by purchasing a product. The Consumer then starts to acquire information, and if they have enough, they can analyze their options. The consumer decides to buy and actually purchases the good or service after determining it to be the best alternative. After making a purchase, the consumer assesses the quality of both the decision and the item. Some of the processes may be bypassed in ordinary buying circumstances, but the more complicated the decision, the more obvious and significant each step becomes. (2002) Solomon et al. Consumer behavior, particularly when it comes to making individual decisions to select a product from alternatives, is likely one of the most studied areas of consumer oriented research (Sproles & Kendall, 1986). In recent years, it has also emerged as a significant topic in a variety of consumer science fields (Erasmus, Boshoff & Rousseau, 2001).

A problem is defined as "a discrepancy between a desired state and an Ideal state which is sufficient to arouse and activate a decision process" (Jobanputra, 2009) in order to discover a solution to a problem that consumers are experiencing. The graphic in Figure (2.3) shows the five stages of customer decision-making. These include problem identification, information gathering, alternative assessment, purchase, and post-buy evaluation.

Figure (2.3) Consumer Decision-Making Process



Source: Kotler et al. (2005)

The diagram shows that the first phase is problem recognition, which is just another way of saying that it's the process of figuring out wants and difficulties. An internal or external response may be the cause of these issues (Kotler & Armstrong, 2008). It is unclear, however, how much one is triggered from the stable condition till the instant at which they may act. Problem recognition, according to Mowen & Minor (2000), "occurs when a perceived discrepancy developed between an actual and a desired state of being." According to Hoyer and MacInnes (2010), "need" is an erratic force of desire and psychological condition that causes internal stress.

2.3 Purchase Intention

Purchase intention is characterized as consumers' fundamental choices depending on their desire to buy a particular brand (Shah et al., 2012). Purchase intention was defined by Mirabi et al. (2015) as the tendency of a customer to buy a given good under a specific circumstance. The procedure of a customer making a purchase is incredibly complicated. It is widespread knowledge that purchase intention is important to understanding consumer behavior, perceptions, and attitudes. Consumer attitudes toward a product and their perceptions of value and cost have an impact on purchase intentions (Yoebrilanti, 2018). Purchase intention will depend on a person's views and unusual circumstances (Kotler, 2001).

As stated by Zhu et al. (2020), the concept of buy intention is separate from the act of making an actual product purchase, as it solely captures consumers' subjective probability of engaging in such behavior. Several factors, such as price, brand perception, and product reputation, influence consumers' intentions to acquire products, as they seek to reduce their perceived risk. Based on a previous investigation conducted by Zhu et al. (2020), it has been observed that favorable online reviews possess the capability to augment an individual's level of contentment and inclination to make a purchase. Furthermore, the study conducted by Lin and Lu (2010) provided evidence to support the notion that trust plays a significant role in shaping a company's image and positively affects consumers' desire to make a purchase. Additionally, the research findings indicate that there is a considerable relationship between positive word-of-mouth and the impact of trust on consumers' intention to make a purchase. The influence of referrals from specific groups

significantly affects individuals' purchasing intentions, as members of an in-group demonstrate a higher propensity to endorse it compared to individuals outside of the group (Yu-An et al., 2010). Therefore, it may be deduced that the perspectives and recommendations provided by peers exert a substantial impact on customers' purchasing intentions.

According to Meng and Po-Lin (2012), there is a positive relationship between consumers' opinions towards beauty products and commercials, particularly those promoting cosmetics with claimed therapeutic properties, and their purchase intentions. Based on existing scholarly sources, it has been established that the intention to purchase is influenced by several elements such as perceived trust, word-of-mouth communication, media influence, peer recommendations, personal experience, and advertising strategies. According to Ajzen (1991), intentions are considered to encompass the motivating component that exerts effect on behavior. This study demonstrates the extent to which individuals will diligently strive to engage in the aforementioned behavior. Buy intention refers to an individual's personal evaluation of a product, which subsequently impacts their decision-making process in terms of making a purchase.

2.4 Influencing Factors

There are several elements that can affect consumer intentions to make purchases. To determine which factors have an impact on consumers' purchasing intentions, this study analyzes six variables: items, perceived pricing, company image, promotions, location, and social effects.

(a) Products

According to Jones and Morgan (2014), a product is what a company sells and contains all the advantages, features, and benefits that buyers can have from utilizing the product. Businesses must think about how to satisfy customers' demands and preferences when creating new products and services (Tellis, 2013). If a product successfully balances what customers want and what it gives, it will contribute to high levels of customer satisfaction. Customers' preferences typically shift too frequently (Wilson & Gilligan, 2012). As a result, it is crucial for firms to stay current with changes in client needs and

market dynamics. Through market information, it is possible. Products can be physical or intangible things like services or tangible items like goods (Kotler et al. 2008).

According to Kim (2006), product diversity is the range of various models and varieties available within a particular product line or category. Companies are aware that every customer has a unique set of product preferences, quality standards, financial limitations, and other factors. High product diversity is thus produced in order to suit those various consumers (Kim, 2006).

Product features are a competitive way to set one product out from another, while design contributes to the usability and features of the product (Tjiptono, 2008). Product quality shows how well a product performs its role.

(b) Perceived Price

According to Wang and Chen (2016), a consumer's impression of a price comprises the expenses of time, effort, money, and emotional sacrifice in addition to the actual price. Perceived pricing, according to Tsai and Lee (2007), reveals a consumer's sensitivity to price changes. Perceived price dimensions have been based on things like the value of the price, price comparison, and fair price. According to Bolton et al. (2003), perceived pricing refers to a customer's opinion of the fairness, acceptability, and reasonableness of a sales transaction.

Stanton (1998) employed four pricing indicators: affordability, price to quality, price to benefit, and price competitiveness. Price competitiveness refers to the producer's competitive pricing, whereas affordability refers to the consumers' capacity to purchase a product (Stanton, 1998). Price typically serves as a barometer for assessing the value of a commodity or service (Ghozali, 2014).

(c) Corporate Image

The perceived strength of an organization's name by consumers is considered to be a vital factor in the overall evaluation of a corporation (Fombrun, 1996). According to the research conducted by Kandampully and Hu (2007), the concept of corporate image may be divided into two main components. The initial category pertains to functional attributes, which encompass tangible characteristics that can be easily quantified and evaluated. The second aspect pertains to the emotional dimension, encompassing an individual's subjective

experiences, behaviors, and cognitive processes in relation to the organization. The emotional components observed in customers are attributed to the collective experiences they have had with the company across a period of time.

Dowling (1986) posits that an image can be understood as a specific viewpoint on a subject, achieved by means such as description, remembrance, or other forms of connection with that subject. The emergence of this phenomenon can be attributed to the interplay of individuals' perceptions, preconceived notions, cognitive processes, and affective responses pertaining to the particular topic under consideration. Giovanis et al. (2014) have identified corporate image as a substantial factor in shaping the overall assessment of a service provider.

MacInnis and Price (1987) claim that the formation of corporate image is contingent upon a cognitive evaluation process whereby customers' recollections are converted into intangible perceptions pertaining to a corporation (Yuille & Catchpole, 1977). The assessment procedure relies on the perceptions, emotions, and past consumer encounters concerning the corporate entity. According to Gray's (1986) research, the formation of a corporate image is contingent upon the views and attitudes held by customers towards a particular organization.

In addition, Robertson and Gatignon (1986) suggested that corporate image helps buyers learn more about the goods or services provided by a certain business and lessens ambiguity while buying. To lower their risks, consumers are advised to purchase goods from businesses with positive corporate reputations. Nguyen and Leblanc (2001) discovered a link between corporate image and a company's organizational structure and behavioral style. For instance, a company's name, location, and the caliber of its goods or services may help customers form a positive opinion of it.

(d) Promotions

Kotler (2014) claims that corporations employ the promotional mix, a unique combination of advertising, sales, personal, sales promotion, and public relations, to achieve their marketing objectives. The promotional mix, in other words, is the unique combination of advertising, personal selling, sales promotion, and public relations that a business uses to meet its advertising and marketing objectives. The promotional mix, according to Swastha and Irawan (2014), is the optimal admixture of advertising elements, personal selling, and other promotional instruments, all of which are planned to fulfill the sales program objectives.

Kotler and Armstrong (2004) define the components of the promotional mix as activities that inform target customers about the items and persuade them to purchase the goods or services. In the context of conventional marketing theory, the word "promotional mix" refers to a number of dimensions that work in concert to achieve an organization's promotional objectives.

Additionally, according to Belch & Belch (2012), the promotional mix includes a number of components, including public relations, personal selling, internet/interactive marketing, sales promotion, and direct marketing. Since advertising, personal selling, sales promotion, and direct marketing are all mass communication strategies at the disposal of marketers, the current study will focus on four of the six elements outlined by Belch and Belch.

