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The Effect of Coffee-mix Experience and Experience Quality through Perceived Value, Satisfaction towards Repurchase Intention in Myanmar

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Abstract

The main purpose of this study is to determine the factors influencing repurchase intention of coffee-mixed products in Myanmar. Content sensory attribute beliefs, and packaging and branding attribute beliefs represent experience characteristics, and are important aspects of utilitarian value. Experience quality is also used to determine customer satisfaction, and customer perceived value. Utilitarian value, customer perceived value, and customer satisfaction are hypothesized to have significant influences on repurchase intention of coffee-mixed product in Myanmar. Stratified random sampling, snowball sampling, and convenience sampling techniques were used to gather the survey (436 respondents) from online questionnaires. The data were analyzed by using simple linear regression, and multiple linear regression to validate the conclusions. The results revealed that experience characteristics, and experience quality of this coffee-mixed brand have significant influences on utilitarian value, customer perceived value, and customer satisfaction, respectively. Customer satisfaction, customer perceived value, and utilitarian value were found to be important, and beneficial factors in repurchase intention. While all factors have a substantial effect on repurchase intentions, customer perceived value has the least impact on repurchase intentions. Therefore, the researcher suggested that the May Myo Fresh coffee-mixed company should focus on customer expectation from this product more to fulfil customer's desire in the future. May Myo Fresh coffee-mixed company would use the results of this study to improve communication strategies, and increase sales volume in future.

Keywords : Content sensory attribute beliefs, Packaging and branding attribute beliefs, Customer perceived value, Customer satisfaction, Repurchase intentions

JEL Classification Code: M21, M31, O13, J11, I12, H31

1. Introduction¹

People in Myanmar begin their days with a sweet and relaxing beverage, such as coffee. Coffee is one of the most popular drinks in Myanmar today, and it is profoundly ingrained in Burmese people's everyday lives. For those who are unable to visit coffee shops, there are brands of

instant coffee available on the market today that can be found in almost any household. According to the historical records, Indians were the first to open coffee shops in Myanmar. So it's not an overstatement to think that the British introduced tea, and coffee to Myanmar, and that this tradition has flourished since colonial rule (Aung, 2018). Burmese used to drink coffee powder before the twentieth

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century, and it was easily available in the market (Aung, 2018). Instant coffee is fast, and simple to use, but some Myanmar coffee drinkers prefer coffee powder to instant coffee. The variations between instant, and ground coffee are rather negligible, although in terms of antioxidants, vitamins, minerals, and caffeine content, there could be a slight variation. Improved physical, and cognitive efficiency, improved mental alertness, and diminished exhaustion are the beneficial benefits of caffeine. The adverse effects of caffeine, on the other hand, include insomnia, jitteriness, nervousness, irritability, increased heart rate, and headaches (Marsh, 2017). The biggest reason why ground coffee is so poor is because Robusta beans are almost always made with it. Robusta is a cheaper coffee bean, but has a far higher concentration than Arabica in terms of caffeine. Arabica is what most ground coffee is made with, for a better boost or more caffeine, often mixed with a touch of Robusta. In fact, if anyone wants to compare, Robusta has double that of Arabica's caffeine (Alexandra, n.d.). In the Shan, and Kayin regions, the first British missionaries started planting coffee plants in 1885. Since the soil is not polluted with pesticides, there is a lot of room for high-quality coffee. Recently, the most well-known plantations can be located in Pyin Oo Lwin, formerly known as May Myo. Pyin Oo Lwin is a Myanmar hill town situated at a height of over 3000 feet (RARITIES COFFEE, 2017). Coffee beans come with a wide range of varieties, and qualities. Arabica beans are the highest-quality coffee beans in the world, simply because they have a better flavor. Pyin Oo Lwin has ideal climatic conditions for coffee cultivation, especially Arabica. Even though Myanmar have a good soil for growing coffee beans, and Burmese people like to drink coffee daily, local coffee-mixed brands are not quite popular in Myanmar in the past. There are many factors why only international coffee-mixed brands are occupied in the market. For example - advertising strategy, branding, convenience, and customer trust towards international brands are very high. Therefore the demand of coffee-mixed brand in Myanmar is high but local brands cannot give a good supply in the market.