(e) Place

Distribution channels, according to Kotler (2012), are groups of businesses and individuals who acquire rights to products or services as they move from producers to consumers or help with their transfer. The choice of distribution channels, distribution coverage, sales regions, the location of retail outlets, wholesalers, and retailers, as well as stock levels and locations, warehouses, and transportation methods, are just a few examples of distribution policies. Marketing companies that serve as intermediates, wholesalers, retailers, brokers, facilitators, agents, suppliers, or distributors are some of the distribution channels that are accessible.

Kotler and Armstrong (2001) assert that a company's selection of a distribution channel has a direct impact on other marketing choices. Distribution Channels selections need to be carefully considered by management, linking both the present needs and potential future sales environment. The final consumer will select the goods based on the distribution method that is most convenient for them. According to Creswell (2009), a place is a region that combines location, locale, and a sense of place. Location in this context refers to the location's accessibility as well as its distance. The locale describes the environment of the place. It includes the actual physical surroundings of the location (such as parks, the building itself and the adjacent structures, etc.).

(f) Social Influences

Social influences refer to the various mechanisms via which individuals are influenced by the actions and decisions of others. According to Yang (2018), the social influence played a vital role in determining the level of enjoyment experienced by individuals when engaging in online purchasing activities. According to the research conducted by Joohyung and Sejin (2012), it was shown that social elements, such as subjective norms, had a positive influence on individuals' propensity to engage in purchasing behavior. Social influence theory posits that an individual's behavior is influenced by the attitudes and behaviors exhibited by others. Therefore, the idea of social influence provides a basis for understanding and encouraging sustainable consumption (Goldsmith & Goldsmith, 2011).

Various social influence factors exert an influence on an individual. persons have the ability to engage in the process of seeing and analyzing the behaviors of others, as well as perceiving social pressures exerted by influential persons, which may then influence their own actions and behaviors. According to scholars in the field of social influence, individuals form their beliefs and opinions through the process of watching social signals. Moreover, it has been posited that social cues exert a more pronounced impact when there is a high degree of uncertainty around a particular subject (Goldsmith & Goldsmith, 2011). According to Wang and Chou (2014), social influence can be defined as the process through which the behavior choices of an individual are influenced by others. This pertains to external pressures originating from others who have key roles in one's life, such as family members, friends, and colleagues.

2.5 Buying Behavior

According to Pea-Garca et al. (2020), a comprehensive understanding of consumer behavior necessitates an understanding of the attitudes, internal factors, and external factors that contribute to purchase intentions. These intentions serve as the key indicator of actual purchasing behavior. However, it is also noted by scholars that while intention can serve as a predictor of behavior and various elements, the act of purchasing cannot be solely justified based on intention alone. According to prior study conducted by Barber et al. (2012), there exists a lack of precise correlation between intents and conduct due to several factors such as economic power and a multitude of internal and external aspects that might potentially

influence customer behavior. These elements include but are not limited to knowledge, attitude, and personality.

According to Mihic and Culina (2006), consumers exhibit a reduced concern for pricing when it comes to goods that are publicly visible, since they perceive such purchases to enhance their social status. The authors argue that several factors associated with the product can influence consumer behavior in this regard. Prasanna (2019) asserts that customers' purchasing decisions exhibit substantial variations contingent upon their familial roles.

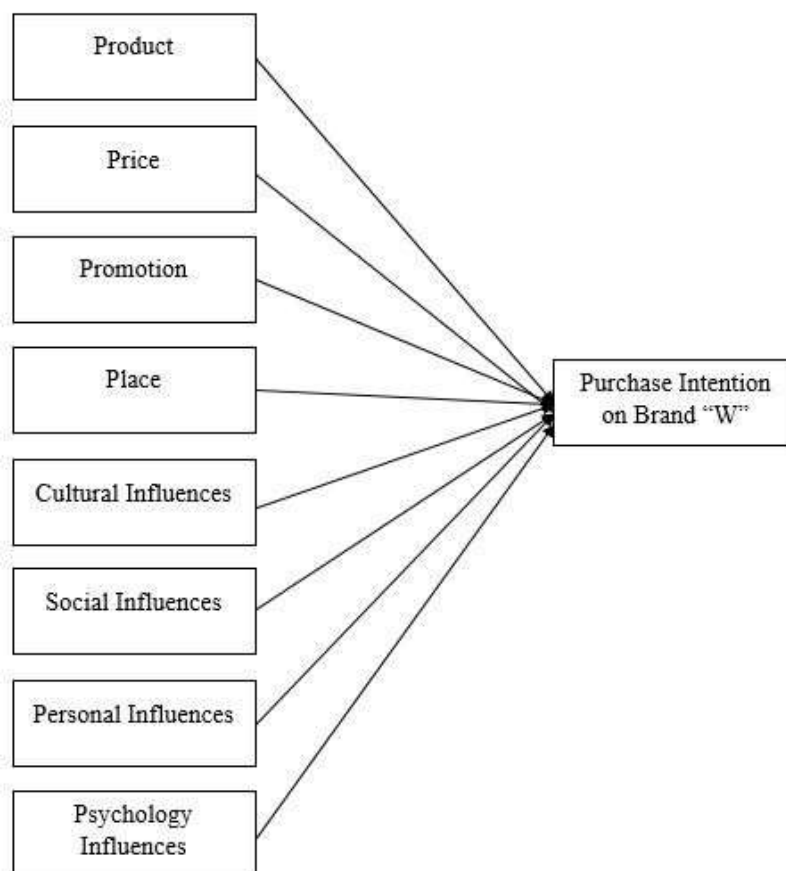
Patwardhan et al. (2010) observed that electronic media exerts a substantial influence on customers' purchasing decisions, in addition to the prominent socioeconomic determinants that shape buying behavior. Additional aspects that can exert an influence on consumer buying behavior encompass previous purchase records, constituent components, price, accessibility, packaging, scent, level of popularity, and product formulation. The importance of both internal and external forces in affecting consumer behavior during all stages of information search has been found to be substantial (Klemencic et al., 2012).

Ajzen (2005) defined the intention as the "antecedent of behavior," which indicates that the intention is the actual effort put out to carry out a certain behavior, such as making a purchase (Jonsson et al., 2019). According to a study on e-commerce by Pavlou and Fygenson (2006), many studies have revealed that consumers' intentions to do online transactions have a substantial role in forecasting their actual purchases (Rachbini, 2018).

2.6 Previous Studies

In their 2017 study, Nugroho and Irena examined how the marketing mix, customer traits, and psychological aspects affected consumers' inclination to buy cosmetics. The experts conducted study on Brand "W," the leading manufacturer of Halal cosmetics in Asia and the Pacific. The conceptual framework of Nugroho and Irena (2017) is shown in Figure (2.3).

Figure (2.3) Conceptual Framework of the Impact of Marketing Mix, Customer's Characteristics, and Psychological Factors toward Consumers' Purchase Intention



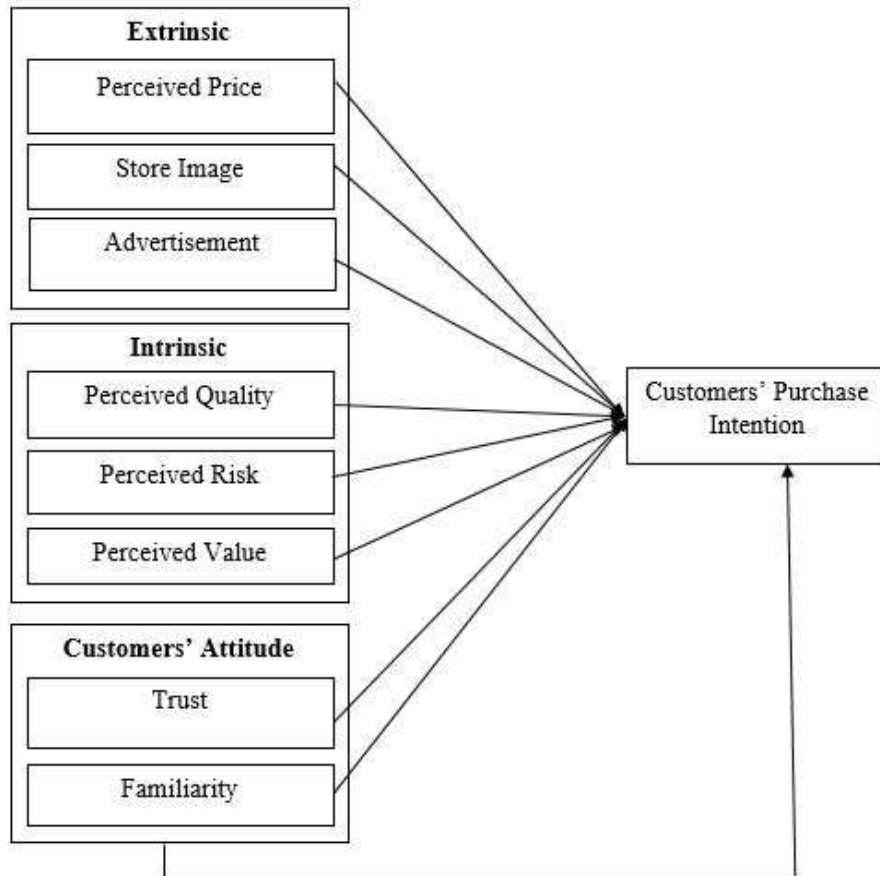
Source: Nugroho, & Irena (2017)

Nugroho and Irena (2017) employed probability sampling techniques, with a particular emphasis on simple random sampling. A sample size of 138 users of Brand 'W' was selected, and regression analysis was utilized to analyze the collected data. The study conducted by Nugroho and Irena (2017) revealed that consumer purchase intention towards Brand "W" is significantly influenced by product attributes, cultural factors, and psychological factors.

The study conducted by Windyanto and Saleh (2018) sought to examine the relationship between customers' perceptions and attitudes towards customer purchase intention at Gramedia Lembuswana in Samarinda. The researchers conducted an analysis of many external elements, including perceived pricing, advertisement, and store image. Additionally, they analyzed internal characteristics such as perceived quality, perceived risk, and perceived value. Furthermore, the researchers investigated customer attitudes, specifically focusing on trust and familiarity. The conceptual framework of Widyanto and

Saleh (2018) is illustrated in Figure 2.4.

Figure (2.4) Conceptual Framework of Influence between Customers' Perceptions and Attitude toward Customer Purchase Intention



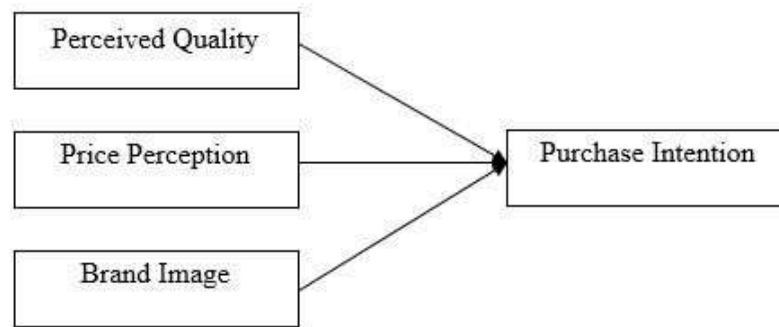
Source: Widyanto, & Saleh (2018)

For the purposes of this research, a sample of 165 individuals who had made purchases at Gramedia Lembuswana was selected using a random sampling method. The study employed quantitative research methods. The findings of the study indicate that factors such as perceived value, advertisement, store image, trust, and familiarity exert a substantial influence on consumers' intention to make a purchase. However, perceived quality, perceived risk, and perceived price were not found to have a significant impact on customer buy intention.

The objective of the study conducted by Septiani and Chaerudin (2020) was to examine the impact of customers' perceived quality, price perception, and brand image on their purchase intentions towards shoe brands in the cities of Bandung, Jakarta, and Yogyakarta. However, the desire of customers to make a purchase is a multifaceted and

intricate process. The independent factors examined in this study were perceived quality, pricing perception, and brand image. The conceptual framework proposed by Septiani and Chaerudin (2020) is depicted in Figure 2.5.

Figure (2.5) Conceptual Framework of Effects of Customers' Perceived Quality, Price Perception, and Brand Image on Purchase Intentions

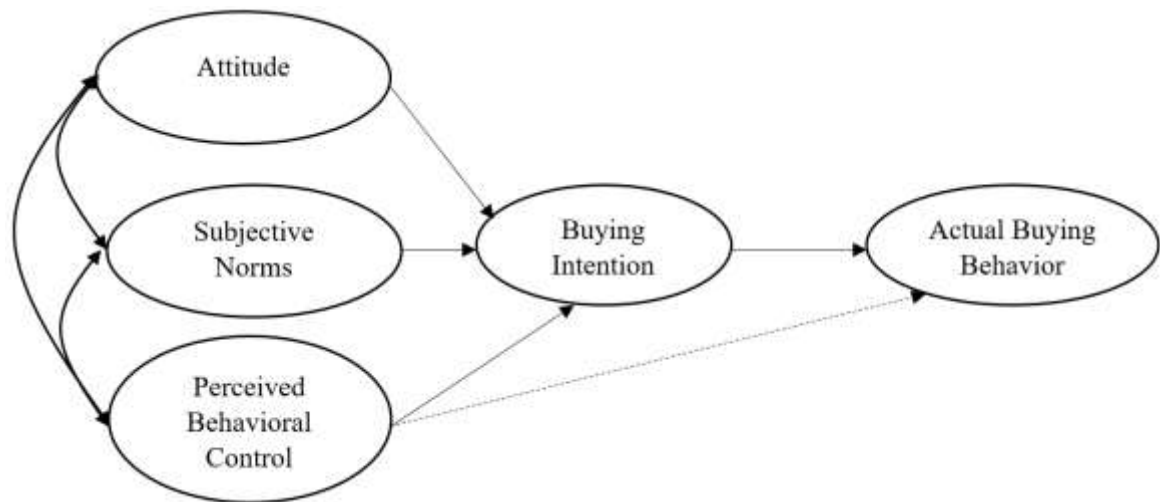


Source: Septiani & Chaerudin (2020)

In order to examine the gathered data, Septiani and Chaerudin (2020) employed multiple linear regression and descriptive analysis. They employed non-probability sampling as a method of data collection. They discovered that the perceived price, perceived quality, and brand impression of buyers significantly influence their purchase intentions for the shoe brand.

Yekbun and Piyumi's (2021) research sought to understand how much social media reviews matter to customers in the cosmetics sector and whether this perception has a direct or indirect impact on those consumers' purchase intentions. We used a descriptive qualitative research approach to conduct semi-structured interviews with a total of fourteen participants, all of whom were from Sri Lanka and Sweden. When examining the original data gathered, thematic analysis and open-ended questions were both used.

Figure (2.6) Conceptual Framework of Social Media Reviews Effect on Consumers Purchases Intention in the Beauty Industry



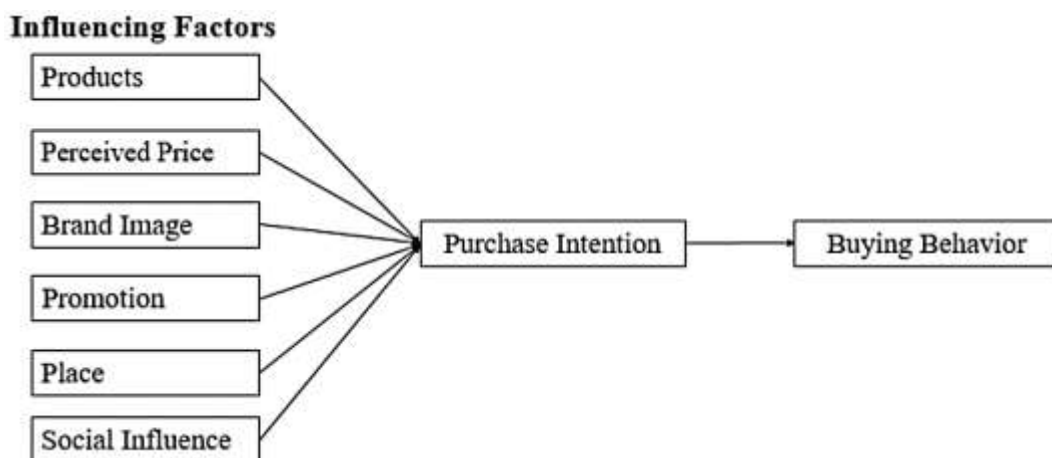
Source: Yekbun, & Piyumi, 2021

It is found that social media reviews affect purchase intentions and buying behavior of consumers in both countries. However, it can be seen that the impact of social media reviews is high among the Swedish consumers compared with Sri Lanka.

2.7 Conceptual Framework of the Study

According to the theoretical background, literature review, and previous models, the conceptual framework of the study is developed. Figure (2.7) presents the conceptual framework of the study for the Opplé lighting product.

Figure (2.7) Conceptual Framework of the Study



Source: Own Compilation (2023)

There are six contributing elements, including items, perceived pricing, company image, promotions, location, and social influences, as shown in Figure (2.7). This study explores the relationship between influencing factors and purchase intention. It also determines if purchase intention significantly affects purchasing behavior. The following are the current definitions for each variable:

In this study, the term "product" refers to the Opplé lighting products sold by Farmer Lighting Company. It specifically relates to product variety, dependability, appeal, attractiveness, a solid warranty, nice packaging, and performance of the intended function.

Perceived Price: In this study, perceived price refers to how buyers perceive the costs associated with purchasing Opplé lighting goods. It has to do with affordable pricing, desire to pay, competitive price, and lower price than that of competitors.