By focusing on local coffee-mixed brand industry in Myanmar, the researcher looks into how beliefs, packaging, branding, and experience quality of local coffee-mixed brand may impact customer satisfaction, and value upon local product, and finally effect to repurchase intention of Burmese customers. In conclusion, in this study, the author

has summarized the objectives as followed: 1) to explain a relationship between content sensory attribute beliefs, and utilitarian value, 2) to describe a relationship between packaging and branding attribute beliefs, and utilitarian value, 3) to describe a relationship between utilitarian value, and repurchase intention, 4) to investigate a relationship between experience quality, and customer perceive value, 5) to describe a relationship between experience quality, and customer satisfaction, 6) to explain a relationship between customer perceive value, and customer satisfaction, 7) to explain a relationship between customer perceive value, and repurchase intention, and lastly 8) to investigate a relationship between customer satisfaction, and repurchase intention.

This study emphasizes on investigating experience characteristics such as content sensory attribute beliefs, packaging and branding attribute, and experience quality that are associated with utilitarian value, customer perceive value, and customer satisfaction, followed by how these factors influence repurchase intention of local coffee-mixed brand in Mandalay, Myanmar. The researcher attended into the local brand "May Myo Fresh coffee-mixed" as an example brand, because of "May Myo Fresh coffee-mixed" is pure local brand of Myanmar, and is manufactured at Pyin Oo Lwin, formerly May Myo. The coffee-mixed itself is 100% Arabica based coffee, and ingredients are coffee, sugar, and creamer. There are also three types as classic, brown, and classic plus. They used modern international technology, and then mixed with local raw materials to produce a qualified local coffee-mixed product. This study focusses on the effect of the coffee-mix experience characteristics, and experience quality through utilitarian value, perceive value, satisfaction towards repurchase intention in Myanmar. Although this research has few limitations, as the researcher believes that the results would help Myanmar's local brands to compete in the market with international brands.

2. Literature Review

2.1 Content Sensory Attribute Beliefs

Content sensory attribute beliefs are functional characteristics related to food, nourishment, and nutrition information, as well as flavor, sugariness, and quality (Bernués, Olaizola & Corcoran, 2003). In this research,

content sensory attribute beliefs about flavor, sweet, taste, aroma, and the sense of fleshiness in the texture of May Myo Fresh coffee-mixed brand were investigated.

2.1.1 Content Sensory Attribute Beliefs related to Utilitarian Value

Field (2012) defined content sensory attribute beliefs as physical appearance, and texture of a product that is called intrinsic product attribute. According to Méndez (2011), Chamhuri and Batt (2015), content sensory attribute beliefs represent inherent product properties that cannot be altered or manipulated without modifying the physical object itself. Intrinsic product characteristics can also be used to evaluate a product's nutrition, performance, and productivity. (Feng, 2014; Field, 2012). Content sensory attribute beliefs include flavor, sweet, and uniformity (Sorenson & Bogue, 2006; Lee & Liao, 2009; Routray & Mishra, 2012; Méndez, 2011). Previous studies have found that sensory characteristics are strongly linked to consumer price expectations (Tomlins, 2007; Wang, 2016) and are the most important factors in determining whether a price is considered reasonable (Thrane, 2009). Furthermore, researchers have found that the consistency at which consumers are willing to pay for food is determined by their taste preferences (Rolfe, 2006). In the context of the effect of the coffee-mix experience characteristics, and experience quality, the present analysis has suggested the following hypothesis:

H1a: The coffee-mix experience characteristics in content sensory attribute beliefs positively affect utilitarian value through repurchase intention.

2.2 Packaging and Branding Attribute Beliefs

Packaging and branding attribute beliefs are connected to physical goods, but they do not provide information about their properties. (Bernués *et al.*, 2003; Field *et al.*, 2012). Packaging and branding attribute beliefs are just more product-related attributes that are not really present in the physical product (Méndez *et al.*, 2011). In this study, packaging and branding attribute beliefs are related to color, creative design, material, and graphics on the packaging and brand name of the May Myo Fresh coffee-mixed brand.

2.2.1 Packaging and Branding Attribute Beliefs related to Utilitarian Value

Extrinsic attributes are also commodity-related attributes such as name of the brand, color of packaging, and portion sizes that are not part of the actual product itself (Bernués, 2003; Méndez, 2011). Extrinsic product attributes, on the other hand, are compared to tangible assets but do not contain the quality characteristics by themselves (Bernués, 2003; Fields, 2012). Becker (2000) proposed that extrinsic quality selection indicators are heavily reliant on customers, and these indicators are the primary means of informing them about the effectiveness of quality characteristics. In the current study, extrinsic product characteristics were focused on packaging (e.g., color, size, and graphics) and brand qualities (e.g. memorable and well known). The food choices of customers are highly affected by packaging (Mueller & Szolnoki, 2012). Capacity, color, form, graphic design, and brand name are part of packaging and branding attributes (Sorenson & Bogue, 2006; Lee & Liao, 2009; Méndez, 2011; Wang, 2013). In comparison, the internal market reference price has an impact by the brand name of a good (Grewal, 1998). One of the most important aspects of the brand recognition marketing communications blend is branding, and product packaging, which represents the functional, symbolic, and experiential advantages of brands (Chen, 2014). In other words, packaging should have psychological meaning for customers (Grundey, 2010). Packaging that is considered desirable is expected to help products that offer consumers a sense of pleasure (Underwood, 2003). In the context of the effect of the coffee-mix experience characteristics, and experience quality, this study hypothesis proposes the following:

H1b: The coffee-mix experience characteristics in packaging and branding attribute beliefs positively affect utilitarian value through repurchase intention.

2.3 Utilitarian Value

Utilitarian value is a way of deciding a product's or service's worth based on the conditions that affect its application (Chaudhuri & Holbrook, 2001). It is also known as a systematic evaluation of a product or service quality, performance, ease of use, and value for money (Chen & Hu, 2010). In this research, utilitarian value is the assessment of May Myo Fresh coffee-mixed brand that consumers would have expectations of purchasing the product based on its

good, price-related, easy, and diverse taste offering value.

2.3.1 Utilitarian Value related to Repurchase Intention

Utilitarian value applies to fair, and practical choices (Chaudhuri & Holbrook, 2001) and is described as an overall value assessment that considers performance, convenience, and cost-effectiveness (Chen & Hu, 2010). Utilitarian value is close to the conventional construct of value since it represents the value of income (Chang, 2015; Chen & Hu, 2010). Therefore, utilitarian value perceptions related to market value perceptions of price reasonableness is regarded in the present study as price-related (Lee & Overby, 2004). Utilitarian value is embedded in a food product's instrumental efficiency, such as low price (Maehle, 2015). Hu and Chuang (2012) proposed that utilitarian value is correlated to the financial value that is presented. Utilitarian value is related to the monetary value of a good (Chen & Dubinsky, 2003) in deciding whether a price is appropriate (Dodds, 1991). Other previous studies have shown that consumer expectations of utilitarian value impacts on the behavioral intentions of consumers (Chen & Tsai, 2010; Chiu, 2014; To, 2007; Topaloglu, 2012). Chiu (2014) suggested that according to consumer utilitarian expectations of value, consumer repurchase intentions can be expected. In the context of the effect of the coffee-mix experience characteristics, and experience quality, this study proposes the following hypothesis:

H4a: The utilitarian value in coffee-mix experience positively affect towards repurchase intention.

2.4 Experience Quality

The nature of interactions, the physical environment, the results, and access are all aspects of experience quality (Wu, 2014). In this study, experience quality built from enjoyable, superior, affective, and behavioral experiences of May Myo Fresh coffee-mixed brand.

2.4.1 Experience Quality related to Customer Perceived Value

According to Hirschman and Holbrook (1982), customer behavior is linked to multisensory, fantasy, and emotional aspects of product use, and experience quality is one of them. The user's affective responses to the psychological benefits that they want from the encounter are

provided by the experiences (Chan & Baum, 2007). Brakus (2009), Pine and Gilmore (1998) mentioned that customer preferences are highly influenced and based on the experience that results from their interaction with products have endorsed this notion. Experience quality may be understood as the understanding of customers in any moment of interaction they have with a brand in normal terms (Alloza, 2008). For customers, if they get what they want, would have a good experience. The dimensions of perception from this experience of consumption are widely recognized as important elements for the conceptualization of perceived values (Sweeney & Soutar, 2001). Many experiments have shown that experience quality influences the customer perceived value (Chen & Chen, 2010; Hussein, 2018; Jin, 2013; Wu & Liang, 2009).