Brand Image: In this study, brand image relates to the perception of Opplé products as a well-known company, one with a positive reputation in the marketplace, one that is simple to identify, of exceptional quality, a dependable product, and with a range of customer categories.

Promotion: In this study, "promotion" refers to roadshows, sales promotions, intriguing marketing, celebrity-attended live sales events, and product discounts for Opplé Lighting.

Place: In this study, the term "place" refers to the product distribution channels for Opplé Lighting. The quantity of wholesalers, retailers, authorized Opplé showrooms, home delivery services, and the accessibility of Opplé Lighting products at local stores are all relevant factors.

Social Influence: In this study, social influence is defined as clients considering purchasing lighting items accepting advice from friends, family members, coworkers, electricians, and sales personnel.

CHAPTER 3

PROFILE AND MARKETING MIX OF FARMER LIGHTING CO., LTD

This chapter gives a brief overview of Farmer Lighting Co., Ltd, which supplies Opplé lighting goods all around Myanmar. Finally, it includes the Opplé brand's marketing methods.

3.1 Profile of Farmer Lighting Co., Ltd

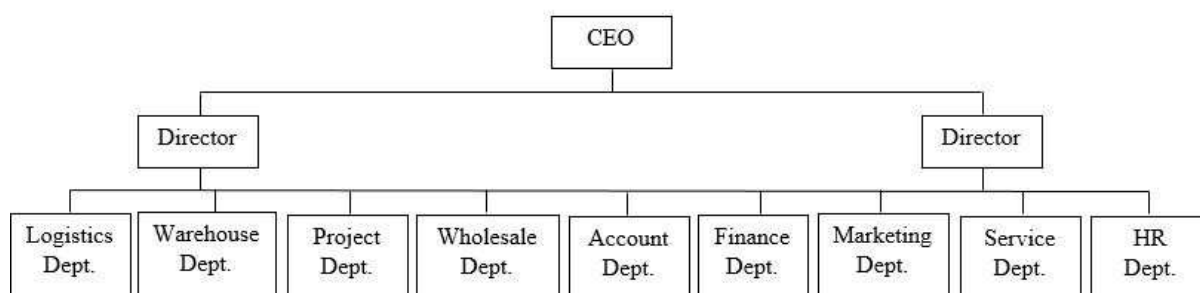
As the sole national distributor in Myanmar, Farmer lights Co., Ltd. distributes Opplé lights. Currently, Farmer Lighting Company sells eight well-known electric product brands, including Opplé Lighting, BCC Cables, Dahua Technology, Imou, Legrand, Wireman, Robot, and ThiPha Cable goods.

OPPLE has opened offices in 6 nations since 2001 as part of its international growth. Currently, Opplé Lighting sells its products in over 50 countries throughout the world. China's Shanghai is home to the worldwide lighting company Opplé Lighting. Since its founding in 1996, OPPLÉ has grown to become the leading lighting firm in China in terms of sales. With over 30,000 sales locations worldwide and sales and service in over 50 countries, the company offers a diverse product portfolio that includes everything from consumer goods to business tools and from conventional to LED solutions.

3.1.1 Organization Structure of Farmer Lighting Co., Ltd

This section presents Farmer Lighting Co., Ltd.'s organizational structure. Given that Farmer Lighting Co., Ltd. is the sole distributor for the Opplé brand, it has a well-organized organization to provide consumers with prompt and effective service. Farmer Lighting Co., Ltd.'s organizational structure is shown in Figure (3.1).

Figure (3.1) Organizational Structure of Farmer Lighting Co., Ltd



Source: Farmer Lighting Co., Ltd, 2023

According to Figure (3.1), there are 2 directors under CEO. Under those directors, there are 9 departments. Those departments have department head to manage the functions of the departments and supervise the employees. Those 9 departments are logistics, warehouse, project, wholesale, account, finance, marketing, service and HR departments.

3.1.2 Vision and Mission of Farmer Lighting Co., Ltd

Vision of Farmer Lighting Co., Ltd is “to build one of the best organizations, partner up with those who share commitment to professionalism, ethics, and success” while mission is “to connect diverse expertise and perspective in order to gain advantages and create a lasting impression on society, customers, employees, and co-workers by coming together as a team to handle responsibilities and challenges”.

3.2 Segmentation, Targeting and Position of Opplé Products

Using behavioral segmentation, Opplé divides its customers into groups based on things like usage frequency, advantages sought, usage scenarios, and brand loyalty. In grouping clients based on their lifestyles, interests, attitudes, values, and attributes, it also takes into consideration psychographic segmentation. Opplé integrates the various segmentation techniques for more precise targeting. By importing from China, Opplé primarily concentrates on cutting-edge and energy-efficient lighting goods.

As more individuals look for useful items, there is a rising demand for electronic consumer products, which has led to an increase in their availability. With the four Ps (Product, Price, Place, and Promotion) taken into consideration, Philips' marketing strategy

analyzes the brand utilizing the marketing mix framework. Marketing tactics include things like pricing strategy, promotion planning, and new product development.

Reaching the ideal audience for their brand helps Opplé grow its revenue and customer base. In order to target audiences, Opplé identifies important consumer groups or segments. Opplé employs a differentiating targeting strategy to make a specific product available to the customer in accordance with their needs. Opplé sells beautiful products to middle-class and affluent people who want them for their homes or workplaces. It has a value-based positioning strategy, which indicates that its corporate mission is to provide clients with items that are worth their money.

Opplé utilized to evaluate its goods in comparison to rivals and spot market niches for fresh goods. Opplé can use it to decide how to position itself in the market. According to Opplé, innovation is only relevant if it satisfies people's unfulfilled wants and ambitions. As a result, Opplé markets itself as a premium, cost-effective LED lighting solution that enables clients to experience high-quality lighting in their homes, workplaces, or factories.

3.3 Marketing Mix of Opplé

The lighting industry is one that is rapidly expanding. The majority of markets and areas have many prospects for growth. Another important component of the competitive environment is strategic alliances and partnerships. To distribute Opplé goods in Myanmar, Opplé Global Co., Ltd. and Farmer Lighting Co., Ltd. worked together. Marketing techniques are carefully put into practice by two organizations in order to enter the Myanmar market.

3.3.1 Product

The wide range of products offered by OPPLÉ includes ceiling lights for the kitchen and bathroom, LED and conventional lighting, lamps, and electrical appliances. OPPLÉ supplies consumers in Myanmar with reasonably priced, high-quality LED lighting products. Opplé distributes four major categories in Myanmar, including illumination for the home, lighting for businesses, lighting sources, and electrical breakers. Table (3.1) lists the product categories for Opplé goods sold in Myanmar.

Table (3.1) Products Categories of Opplle Products Distributed in Myanmar

Sr. No.	Product Category	Description	No. of Items
1.	Home lighting	Decorative lighting, Ceiling lamps, Mirror lamps	34
2.	Professional Lighting	LED Downlight, LED Spotlight, LED Tracklight, Office Lighting, Industrial &Outdoor lighting, Street lighting, Garden lighting	130
3.	Light Source	LED bulb, HPBs, Filaments,UFO,LED T5,T8 Battern & Tubes, LED Strip & Module, Ventilation fan	112
4.	Electrical Breakers	Switch & Socket	65
		Total	341

Source: Farmer Lighting Co., Ltd, 2023

As mentioned in Table (3.1), Farmer Lighting Co., Ltd is the sole distributor of 341 Opplle goods in Myanmar. Opplle has made a lot of effort to create aesthetically pleasing luminaires that fit into all different kinds of architecture. All products are energy-efficient and provide the ideal replacement for traditional lighting systems to guarantee customer satisfaction. Opplle gives each detail its full attention during the development and manufacturing phases. To ensure a long life, improved efficiency, and optimal illumination, this comprises power control, thermal management, and aesthetics. In addition to satisfying the client's aesthetic requirements, Opplle's lighting design solution significantly reduces power consumption and ongoing maintenance expenses when compared to standard lighting solutions. The luminaires may be installed into the ceiling and connected to the power supply right out of the box, making the OPPLLE Smart Lighting System installation quite straightforward. The free OPPLLE Smart Lighting App allows users to control all luminaires. Additionally, with daylight regulation, the luminaires' output is changed to be incidental to the sunlight, keeping the proper level of light while reducing energy use. The quality of illumination available to clients nowadays can enhance their quality of life.

3.3.2 Perceived Price

The advertising for Oppl products makes the claim that they provide inexpensive, worldwide quality. Prior to mainstreaming the products in the foreign market, Oppl used to first price skim in the domestic market and make significant profits abroad.

The competition for Oppl includes Wellmax, Philip, and Panasonic, among others. Oppl uses a competitive price strategy in its marketing mix for its products because there are more competitors in the electronic sector. Given that prices among competitors are essentially the same, Oppl constantly places a priority on offering its customers the highest quality products. Additionally, Oppl occasionally uses a flexible pricing strategy and offers discounts on its products, which are primarily offered through e-commerce platforms.