2.4.2 Experience Quality related to Customer Satisfaction

The quality of experience in the restaurant industry is their interpretation or observation of restaurant characteristics gained through the eating process (Jeong & Jang, 2011). Mowen and Minor (2002) thought that with goods or services, consumption impressions are generated through the knowledge, and feelings of consumers. Consumed products or services will offer a significant stimulus to the emotional activity triggered by personal experiences encountered by consumers (Grundey, 2008). Experience quality also has a direct effect on customer satisfaction, which was supported by previous studies (Ali, 2016; Amoah, 2016; Khan, 2015; Klaus & Maklan, 2013; Prayag, 2011; Roy, 2018). From the context of the effect of coffee-mix experience characteristics, and experience quality, this study proposes the following hypotheses:

H2: The coffee-mix experience characteristics in experience quality positively affect customer perceived value through repurchase intention.

H3a: The coffee-mix experience characteristics in experience quality positively affect customer satisfaction through repurchase intention.

2.5 Customer Perceived Value

Customer perceived value is the value that customer receives. The measurements that were used in this study were conducted by Hapsari (2018) and Jin (2013), which

included price, benefit, sacrifice, and emotion.

2.5.1 Customer Perceive Value related to Customer Satisfaction

Zeithaml (1988) defined customer perceived value as perceptions of what customers receive on what they purchase. Carol (2020) stated that consumers' appraisal of a product's or service's worth, and willingness to meet their needs, and desires, particularly when opposed to other people, is known as perceived value. This study subsequently fixed perceived value on the basis of the conceptualization of Oh (2000) and Zeithaml (1988), who foreseen the term as a trade-off between what customers offer, such as money, and time, and what they receive, such as a positive brand experience. To put it another way, the final judgment is based on the consumer's perspective, which emphasizes on the trade-offs between the benefits gained, and the costs associated with the purchase during the appraisal process (Oh, 2000).

Customer satisfaction; depending on the apparent disparity between previous expectations, and the real output of the product, the measurement of an individual's experience, and responses to a single product purchase is defined as customer satisfaction (Oliver, 1980). Customer satisfaction is also an important factor that holds businesses to run for long-term in the market with good customers communication (Ryu, 2008). While customer satisfaction was described in different forms in marketing, and consumer literature, the concept that is fundamental to the appraisal process of the customer was used in this analysis. Han, 2009; Han and Ryu (2012), and Oliver (1980) stated that the consequence of customer satisfaction is that customers have positive interactions that surpass initial expectations.

2.5.2 Customer perceived value related with repurchase intention

Zeithaml (1988) described perceived value as a consumer's overall assessment of a product's utility based on expectations of what is earned, and provided. In other words, the ultimate assessment relies on consumer's point of view, which stresses the trade-offs between the advantages obtained, and the disadvantages involved in the transaction during the evaluation process (Oh, 2000). This research subsequently fixed perceived value on the basis of the conceptualization of Oh (2000) and Zeithaml (1988), customer satisfaction, and perceived value have also

become useful predictors, and precedents of behavioral intentions, according to this theory, which considers the word as a trade-off between what customers get, such as time, and resources, and what they receive from the brand experience; for example, customer satisfaction, and perceived value have also become useful predictors, and precedents of behavioral intentions (Cronin, 2000; McDougall & Levesque, 2000; Murphy, 2018; Petrick & Backman, 2002; Tamn, 2000).

Repurchase Intention: Fang (2011) and Lin (2011) stated that repurchase intention refers to the desire of customers to repurchase a given commodity in the future. Perceived value has a substantial effect on behavioral intention (Chang & Tseng, 2013; Chi, 2011; Dodds, 1991). Other previous findings have shown that consumer expectations of intrinsic, and extrinsic value impact on the behavioral intentions of consumers (Chen & Tsai, 2010; Chiu, 2014; To, 2007; Topaloglu, 2012). Chiu (2014) have suggested that, according to consumer intrinsic, and extrinsic expectations of value, consumer repurchase intentions can be expected. From the context of the effect of the coffee-mix experience characteristics, and experience quality, this study proposes the following hypotheses:

H3b: *The customer perceived value in coffee-mix experience positively affect through customer satisfaction.*

H4b: *The customer perceived value in coffee-mix experience positively affect through repurchase intention.*

2.6 Customer Satisfaction

According to Hapsari (2018) and Jin (2013), customer satisfaction in this study focus on happiness, contentedness, and overall satisfaction.

2.6.1 Customer Satisfaction related to Repurchase Intention

Customer Satisfaction; depending on the apparent disparity between previous expectations, and the real output of the product, the measurement of an individual's experience, and responses to a single product purchase is defined as customer satisfaction (Oliver, 1980). Customer satisfaction is also a main factor that holds businesses to run for long-term in the market with good customer communication (Ryu, 2008). While customer satisfaction was described in different forms in marketing, and consumer literature, the concept that is fundamental to the appraisal process of the customer was used in this analysis (Han, 2009; Han & Ryu, 2012; Oliver, 1980) stated that the

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H4c: *The customer satisfaction in coffee-mix experience positively affect through repurchase intention.*

2.7 Research Framework

The conceptual framework as shown in figure 1 is built by looking at the theoretical frameworks that are relevant to this analysis. It is adopted from the theoretical models of effect of product attribute beliefs of ready-to-drink coffee beverages on consumer-perceived value, and repurchase intention (Wang & Yu, 2016) which aim to explore the effect of the product attribute beliefs of ready-to-drink (RTD) coffee beverages (i.e. content sensory, packaging and branding, and content functional attributes) on perceived value (i.e. utilitarian, and hedonic value) and repurchase intention, role of coffeehouse brand experiences (sensory / affective / intellectual / behavioral) in forming patrons' repurchase intention (Han *et al.*, 2019), which aim to investigate the interrelationships among coffeehouse brand experiences, customer satisfaction, and perceived value in generating patrons' repeat purchase intention, and the effect of experience quality on customer perceived value, and customer satisfaction, and its impact on customer loyalty (Kusumawati & Rahayu, 2020), which aim to test the effect of experience quality on customer perceived value, and customer satisfaction, and its impact on customer loyalty to the visitors of natural nuanced outdoor café in the hilly areas of Joyo Agung, Malang. Hence, the researchers have aimed to study further on the effect of the coffee-mix experience characteristics, and experience quality through utilitarian value, perceived value, satisfaction towards repurchase intention in Myanmar.

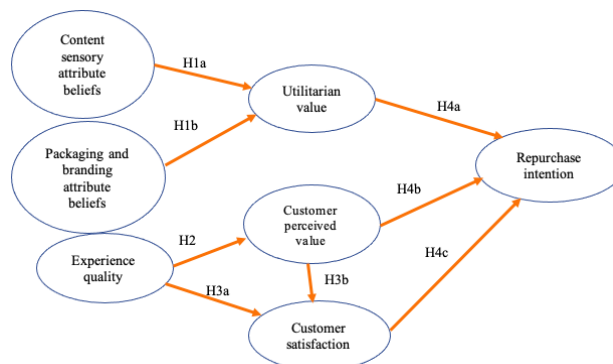


Figure 1. The Conceptual Framework Source by authors

3. Research Methodology

The study is conducted out in a quantitative study. The questionnaires were created, and transmitted online via email, Facebook, and Line. Burmese who live in Mandalay, Myanmar, and have previously purchased May Myo Fresh coffee-mixed were selected as the survey's target respondents. The researcher conducted in Mandalay, Myanmar because Mandalay has second largest population in Myanmar, and largest market for May Myo Fresh coffee-mixed. The information was gathered from target respondents, whose responses will be evaluated to determine the impact of coffee-mix experience characteristics, and quality on repurchase intention in Myanmar, as measured by utilitarian value, perceived value, and satisfaction. The survey consists of 43 questions divided into three parts. The first section contains screening questions to determine the respondent's geographic location, and product experience. The researcher used simple category scale for the first part. The second part represents customer opinions about using coffee-mixed, and repurchase intentions of the product. For measurement, the researcher used a five-point Likert scale, with 1 representing "strongly disagree" and 5 representing "strongly agree." The demographic profile of the targeted respondents is described in the third section, and the researcher used a category scale.