Oppl provides the highest quality at comparable pricing points. Oppl, on the other hand, charges a premium for fresh, ground-breaking products that are not part of the rival's product lineup. Given their excellent luminous efficiency and lengthy service lives, Oppl products have very aggressive pricing.

3.3.3 Distribution Method

Using both direct and indirect distribution methods, Farmer Lighting Company uses both. In order to sell and provide services for its products, Oppl maintains its own branded stores. Additionally, the business connects with customers through regional distributors and sales representatives. Farmer Lighting Co., Ltd. uses an aggressive marketing strategy to place its products in as many stores as it can in order to ensure that all customers can easily reach them. It primarily promotes its Oppl goods through a variety of marketing platforms.

To strengthen its distribution network for its professional businesses (Lighting division), the company works directly with lighting experts and contractors. By partnering with local retail outlets, Oppl has dedicated particular focus to improving its distribution network in rural and semi-urban areas in order to raise brand awareness. Through its online store and showrooms, the business does direct sales to customers. To capture more market share, it also used to focus on B2B and B2G channels.

3.3.4 Promotion Method

The company uses a variety of promotional strategies, including sponsorships, TV, print, radio, events, and social media. Farmer Lighting Co., Ltd also organizes seasonal promotions and coupons for discounts. It has also used a number of well-known celebrities in its advertisements. Additionally, it has generated some quite inventive advertising. Opplé is also active on social media platforms like Twitter and Facebook to improve customer engagement and increase brand recognition.

Dealer meetings have been attended by partners from OPPLÉ's various channels in Myanmar. The goal of OPPLÉ is to grow quickly and gain more clout in Myanmar by working closely with leading wholesalers and retailers. At the gathering, OPPLÉ introduced new products, showed off our lighting solutions, and sincerely thanked long-term partners. Additionally, Opplé representatives and attendees openly discuss the state of the market.

3.3.5 Brand Image

With sales and services available in more than 70 countries and territories in Asia Pacific, Europe, the Middle East, and South Africa, OPPLÉ has built an amazing brand reputation in its pursuit of building a global lighting business. One of China's 500 Most Valuable Brands, according to World Brand Lab, was OPPLÉ in 2017.

Opplé once tried to meet consumer demands with cutting-edge, green lighting solutions. They focus on credibility, dependability, and knowledge while creating effective lighting solutions. Opplé used to make an effort to lessen environmental effect and promote environmentally beneficial activities. Opplé management values the relationships with customers, suppliers, and employees by fostering a great workplace culture and working closely with suppliers. The warranty assistance for Opplé goods comes with clear warranty terms and conditions that make it easy for customers to file claims. Additionally, customer service representatives receive training on how to resolve issues professionally, sympathetically, and successfully in order to improve goods and services. In an effort to quickly resolve warranty issues and complaints, it uses efficient methods and practices.

OPPLÉ has been increasing its market share in Myanmar and even Southeast Asia with its high-quality LED products as LED luminaires become more and more popular around the world. The largest cities of Myanmar, including Yangon, Mandalay, Naypyidaw, and Patheingyi, all have OPPLÉ retail locations. In addition, there are more than

100 OPPLE dealers in the nation. In the future, OPPLE will keep up with consumers' increasing demands for lighting and work to participate in more regional initiatives.

CHAPTER 4

ANALYSIS OF CUSTOMER PURCHASE INTENTION AND BUYING BEHAVIOUR AT FARMER LIGHTING CO., LTD

The current chapter is comprised of five distinct sections. The initial section of the study outlines the research design employed, while the subsequent section focuses on the assessment of reliability. The third element of the study encompasses the profile of the participants. The fourth portion of this study includes an analysis of client attitudes regarding the marketing tactics employed by Farmer Lighting Co., Ltd. The final component of the study offers the regression analysis findings, which aim to ascertain the correlation between customers' purchasing intention and their buying behavior.

4.1 Research Design

This study focuses only on the customer purchase intention and buying behavior at Ople lighting product. Regarding data, both primary and secondary data are used. As number of Ople lighting customers are unknown, sample size is calculated by Cochran Formula (Cochran, 1977) formula, which is shown as the following:

$$n = \frac{(1.96)^2 (0.5) (0.5)}{(0.05)^2} = 385$$

n = sample size

p = the population proportions

e = acceptable sampling error ($e = 0.05$)

z = z value at reliability level or significance level

$q = 1 - p$

According to (Cochran, 1977) result, 385 Ople customers are surveyed randomly by using structured questionnaire with 5-point likert scale. 377 respondents out of 385 customers returned questionnaires. Google form is used to collect the survey data online and survey data were collected in June 2023. Linear regression analysis is used to analyse the primary data. Then, descriptive and quantitative methods are used to present the findings. Secondary data include Ople Lighting's records, previous published papers,

earlier research papers, relevant text books and international studies through internet websites.

4.2 Reliability Test

The stability or consistency of the variable in the structured questionnaire is measured by reliability test. The 5 point Likert scale is used to construct questions. Table (4.1) displays the findings of the Cronbach's Alpha reliability test.

Table (4.1) Reliability Test

Sr. No.	Variable	No. of Items	Cronbach's Alpha
1	Product	10	.918
2	Perceived Price	10	.888
3	Corporate Image	10	.891
4	Promotions	11	.939
5	Place	9	.934
6	Social Influence	7	.899
7	Purchase Intention	7	.892
6	Buying Behavior	6	.893

Source: Survey Data, 2023

Table (4.1) displays the Cronbach's Alpha values for each variable, and it reveals that all of the scores are higher than 0.7. As a result, it is considered to have strong reliability, and the results are relevant to this study.

4.3 Profile of the Respondents

In order to get the primary data, 377 respondents are chosen as the sample population to participate in the structured survey. The respondents' profiles are shown in Table (4.2). Gender, marital status, age, education level, job experience and salary are mentioned in the demographic data. Table (4.2) displays the demographic data of the 377 respondents.

Table (4.2) Demographic Data of the Respondents

Sr. No	Item	Category	No. of Respondents	Percent
		Total	377	100.0
1	Gender	Male	161	42.7
		Female	216	57.3
2	Marital Status	Single	181	48.0
		Married	196	52.0
3	Age (Year)	21-25 years	30	8.0
		26-30 years	70	18.6
		31-35 years	95	25.2
		36-40 years	76	20.2
		41-45 years	46	12.2
		46-50 years	26	6.9
		Above 50 years	34	9.0
4	Education Level	Undergraduate	24	6.4
		Graduate	255	67.6
		Post Graduate	94	24.9
		Ph.D	4	1.1
5	Job	Company Employee	254	67.4
		Business Owner	49	13.0
		Government Staff	30	8.0
		Retired	24	6.4
6	Salary (MMK)	Below 250,000	4	1.1
		250,000-350,000	46	12.2
		350,001-450,000	56	14.9
		450,001-550,000	37	9.8
		550,001-700,000	62	16.4
		700,001-1,000,000	47	12.5
		Above 1,000,000	125	33.2

Source: Survey Data, 2023

According to Table (4.2), 216 respondents are female among 377 respondents, and 25.2percent of total respondents are from 31 to 35 years old as they represent the majority group among respondents. The majority of the respondents are married. Majority of the respondents are graduate and they represent the 67.6 percent of total respondents. Besides, majority of the respondents are company employees marking up with 67.4% of all. In terms of the salary level, the majority respondents earn above 1,000,000 mmk marking up with 33.2% of total respondents.

4.4. Customer Perception on Influencing Factors

Customer Perception of Influencing Factors are identified in this section based on the survey data. 377 customers who buy the opple products are surveyed by using structured questionnaire with 5-point likert scale to get the primary data.

Table (4.3) Mean Rating Scale

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

Source: Best, 1977

According to Table (4.4), Best (1977) identified mean rating scale in order to interpret the survey data. Mean rating scale of Best (1977) is applied in this study to interpret the survey data.

(a) Customer Perception on Product

Product quality is important for customers. Customers used to look at the product characteristics in order to meet their needs. Customer perception of Oppl products is shown in Table (4.4).

Table (4.4) Opple Product

Sr. No.	Opple Product	Mean Score	Std. Dev
1.	Having portfolio ranges from consumer appliances to large-scale commercial lighting solutions	3.51	0.89
2.	Performing its designated function	3.66	0.84
3.	Having durable products	3.69	0.89
4.	Having attractive design of Opple products	3.80	0.83
5.	Having Good packaging for safe delivery	3.70	0.86
6.	Reliable warranty of Opple	3.83	0.86
7.	Offering very high efficacy	3.65	0.84
8.	Having innovative products	3.68	0.84
9.	Enabling ease of installation	3.76	0.80
10.	Offering energy saving at least 60%	3.66	0.78
	Overall Mean	3.69	

Source: Survey Data, 2023

According to Table (4.4), the respondents stated that Opple products have reliable warranty. It is also found that Opple products have attractive design and good packaging for safe delivery. Moreover, Opple products are simple and easy to install because they come with user manuals with installation instructions and safety precautions. Most of the customers feel that Opple products are durable. Overall mean score (3.69) shows that the respondents have a positive perception on Opple products.