3.1. Population and Sample Size

According to World Population Statistics (2021), the current population of Mandalay is 1,457,085 people, and it is a second largest population in Myanmar. Coffee beans are grown in Pyin Oo Lwin (May Myo) near Mandalay, and Shan State in Myanmar (Hein, 2020). Mandalay is very close to the coffee bean manufacturing cities of Myanmar. Therefore, the researcher wants to explore the coffee-mixed

market of second largest population in Myanmar. The target population for this study will be among these 1,457,085 people from Mandalay who have purchased May Myo Fresh coffee-mixed. The sample size is the total number of people that the researcher is willing to collect the data. The researcher establishes the sample size to determine the factors, which are the confidence level to be measured, and what the market needs, must be considered. According to Krejcie and Morgan (1970), the researchers designed sample size in this study. The sample size representative of target population in this study is 384. The research intend to collect 450 in order to avoid the error during data collection. (Krejcie & Morgan, 1970)

3.3 Sampling Technique

The researcher used the non-probability sampling methods, which adopted convenience sampling technique and snowball sampling technique in this study.

Convenience Sampling Technique - The researcher chooses this technique as they are easy to recruit, and the researcher did not consider selecting a sample that represents the specific population (Breweton & Millward, 2001).

Snowball Sampling Technique - The researcher uses this technique because the researcher will ask support from friends, relatives, and colleagues to distribute the survey to the sample size (Atkinson et al., 2001).

The questionnaire was distributed via online through WhatsApp, Line, Facebook Messenger and Instagram. 450 collected respondents were screened to meet the target group. Questionnaires with missing data, insufficient responses were removed from statistical analysis to gain accuracy. After cleaning the data, the researcher has taken 436 respondents.

3.4 Pilot Test

Each Variable in this study was analyzed by using Cronbach's Alpha to ensure the reliability of the test and unidimensional of the measurement scales. A set of 50 responded qualified questionnaires were analyzed by using SPSS program to test the reliability. The reliability of each element in the study is tested using Cronbach's Alpha in this section. Alpha values were described as: $\alpha \geq 0.90$ = excellent, $0.90 > \alpha \geq 0.8$ = Good, $0.8 > \alpha \geq 0.7$ = Acceptable, $0.7 > \alpha \geq 0.6$ = Questionable, $0.6 > \alpha \geq 0.5$ = Poor, and $0.5 > \alpha$ = Unacceptable (Taber, 2017).

The results from pilot test have Cronbach's Alpha Coefficient of above 0.70. The results of Cronbach's Alpha are shown in Table 1 below.

Table 1. Cronbach's Alpha for Reliability Test

Variables	Sources of Questionnaire	No. of items	Cronbach's Alpha
Content Sensory Attribute Beliefs (CSAB)	Wang and Yu (2019)	5	0.823
Packaging and Branding Attribute Beliefs (PBAB)	Wang and Yu (2019)	5	0.791
Utilitarian Value (UV)	Wang and Yu (2019); Luo (2019); Ghali (2020)	5	0.755
Experience Quality (EQ)	Kusumawati and Rahayu (2020); Han, Lee, Song, Lee and Chua (2019); Kim and Choi (2013)	5	0.864
Customer Perceived Value (CPV)	Kusumawati and Rahayu (2020)	5	0.820
Customer Satisfaction (CS)	Han, Lee, Song, Lee and Chua (2019)	5	0.801
Repurchase Intentions (RI)	Han, Lee, Song, Lee and Chua (2019); Wang and Yu (2019)	5	0.908

4. Results and Discussion

4.1 Descriptive Analysis of Demographic Characteristics

Data used in this study were collected from 436 respondents who lived in Mandalay, Myanmar and have purchased May Myo Fresh coffee-mixed at least once. The demographic profile has been summarized in the below table 2.

Table 2. Demographic Summary of the Respondents

Demographic factors	Characteristics	Frequency	Percentage (%)
Gender	Male	157	36.0%
	Female	279	64.0%
Nationality	Myanmar	434	99.5%
	Foreigner	2	0.5%
Age group	Under 15 years	4	0.9%
	15-20 years	6	1.4%
	21-30 years	81	18.6%
	31-40 years	44	10.1%
	Over 40 years	301	69.0%
Monthly Income	No income	56	12.8%
	150,000 or less	115	26.4%
	150,001-300,000	154	35.3%

	300,001-500,000	39	8.9%
	500,001-700,000	34	7.8%
	700,001 or more	38	8.7%
Occupation	Student	24	5.5%
	Employee	48	11.0%
	Self-employed	133	30.5%
	Other	231	53.0%
Customer's consumption	Everyday	181	41.5%
	2 or 3 days per week	239	54.8%
	Once or twice per month	16	3.7%

Note. (n = 436)

According to table 2, most of the respondents were female with a percentage of 64.0% (279 respondents), when comparing to male, which was 36.0% (157 respondents). For nationality among 436 respondents, the largest proportion of respondents were 434 Burmese (Myanmar) respondents, and their percentage was 99.5%. There were only two Foreigner respondents, and the percentage was 0.5%. The majority of the respondents were aged over 40 years old with 301 respondents (69%), followed by age around 21-30 years old with 81 respondents (18.6%), 31-40 years old with 44 respondents (10.1%), 15-20 years old with 6 respondents (1.4%) and aged under 15 years old with four respondents (0.9%), respectively. In the term of monthly income, most of respondents had a monthly income of in between 150,001-300,000 kyat with 154 respondents (35.3%). The second most having monthly income of 150,000 kyat or less with 115 respondents (26.4%). The third-largest was a group of no income with 56 respondents (12.8%). The fourth one was the people who have income of in between 300,001-500,000 kyat with 39 respondents (8.9%), followed by the respondents who have income 700,001 kyat or more with 38 respondents (8.7%) and the last one was monthly income between 500,001-700,000 with 34 respondents (7.8%). Most of the respondents were working in other occupation with 231 respondents (53%), followed by 133 respondents who were self-employed with 30.5%, 48 respondents who worked as employees with 11%, and 24 respondents were student with 5.5% respectively. Finally, 239 respondents were drinking coffee 2-3 days per week with 54.8%, 181 respondents were drinking coffee every day with 41.5%, and 16 respondents were drinking coffee with 3.7%, respectively among 436 respondents.

4.2 Inferential Analysis

Multiple Linear Regression (MLR) was used to test hypotheses H1a, and H1b, H3a, and H3b, H4a, H4b, and H4c, and Simple Linear Regression (SLR) was used to test H2. Regression results are summarized in the Table 3, 4, 5, and 6.

Table 3. Results of Multiple Linear Regression Analysis for Hypothesis 1

Variables	Beta	Sig.	VIF	Result
Content Sensory Attribute Beliefs	0.507	0.000*	4.084	Supported
Packaging and Branding Attribute Beliefs	0.431	0.000*	4.084	Supported
R Square	0.823			
Adjusted R Square	0.822			

Note: *p < 0.05 indicates that can reject the null hypothesis.
Dependent variable = Utilitarian value

A multiple linear regression (MLR) analysis was conducted to the research to evaluate the predictors of content sensory attribute beliefs and packaging and branding attribute beliefs. Table 3 indicated that both variables had significant levels of 0.000 equally. The significant levels of content sensory attribute beliefs, and packaging and branding attribute beliefs were less than 0.05. This implied that content sensory attribute beliefs, and packaging and branding attribute beliefs significantly influenced the utilitarian value at the 0.05 significant level. Both variables have Variance Inflation Factors (VIF) less than 5, which means that it has no overlapping in the model. The value of R square =0.823 or (82.3%) indicated that content sensory attribute beliefs, and packaging and branding attribute beliefs were significant variable with utilitarian value at the 0.05 significant level.

Table 4. Results of Multiple Linear Regression Analysis for Hypothesis 3

Variables	Beta	Sig.	VIF	Result
Experience Quality	0.198	0.000*	2.599	Supported
Customer Perceived Value	0.762	0.000*	2.599	Supported
R Square	0.856			
Adjusted R Square	0.855			

Note. *p < 0.05 indicates that can reject the null hypothesis.
Dependent variable = Customer satisfaction

A multiple linear regression (MLR) analysis was conducted to the research to evaluate the predictors of experience quality, and customer perceived value. Table 4 indicated that both variables had significant levels of 0.000 equally. The significant levels of experience quality, and customer perceived value were less than 0.05. This implied that experience quality, and customer perceived value significantly influenced the customer satisfaction at the 0.05

significant level. Both variables have Variance Inflation Factors (VIF) of less than 5, which means that it has no overlapping in the model. The value of R square =0.856 or (85.6%) indicated that experience quality, and customer perceived value were significant variable with customer satisfaction at the 0.05 significant level.