(b) Customer Perception on Perceived Price

Perceived value price is the price that consumers are willing to pay for a specific good or service depends on how they perceive it to be. The survey result of perceived price towards Opple products is shown in Table (4.5).

Table (4.5) Perceived Price

Sr. No.	Perceived Price	Mean Score	Std. Dev
1.	Price of electrical products being important	3.66	0.86
2.	Setting competitive price when compared with competitors	3.60	0.78
3.	Having reasonable price for its quality	3.76	0.79
4.	Offering consistent price	3.75	0.87
5.	Setting affordable price	3.55	0.88
6.	Comparing prices between different brands before choosing electrical products	3.87	0.94
7.	Setting lower prices for Opplle than those of competitors	3.53	0.84
8.	Customers willing to pay for Opplle brands	3.69	0.84
9.	Setting in line with the market price	3.62	0.83
10.	Offering discounts for larger purchases	3.68	0.77
Overall Mean		3.67	

Source: Survey Data, 2023

According to Table (4.4), the findings show that majority of the respondents always evaluate prices between several brands before selecting one. Customers are able to check the prices of Opplle products at Opplle websites or ask for specific product prices on messenger or viber. Customers can therefore compare prices of lighting products of different brands easily. Additionally, respondents state that Opplle brand pricings are fair for the quality of its products.

According to the overall mean score (3.67), majority of the respondents perceive that the price of Opplle products are reasonable for its quality.

(c) Customer Perception on Opplle Brand Image

A strong brand image makes a product stand out from near-identical competitors in the same market space. Customers used to look at the brand image of the products for the quality and risk. The survey result of customer perception towards Opplle brand image is shown in Table (4.6).

Table (4.6) Opple Brand Image

Sr. No.	Opple Brand Image	Mean Score	Std. Dev
1.	Being Famous brand in the market	3.69	0.88
2.	Having favorable reputation for its quality	3.79	0.84
3.	Recognizing Opple brand among other brands	3.63	0.86
4.	Having ability quickly recall the symbol or logo of Opple	3.70	0.92
5.	Seeking the brand image before buying the product	3.71	0.88
6.	Having superior quality of Opple products	3.67	0.75
7.	Offering reliable quality	3.74	0.81
8.	Trusting the quality of Opple brand	3.90	0.76
9.	Perfectly fits expectation of customers	3.69	0.78
10.	Having all types of electrical products that customers want	3.58	0.85
	Overall Mean	3.71	

Source: Survey Data, 2023

According to Table (4.6), majority of the respondents trust the quality of Opple brand. Furthermore, most of the respondent acknowledge that Opple brand has favorable reputation for its quality as it offer the reliable quality. Majority of the respondents used to look at the brand before they buy the lighting product and they can quickly recall the Opple logo.

The overall mean score (3.71) indicates that the respondents have a positive perception towards the brand image Oppal product because it is one of the famous and reliable brands in the market.

(d) Customer Perception on Promotion

The main aim of promotion is to ensure that customers are aware of the existence and positioning of products. Promotion is also used to persuade customers that the product is better than competing products. The survey result of customer perception towards Opple promotion is shown in Table (4.7).

Table (4.7) Opplle Promotion

Sr. No.	Opplle Promotion	Mean Score	Std. Dev
1.	Offering presents during promotions.	3.59	0.90
2.	Doing interesting road shows and promotions at the supermarkets	3.51	0.90
3.	Doing advertisements highlighting Opplle product's unique features, design, and user experience	3.65	0.77
4.	Offering free delivery during promotions	3.57	0.86
5.	Giving attractive Online promotion	3.61	0.82
6.	Sometimes, offering up to 50% discount	3.48	0.90
7.	Customers doing unplanned purchasing due to price discount	3.64	0.86
8.	Offering 20% discount promotion at Year End sales	3.63	0.79
9.	Offering seasonal promotions (summer, rainy etc.)	3.67	0.83
10.	Doing lucky draw for its customers and top dealers	3.56	0.89
11.	Doing live sales by celebrities	3.45	0.96
	Overall Mean	3.58	

Source: Survey Data, 2023

According to Table (4.7), majority of the respondents stated that Opplle used to offer seasonal promotions such as summer, monsoon, etc. Farmer Lighting Company used to give coupons and seasonal promotions. It is also found that Opplle used to do advertising highlighting its product's unique features, design, and user experience because the company uses social media, television, print, radio, events, sponsorships, and other promotional methods as a justification.

According to the overall mean score (3.58), majority of the respondents state that promotions of Farmer lighting company for Opplle products are attractive because they used to get discounts and presents.

(e) **Customer Perception on Place**

Place describes the store or location where customers used to purchase the Oppl products. Companies used to distribute their products directly through their own stores, websites, platforms, or door-to-door. The survey result of customer perception towards Oppl distribution channel or place is shown in Table (4.8).

Table (4.8) Place

Sr. No.	Place	Mean Score	Std. Dev
1.	Having authorized wholesalers and resellers across the Country	3.66	0.97
2.	Arranging to be available Oppl products in most locations.	3.59	0.99
3.	Opening Oppl shops easy and convenient to reach	3.64	0.95
4.	Having online sales	3.59	0.86
5.	Having home delivery service	3.73	0.93
6.	Having big Oppl showrooms for stock of diverse products	3.78	0.75
7.	Arranging in stock products at the local stores	3.68	0.86
8.	Buying Oppl products from authorized dealers	3.52	0.91
9.	Arranging Oppl products to be available in stores, malls, and hypermarkets	3.75	0.86
	Overall Mean	3.66	

Source: Survey Data, 2023

According to Table (4.8), the respondents stated that Oppl showrooms are large enough to hold a good inventory of a variety of goods because the company sells directly to customers through its online websites and showrooms. Additionally, the respondents also asserted that Oppl sells its items through wholesalers and retailers, consumers can find Oppl lightings at shops, malls, and hypermarkets.

According to overall mean score (3.66), majority of the respondents consider that distribution channel or place strategies of Farmer Lighting Company for Oppl products are effective.

(f) Customer Perception on Social Influence

Social influence refers a change in a person’s beliefs, feelings, attitudes, or behaviors as a result of interaction with another person or a group. Social influence differs from authority, power, and conformity. The survey result of customer perception towards Opplle distribution or place is shown in Table (4.9).

Table (4.9) Social Influence

Sr. No.	Social Influence	Mean Score	Std. Dev
1.	Taking suggestions from friends and relatives regarding electrical products	3.57	0.91
2.	Seeing usage of Opplle products by Close friends and colleagues	3.49	0.90
3.	Hearing about the benefits of Opplle products from close people	3.35	1.01
4.	Getting recommendation for Opplle from electric technicians	3.59	0.90
5.	Receiving recommendations of staff at the electric stores	3.52	0.90
6.	Searching online social media reviews when choosing a product	3.72	0.92
7.	Being appropriate for social status	3.51	0.79
	Overall Mean	3.54	

Source: Survey Data, 2023

According to Table (4.9), majority of the respondents used to search about products sat online social media reviews when they chose a product. The clients are learning the product review before they make buying. Moreover, most respondents state that electric technicians recommend Opplle products because the electricians understand well about the product quality and functional performance.

The overall mean score (3.54) shows that majority of the respondents have some degree of social influence when buying lighting products since they get recommendation from friends and family, and the friends.

4.4.2 Purchase Intention

A purchase intention is a kind of conduct used by customers who intend to purchase a product based on their interest, use of the product, and desire for the product. The survey results of Purchase Intention are presented in Table (4.10).

Table (4.10) Purchase Intention

Sr. No.	Purchase Intention	Mean Score	Std. Dev
1.	Willing to buy Opplé brand is high	3.59	0.76
2.	Having intension to buy Opplé brand if I get discounts	3.71	0.78
3.	Intending to buy Opplé brand whenever I need electrical products	3.65	0.67
4.	Preferring Opplé brand over any other electrical product brands.	3.67	0.76
5.	Seeking new products of Opplé brand.	3.57	0.84
6.	Giving strong recommending others to use Opplé brand.	3.64	0.74
7.	Buying Opplé brand in the future because of my satisfaction with it	3.69	0.75
Overall Mean		3.65	

Source: Survey Data, 2023

According to Table (4.10), majority of the respondents intend to buy Opplé brand if they get discounts since the clients expect for the promotional sales and discounts as most of the brands are doing sales promotions. Furthermore, it is found that respondents used to look for new products of Opplé brand as Opplé brand has a good reputation of innovation and energy saving.

The overall mean score (3.65) shows that majority of the respondents have intention to buy Opplé brand whenever they need to buy electrical items such as lightings as they get product discounts and recommendations from technicians.

4.5 Analysis on the Influencing Factor on Purchase Intention

This section presents the effect of influencing factors on purchase intention of Opplé brand. Structured questionnaire with 5-point likert scale is collected from 377 Opplé

customers. Regression analysis is applied to analyse the data and the result is shown in Table (4.11).

Table (4.11) Influencing Factor on Purchase Intention

Variable	Unstandardized Coefficients		Standardized Coefficients (Beta)	t	Sig
	B	Std Error			
(Constant)	.841	.124		6.783	.000
Product	.173*	.067	.188	2.579	.010
Perceived Price	.042	.065	.043	.654	.514
Brand Image	.387***	.081	.389	4.761	.000
Promotion	.067*	.039	.077	1.715	.087
Place	.172***	.051	.213	3.372	.001
Social Influence	.278***	.044	.337	6.346	.000
R ²	.644				
Adjusted R ²	.639				
F Value	111.716***				

Source: Survey Data, 2023

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

As described in Table (4.11), since the value of R² is 0.644, it can be concluded that this specified model can explain 64.4% of variation of purchase intention of Opplé lighting products which is predicted by influencing factors. As overall significance of the model, F value is highly significant at 1 percent level, this model can be said valid.

According to the Sig values, among six influencing factors, product, brand image, promotion, place and social influence have a significant influence on purchase intention of Opplé product. On the other hand, perceived price does not have a significant influence on purchase intention.

According to the regression result, product has a significant influence on purchase intention. The study observes the positive relationship between product and purchase intention. It means that the higher product quality will lead to more purchase intention of Opplé products.

It is found that brand Image has strong significant influence on purchase intention of Opplé products. Regression result shows that there is the positive relationship between brand image and purchase intention. It means that the higher Opplé brand image will lead to more purchase intention of Opplé products.

Promotion has significant influence on purchase intention of Oppl products. The study found that there is the positive relationship between promotion and purchase intention. It means that the more attractive promotion will lead to more purchase intention of Oppl products.

Place or distribution has strong significant influence on purchase intention of Oppl products. The study found that there is the positive relationship between place and purchase intention. If the more effective place or distribution for Oppl products is made, it will improve purchase intention of respondents.

The study found that social influence has strong significant influence on purchase intention of Oppl products. Based on the regression result, there is the positive relationship between social influence and purchase intention. If the respondents get more social influence from friends or relatives, they will have more intention to buy Oppl lighting products.

According to the standardized coefficient (Beta) score, brand image has the largest value among five significant factors. It can be concluded that brand image is the most influencing factor on the purchase intention of Oppl product followed by social influence, place, product, and promotion.

4.6 Analysis on the Effect of Purchase Intention on Buying Behavior

This section presents the effect of purchase intention on buying behaviour of Oppl brand. Structured questionnaire with 5-point likert scale is collected from 377 respondents who buy Oppl products.

4.6.1 Buying Behavior

Buying behavior describes the choices and actions people make while purchasing goods or services for themselves or for a group. Buying behaviour are measured with six items. The survey results of buying behavior of the respondents are presented in Table (4.12).

Table (4.12) Buying Behavior

Sr. No.	Buying Behavior	Mean Score	Std. Dev
1.	Always buying the Opplé brand whenever I need electric items	3.40	0.90
2.	Buying Opplé brand from near retail store or wholesalers	3.47	0.96
3.	Not switching to other brands	3.31	0.89
4.	Never buying other brands if Opplé brand is not available at the shop	3.40	0.98
5.	Being a regular customer of Opplé brand because of brand image.	3.46	0.93
6.	Ordering Opplé brands via online if the desired item is not available at nearby stores	3.38	0.91
	Overall Mean	3.40	

Source: Survey Data, 2023

According to Table (4.12), it is found that majority of the respondents agree that they used to buy Opplé brand from near retail store or wholesalers because Opplé products are available nationwide, and it can be bought from nearby retailers to hypermarket and online sales. Moreover, the respondents rather buy Opplé brand than others because of the superior quality, reachable nearby stores, new innovative products of the brand, special discount occasionally, and being one of the top brands.

Additionally, the overall mean score (3.40) represents that majority of the respondents have some degree of buying behavior and they used to buy the Opplé lightings at nearby retail shops or wholesalers.

4.6.2 Effect of Purchase Intention on Buying Behavior

In this section, to find out the effect of customer perception on buying behavior, regression analysis is applied. The survey results of buying behavior of the respondents are presented in Table (4.13).

Table (4.13) Effect of Purchase Intention on Buying Behavior

Variable	Unstandardized Coefficients		Standardized Coefficients (Beta)	t	Sig
	B	Std Error			
(Constant)	.453	.187		2.423	.016
Purchase Intention	.808***	.051	.636	15.958	.000
R ²	.404				
Adjusted R ²	.403				
F Value	254.668***				

Source: Survey Data (2022)

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

Since the value of R² is 0.404, it can be inferred from Table (4.13), that this particular model can account for 40.4% of the variation in purchasing behavior predicted by purchase intention. As for the model's overall importance, the F value is highly significant at the 1% level, which supports its validity.

The expected positive sign of purchase intention is present, and the coefficient of the variable is extremely significant at the 1% level. The regression result indicates that customers are more likely to purchase things when they have a purchase intention.

CHAPTER 5

CONCLUSION

There are three sections in this section. Presentation of the findings and debates occurs in the first section. The second portion contains recommendations and suggestions. It outlines the necessity for more research in the final section.

5.1 Findings and Discussions

The major goals of this study are to pinpoint the elements that influence Opplé Lightings' purchase intentions and to examine how those intentions affect actual purchasing decisions. Secondary and primary data were both utilised in this investigation. From 377 randomly selected respondents, a structured questionnaire with a 5-point Likert scale is gathered.

According to brand image research, the Opplé brand has a good reputation for its quality since it provides consistent quality. Additionally, the majority of respondents used to consider the brand before making a lighting purchase and were able to recall the Opplé logo with ease. Customers plan to purchase Opplé items because they have a positive reputation for quality and because they believe in the company's brand.

In terms of the goods, Opplé products offer a solid warranty, appealing design, and nice packaging. Additionally, Opplé products come with user manuals that include installation instructions and safety considerations, making them simple and straightforward to install. The majority of buyers think Opplé items are long-lasting. As a result, the majority of respondents had a favorable opinion of Opplé products and plan to purchase Opplé lighting items.

Results of perceived price reveal that the majority of respondents consistently compare prices between several brands before choosing one. Respondents frequently utilized the internet to compare the costs of lighting equipment from various brands. In addition, respondents believe that Opplé brand prices are reasonable given the caliber of its offerings.

The majority of respondents, according to the findings of promotions, choose Opplé brand promotions because Farmer Lighting Co., Ltd. previously ran seasonal promotions for the summer, monsoon, and other seasons. Additionally, it is discovered that respondents

are drawn to the advertising for Opplé that highlights its distinctive features, design, and user interface. As a result, respondents think that Opplé's promotions are appealing and plan to purchase Opplé products when they are on sale.

The majority of respondents prefer Opplé showrooms as a location because they are spacious enough to house all manufactured lighting goods. Customers can therefore purchase their favourite goods in a single location. Additionally, since Opplé makes use of a variety of distribution methods, users may simply purchase Opplé products at nearby shops or shopping centers. The majority of respondents can so readily find Opplé lightings in neighboring locations, and they intend to purchase Opplé goods.

When it comes to social impact, the majority of respondents said they read online user evaluations before making a purchase. Additionally, they used to heed the advice of electricians who were knowledgeable about electrical appliances. The majority of respondents learn about Opplé products through recommendations and advice from close friends and family, and they intend to purchase Opplé products.

Regarding the first aim, the regression results show that among the six influencing elements, the product, brand image, promotions, location, and social impact are all positively significant with regard to purchase intention for Opplé lighting goods. However, perceived price has little to no impact on consumers' intentions to make a purchase. Additionally, it has been discovered that the brand's reputation has the greatest impact on consumers' intentions to purchase Opplé products.

Regarding the second objective, as Opplé lighting goods are well-known and have a solid reputation in the marketplace, purchase intention significantly influences purchasing behavior. When purchasing Opplé lighting, the vast majority of customers used to purchase Opplé items.