Table 5. Results of Multiple Linear Regression Analysis for Hypothesis 4

Variables	Beta	Sig.	VIF	Result
Utilitarian Value	0.294	0.000*	2.872	Supported
Customer Perceived Value	0.188	0.000*	6.631	Supported
Customer Satisfaction	0.476	0.000*	6.952	Supported
R Square	0.858			
Adjusted R Square	0.857			

Note. *p < 0.05 indicates that can reject the null hypothesis.
Dependent variable = Repurchase intentions

A multiple linear regression (MLR) analysis was conducted to the research to evaluate the predictors of three independent variables, which are utilitarian value, customer perceived value, and customer satisfaction that had significant levels of 0.000 equally. The significant levels of utilitarian value, customer perceived value, and customer satisfaction were less than 0.05. This implied that utilitarian value, customer perceived value, and customer satisfaction significantly influenced the repurchase intentions at the 0.05 significant level. Utilitarian value has Variance Inflation Factors (VIF) less than 5, which means that it has no overlapping in the model. Customer perceived value, and customer satisfaction have Variance Inflation Factors (VIF) of more than 5, which means it has overlapping in the model. The value of R square =0.858 or (85.8%) indicated that utilitarian value, customer perceived value, and customer satisfaction were significant variable with repurchase intention at the 0.05 significant level.

Table 6. Results of Simple Linear Regression analysis for hypothesis 2

Variable	Beta	Sig.	VIF	Result
Experience Quality	0.784	0.000*	1.000	Supported
R Square	0.615			
Adjusted R Square	0.614			

Note. * p < 0.05 indicates that can reject the null hypothesis.
Dependent variable = Customer perceived value

Table 6 was representing the Simple Linear Regression analysis by using experience quality as independent variable while using customer perceived value as dependent variable at the 0.05 significant levels. From table 6, the significant level was at 0.000. The null hypothesis was rejected. Variable has Variance Inflation Factors (VIF) of less than 5, which means that it has no overlapping in the model. As a

result, it can conclude that experience quality has a significant influence on customer perceived value. It also has a standardized coefficient of 0.784, which can imply that if experience quality increases by 1%, then it can raise customer perceived value by 78.4%. The result of R square was 0.615 at 95% confidence level, which means that experience quality can explain customer perceived value by 61.5%.

5. Conclusions

Hypothesis testing showed that all six independent variables that have significant effect on repurchase intentions such as content sensory attribute beliefs, packaging and branding attribute beliefs, utilitarian value, experience quality, customer perceived value, customer satisfaction.

First of all, this research offers initial evidence that experience characteristics such as content sensory attribute beliefs, and packaging and branding attribute beliefs affirm customers' utilitarian value, influencing their repurchase intentions. Furthermore, according to beta value, content sensory attribute beliefs have a dominant influence on utilitarian value. Customers prefer different varieties of flavor and best taste of the product as experience characteristics, and these may lead to repurchase intentions. Based on this facts, manufacturing team of the May Myo Fresh coffee-mixed brand should maintain the current qualities of the product to fulfil the expectation of customer's desire.

Secondly, experience quality has highest beta value compared to other variables. The May Myo Fresh coffee-mixed experience has a superior taste, flavor, and quality, and it can provide customers with advantages that are greater than what they expect. Thus, in order to boost repurchase intentions through customer perceived value of coffee-mixed brand effectively, it is important for suppliers to give their consumers meaningful experiences.

Finally, according to the demographic factors, the main target customers of this products are middle class, adult customers. Based on this facts, marketing team of the May Myo Fresh coffee-mixed brand should make advertising, and promotion through the channels that matched, and reached to the target customers such as direct advertising at the traditional coffee shop, and bazaar.

6. Limitations and Future Research

First of all, this study collected the data for the customers only in Mandalay, which do not cover up the other areas in Myanmar. Thus, the researcher may get more

precise analysis, and different results of the research if future study is done for other geographic areas in Myanmar. Secondly, the researcher of this study utilized only seven variables that affect the repurchase intentions of customers to support the study. If the researcher focuses more on variables such as social influence, trust, brand image, which could give specific information for future study, may get a different result with other influencing factors. Finally, the researcher collected the data only with the help of social media platform channels such as email, Facebook, and Line due to Covid-19 pandemic. If the researcher will go to specific area or specific market in Myanmar to collect the data in person, which may get a different result or opinion from the customer that can influence the research.

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