5.2 Suggestions and Recommendations

Farmers Lighting Company Limited officials can alter clients' purchase intentions and purchasing patterns in light of the findings. First, as brand image has the greatest impact on consumers' intentions to make a purchase, officials should give it their utmost attention. Opplé should create more distinctive product designs (including logos, wordmarks on boxes, etc.) and features to stand out in the crowded market and gain greater product recognition than other businesses. The success of the business depends on the quality of the user experience, so the organization should always pay attention to social media user reviews to improve how customers perceive the Opplé brand. By determining the market

demands, Opplé should sell the various lighting goods ranging from home appliances to larger sizes. Additionally, Opplé needs to show off how much energy its products save in showrooms or on social media. Farmer Lighting Company should indicate the precise features or functionalities of the products before selling them. The customer will then discover that Opplé items are helpful or meet their requirements. Customer interest in Opplé products will therefore increase.

To promote the Opplé brand, inform customers, and conduct targeted ad campaigns, farmer lighting company should use social media channels like Facebook, Twitter, and Instagram more frequently. In order to attract a larger audience, it should also collaborate with influencers or celebrities. Additionally, the company should frequently schedule road shows and promotions that include discounts and gifts. The customers' purchase intent and behavior will therefore grow as a result. The farmer lighting company could arrange for more authorized sales representatives to increase the availability of the products/services to a wider demographic in terms of location or distribution methods. The business ought to keep providing B2B, B2C, and B2G distribution channels. Additionally, the business should employ stock control software to ensure that it can distribute or fill orders on time before they run out at wholesalers or showrooms. Customers will then be able to purchase the items they desire from local stores, which will enhance their likelihood of making a purchase and their purchasing behavior.

The agricultural lighting firm can gain the trust of potential consumers by highlighting gratifying evaluations and testimonials on the website and social media platforms. Additionally, the business should provide electricians promotions according on their purchase amounts. Then, it will enhance the social influence among potential customers and the driving forces behind consumers' purchasing decisions.

5.3 Need for Further Research

Only customer purchase intentions and purchasing behavior for Opplé lighting goods are the focus of this study. It excludes other lighting manufacturers sold in Myanmar. Therefore, additional research should analyze for different lighting brands in order to cover the wider aspects. Furthermore, as this study only looks at six independent variables, additional contributing factors like service quality, people, etc., might also be present. Therefore, factors connected to purchase intention and purchasing behavior should also be studied in future research.

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APPENDIX A

QUESTIONNAIRE

Section A: Demographic Data

1. Gender

- Male Female

2. Marital Status

- Single Married

3. What is your age?

- Under 20 21-25 26-30 31-35 36-40
 41-45 46-50 Above 50

4. Education Background

- High School Undergraduate Graduate Post Graduate
 Ph.D

5. Job

- Company Employee Business Owner Government Staff
 Retired Other

6. Salary (MMK)

- Below 250,000 250,000-350,000 350,001-450,000
 450,001-550,000 550,001-700,000 700,001-1,000,000
 Above 1,000,000

Section B:

Please state level of your agreement on each statement by providing the most relevant number.

1= Strongly Disagree 2 = Disagree 3 = Neutral 4= Agree 5 = Strongly Agree

Product

No	Items	Scale				
		1	2	3	4	5
1.	Opplé product portfolio ranges from consumer appliances to large-scale commercial lighting solutions.					
2.	Opplé brand is able to perform its designated function.					
3.	Opplé products are durable.					
4.	Opplé brand is attractive.					
5.	Opplé brand has good packaging for safe delivery.					
6.	Opplé products has reliable warranty.					
7.	Opplé products offer very high efficacy.					
8.	Opplé products are innovative.					
9.	Opplé products are ease of installation.					
10.	Opplé led products save at least 60% energy.					

Perceived Price

No	Items	Scale				
		1	2	3	4	5
1.	Price is important when intending to purchase electrical equipment.					
2.	Opplé brand has competitive price when compared with competitors.					
3.	The prices of Opplé brand is reasonable for its quality.					
4.	The price of standardized products are consistent.					
5.	The prices of Opplé brand is affordable.					
6.	I always compare prices between different brands before I choose one.					
7.	Opplé used to offer at relatively lower prices than those of competitors for the new products.					
8.	I am willing to pay for Opplé brands.					

9.	The price of Opplle brand is in line with the market price.					
10.	Opplle gives customers discounts for larger purchases.					

Brand Image

No	Items	Scale				
		1	2	3	4	5
1.	Opplle brand is one of the famous brands in the market.					
2.	Opplle brand has favorable reputation for its quality.					
3.	I can recognize Opplle brand among other brands.					
4.	I can quickly recall the symbol or logo of Opplle.					
5.	I used to look at the brand image before buying the product.					
6.	Opplle brand quality is superior.					
7.	Opplle brand quality is reliable.					
8.	I trust the quality of Opplle brand.					
9.	Opplle brand perfectly fits my expectation.					
10.	Opplle brand has all products that I want.					

Promotions

No	Items	Scale				
		1	2	3	4	5
1.	Opplle gives presents during promotions.					
2.	Opplle used to do interesting road shows and promotions at the supermarkets.					
3.	Opplle used to do advertising highlighting its product's unique features, design, and user experience.					
4.	Opplle offers free delivery on special during promotions.					
5.	Online promotion of the Opplle product is attractive and interesting.					
6.	Opplle brand sometimes offers up to me 50% discount.					
7.	Price discounts influences me to make unplanned purchase.					
8.	Opplle used to give 20% discount promotion at Year End sales.					
9.	Opplle used to offer seasonal promotions (summer, rainy etc.).					
10.	Opplle regularly does lucky draw for its customers and top dealers.					
11.	Opplle arranges live sales by celebrities.					

Place

No	Items	Scale				
		1	2	3	4	5
1.	Opplé has authorized wholesalers and resellers across the Country.					
2.	Opplé products are available in most locations.					
3.	It is easy and convenient to reach Opplé shops.					
4.	Opplé products can be ordered via online.					
5.	Home delivery service is available for Opplé products.					
6.	Opplé showrooms are big enough to carry well stock of diverse products.					
7.	Opplé products are usually in stock at the local stores.					
8.	I used to buy Opplé products from authorized dealers.					
9.	Opplé products can be found in stores, malls, and hypermarkets.					

Social Influences

No	Items	Scale				
		1	2	3	4	5
1.	I used to take suggestions from friends and relatives regarding electrical products.					
2.	Close friends and colleagues use Opplé products.					
3.	Persons who are very close to me talk about the benefits of Opplé products.					
4.	Electric technician's recommend Opplé products.					
5.	I used to take recommendations from staff at the electric stores.					
6.	I used to search online social media reviews when I choose a product.					
7.	Opplé products are appropriate for my social status.					

Purchase Intention

No	Items	Scale				
		1	2	3	4	5
1.	My willingness to buy Oppla brand is high.					
2.	I would intend to buy Oppla brand if I get discounts.					
3.	I have the intention to buy Oppla brand whenever I need electrical products.					
4.	I prefer Oppla brand over any other electrical product brands.					
5.	I will look for new products of Oppla brand.					
6.	I would strongly recommend others to use Oppla brand.					
7.	I will consider buying Oppla brand in the future because of my satisfaction with it.					

Buying Behavior

No	Items	Scale				
		1	2	3	4	5
1.	I always buy the Oppla brand whenever I need electric items.					
2.	I used to buy Oppla brand from near retail store or wholesalers.					
3.	I do not intend to switch to other brands.					
4.	I never buy other brands if Oppla brand is not available at the shop.					
5.	I have been a regular customer of Oppla brand because of brand image.					
6.	I used to order Oppla brands via online if the desired item is not available at nearby stores.					

APPENDIX B

Effect of Influencing Factors on Purchase Intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.803 ^a	.644	.639	.35476

a. Predictors: (Constant), Social Influence Mean, Product Mean, Promotions Mean, Place Mean, Perceived Price Mean, Brand Image Mean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	84.362	6	14.060	111.716	.000 ^b
	Residual	46.567	370	.126		
	Total	130.929	376			

a. Dependent Variable: Purchase Intention Mean

b. Predictors: (Constant), Social Influence Mean, Product Mean, Promotions Mean, Place Mean, Perceived Price Mean, Brand Image Mean

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.841	.124		6.783	.000
	Product Mean	.173	.067	.188	2.579	.010
	Perceived Price Mean	.042	.065	.043	.654	.514
	Brand Image Mean	.387	.081	.389	4.761	.000
	Promotions Mean	.067	.039	.077	1.715	.087
	Place Mean	.172	.051	.213	3.372	.001
	Social Influence Mean	.278	.044	.337	6.346	.000

a. Dependent Variable: Purchase Intention Mean

Effect of Purchase Intention on Buying Behavior

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.636 ^a	.404	.403	.57961

a. Predictors: (Constant), Purchase Intention Mean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	85.554	1	85.554	254.668	.000 ^b
	Residual	125.979	375	.336		
	Total	211.534	376			

a. Dependent Variable: Buying Behavior Mean

b. Predictors: (Constant), Purchase Intention Mean

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.453	.187		2.423	.016
	Purchase Intention Mean	.808	.051	.636	15.958	.000

a. Dependent Variable: Buying Behavior Mean